

Simmons

1984 STUDY OF MEDIA & MARKETS

Household Cleaners, Room Deodorizers & Pet Foods

Air Fresheners &
Deodorizers

All-Purpose Cleaners

Drain Cleaners

Floor Wax & Polish

Furniture Polish

Household Glue &

Bonding Agents

Insecticides

Oven Cleaners

Rodent & Pest Control Services

Rug Cleaners & Shampoos

Rug Deodorizers &
Fresheners

Scouring Pads & Sponges

Scouring Powders

Spot Removers

Toilet Bowl Cleaners

Toilet Bowl Fresheners

Window & Glass Cleaners

Cats & Cat Food

Dogs & Dog Food

Flea & Tick Care

Products

UNIVERSITY OF ILLINOIS AT
CHICAGO

605 SO. MORGAN
CHICAGO, IL. 60607

Simmons

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Products

Simmons Market Research Bureau, Inc.

28 April 1986

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THE 1984 STUDY OF MEDIA AND MARKETS

The 1984 Study of Media and Markets is based on a total of 19,110 adults and is projectable to the population age 18 years and over living in the coterminous 48 states of the United States. The interview period extended from August 29, 1983 through July 6, 1984.

The complete details of the design and conduct of the Study are published in a separately bound Technical Guide. The Study findings, which also will be available on computer tape, will be published in 43 separate report volumes over the period between August 1984 and February 1985.

1984 SMRB Study Procedures

The total data collection workload, which is the basis for the contents of the report volumes, is apportioned in a modular fashion over several administratively feasible interview units as follows:

- Publications and demographic questionings are distributed over two separate personal interviews.
- Product data are obtained from a separate, self-administered questionnaire, placed at the time of the initial interview and recovered by the interviewer at the time of the second interview.
- TV viewing data are derived from a separate diary kept for two consecutive weeks, in which the respondent records his own in-home viewing only. These diaries are mailed to a sub-sample of respondents participating in the 1984 Study of Media and Markets.
- Radio listening data are also derived from a sub-sample of participants in the 1984 Study of Media and Markets. Listening for a single weekday is obtained in the second personal interview; information for an additional weekday is collected from a telephone interview or, for respondents without phone numbers, from a two-weekday diary.

Volumes included in 1984 SMRB Study

The volumes included in the Media series are as follows:

M-1	Publications: Total Audiences
M-2	Publications: In-Home Audiences
M-3	Publications: Reach And Frequency/Mean Reading Days
M-4	Publications: Duplication Of Audiences
M-5	Multi-Media Audiences: Adults
M-6	Multi-Media Audiences: Males
M-7	Multi-Media Audiences: Females
M-8	Multi-Media Audiences: Female Homemakers
M-9	Multi-Media Audiences: Professionals And Managers
M-10	Multi-Media Audiences: Mothers
M-11	Broadcast And Outdoor: Reach And Frequency
M-12	Television: Attentiveness And Special Events
M-13	Multi-Media Audiences: Media Imperatives

The following volumes are included in the Product series:

P-1	Automobiles
P-2	Cycles, Trucks, Vans & Tires
P-3	Automotive Products & Services
P-4	Travel
P-5	Banking, Investments, Memberships, Public Activities & Contributions
P-6	Insurance & Credit Cards
P-7	Books, Records, Tapes, Stereo & TV
P-8	Appliances, Sewing & Garden Care
P-9	Home Furnishings & Home Improvements
P-10	Sports & Leisure
P-11	Restaurants, Stores & Grocery Shopping
P-12	At Home Shopping, Yellow Pages, Florists & Telegrams
P-13	Jewelry, Watches, Luggage, Binoculars, Pens & Pencils & Men's Apparel
P-14	Women's Apparel
P-15	Tobacco Products & Photography
P-16	Distilled Spirits & Mixes
P-17	Malt Beverages & Wine
P-18	Coffee, Tea, Milk, Soft Drinks, Juices & Bottled Water
P-19	Dairy Products, Spreads, Cookies, Desserts & Baking & Bread Products
P-20	Cereals, Rice, Pasta, Pizza, Mexican Foods, Fruits & Vegetables
P-21	Soup, Meat, Fish, Poultry, Condiments & Dressings
P-22	Chewing Gum, Candy & Snacks
P-23	Soap, Laundry & Paper Products & Kitchen Wraps
P-24	Household Cleaners, Room Deodorizers & Pet Foods
P-25	Health Care Products & Remedies
P-26	Oral Hygiene Products, Skin Care & Deodorants
P-27	Hair Care & Shaving Products
P-28	Women's Beauty Aids, Cosmetics & Personal Products
P-29	Games & Toys, Children's & Babies' Apparel & Specialty Products
P-30	Relative Volume of Consumption

REPORT FORMAT AND STANDARDS

The standard format used in this report presents a four item data set:

A	B	C	D
	%	Across	
'000	Down	%	INDX

"A" is the projected number of people, in thousands, in the cell defined by the heading and stub for the column and row concerned.

"B" is the result of percentaging this number "down" using the group defined by the heading as the base. For demographic stub items, this gives PROFILE. For media stub items, this give COVERAGE or RATING.

"C" is the result of percentaging this number "across" using the group defined by the stub as the base. For demographic stub items, this gives PENETRATION. For media stub items, this gives COMPOSITION.

"D" is an index of selectivity calculated by dividing C (Across %) by the across percent for the universe concerned (adults, males, females, etc.). Example: an index of 120 indicates that the group defined by the stub is 20% more likely to be in the group defined by the heading than is the total universe. +++ is the symbol used when the calculation yields a four-digit index.

Asterisk Pattern

* Projections that are relatively unstable are denoted by an asterisk and should be used with considerable caution.

In all of the SMRB reports, projections so designated resulted from not less than thirty-one nor more than sixty actual interviews. The size of the projections bearing an asterisk may vary widely, depending upon the distribution of the projected interviews among the income strata.

For media audiences, interview counts are derived as follows:

- Print Media: Addition of the Phase I and Phase II interviews. (For magazine groups (GROSS), net readers on Phase I and net readers on Phase II are added.)
- Radio: Addition of the net audience on weekday 1 and the net audience on weekday 2.
- Television: Addition of the net audience on week 1 and the net audience on week 2.

**Double asterisks have been used in all of the SMRB reports to designate projections resulting from thirty or fewer interviews. These projections are not sufficiently reliable to be used safely alone and have been included for consistency only, to permit the combination of such break-downs into larger groups without loss of information. Under no circumstances should they be used in any other way.

Rounding

All projections are rounded to the nearest thousand. Because the projections have been independently rounded, some totals will not correspond to the sum of the breaks shown in the table. However, the discrepancies should not exceed an integer equal to one-half the number of detail breaks. This rounding factor can also exist between tables; that is, comparable male and female audiences will sum to the published total adult audience plus or minus the rounding factor.

Reliability of Results

Each estimate in this volume and all other SMRB reports is subject to sampling tolerances. A table specifying the tolerances for major audiences and a method for estimating these tolerances for all other data published in the reports is provided in the 1984 SMRB Technical Guide. The Technical Guide also enumerates unweighted base counts for all the publications and major demographic groups reported.

Weight Watchers

Weight Watchers was not included in the 1984 Study until January, 1984. Approximately one-third of the interviewing had already been completed. As a result, the audience ratings for this magazine are based upon the coverage estimates (ratings) obtained from the last two-thirds of the sample. Readership was ascribed to the first-third of the sample to reflect these ratings.

Decision Maker

The opportunity to determine who participates in the decision making process is provided for selected products or services via a question such as "Who decides which brand you use?" Summary pages, and in some cases, report tables incorporate these decision maker questions.

In volumes P-1 (Automobiles) and P-2 (Cycles, Trucks, Vans & Tires), some tables are presented on the basis of adult decision makers, male decision makers, female decision makers. The numbers on these tables are projected from respondents who participated in the decision making process as evidenced by their response of "yourself." Percentages are calculated on the total population.

Summary Pages

The foundations for all data appearing with a P series report are shown on the summary pages. Each question as it appears in the Product Information Booklet together with response selections are itemized in terms of population projections and percentages and unweighted counts. To fully understand the base of the tables being reported, and consequently to interpret the data correctly, it is advisable to refer to the summary page for the exact wording of questions. This suggestion will be particularly useful when using tables that derive from a household measurement. For example, a summary page incorporates the question: "Do you or other members of your household own any of the following...?" On a report page for adult males the ownership of one of the items is covered. The figure for the item owned should be interpreted as: the number of males who live in a household in which a household member owns the item.

Figures in "Net" columns are derived from an unduplicated count of respondents for the specific answer category. For example, if a business trip was taken on the last, second last and third last trips, the respondent is credited in each trip category for business reasons but counted only once on the net line for business. An exception to this procedure is in the presentation of "Do Not Know." "Do Not Know" in the net column is credited only when it is the sole answer across all the choices. Again using travel as an illustration, if the last trip was for vacation and no reason was given for the second last trip, the respondent would be counted on the net line for "vacation" and excluded from the net line for "do not know."

A single asterisk (*) may appear in the percentage column. It is used when the projected population is less than 0.05 percent.

Heavy, medium and light users are defined on the summary page. Frequencies that comprise each group are identified by an H, M or L.

When presented on a report table, the users that constitute each frequency group are identified as heavy users, medium users, or light users if three frequency distributions are created, or heavy users vs. light users if two frequency classifications are shown. The percentages on these tables relate to the population described on the table.

Percent Of Users And Usage

Percent users and percent usage for heavy, medium and light usage categories appear, where applicable, on independent tables following the tables in the body of the report. The manner in which the calculations on these tables are made is described below.

Percent of consumption is calculated by assigning weights to each use category for the product or service being reported. The number of users is then multiplied by the assigned weight to derive the weighted consumption. The weighted consumption is summed and the resulting total is the base (100%) for the computation.

An example of a hypothetical product category follows:

<u>Number Used in Household in Last 7 Days</u>	<u>H/M/L Designations</u>	<u>Assigned Weight</u>	X	<u>Product Users ('000)</u>	=	<u>Weighted Consumption ('000)</u>
10 or more	H	10.0		5309		53090.0
8-9	H	8.5		4341		36898.5
6-7	M	6.5		5078		33007.0
5	M	5.0		3941		19705.0
4	L	4.0		5172		20688.0
3	L	3.0		1556		4668.0
2	L	2.0		2691		5382.0
1 or less	L	0.5		329		164.5
NONE	L	0		19		0
						<u>173603.0</u>

The percent of consumption for this illustration will be:

Heavy Users	51.8%
Medium Users	30.4
Light Users	<u>17.8</u>
	100.0%

This same procedure is used to define percent of consumption for any type of consumption such as number used and frequency of use.

STANDARD REPORT STUB

The standard report stub, appearing in this volume, covers the following major areas:

Demographics
Quintiles/Terciles of Media Exposure
Media Imperatives®
Publication Audiences
Outdoor Advertising Audiences
Radio Audiences
Television Audiences
Cable Television

DEMOGRAPHICS

Definitions of the following demographic terms, used in the reports, are provided in the Technical Guide:

Area of Dominant Influence	Industry
Census Regions	Locality Type
County Size	Marketing Regions
Education	Occupation*
Employed Mothers	Parents
Female Homemakers	Professionals and Managers*
Household	Race
Household Head	Residence Ownership
Index of Social Position	Spanish-Speaking

*In revising occupational classifications for the 1980 Census, the Bureau of Census made certain changes in the broadest groupings. In line with these changes, the 1984 SMM groups Technicians with Clerical/Sales. In 1983 it was grouped with Professionals. Professionals and Managers excludes Technicians in the 1984 SMM whereas it included them in 1983. The group "Craftsman/Foreman" has been renamed "Precision/Craft" in the 1984 SMM.

QUINTILES/TERCILES OF MEDIA EXPOSURE

Quintile/tercile groups for nine media types - magazines, newspapers, outdoor, drive time radio, mid-day radio, total radio, prime time television, daytime television and total television - are reported. In addition, quintiles for fringe (early & late) television are shown in volumes M-5 through M-10.

In the report, quintiles are designated as 1 through 5 with quintile 1 being the highest group and quintile 5 being the lowest group. Terciles are shown as tercile 1 through 3 with tercile 1 being the highest group and tercile 3 being the lowest group.

Quintiles and terciles are defined separately for males and females using the weighted data for the 19,110 respondents. Once a given respondent is assigned to a specific quintile or tercile, his membership in that quintile or tercile is maintained regardless of the demographic group being reported: a female belonging to quintile 5 (lowest) will remain in that quintile regardless of whether she is reported as a mother, female homemaker, professional or manager, or an adult. Therefore, for bases other than males and females, the size of a given quintile need not approach 20%.

Definitions for the quintile and tercile groups follow:

	<u>HIGHEST GROUP</u>	<u>SECOND GROUP</u>	<u>MIDDLE GROUP</u>	<u>FOURTH GROUP</u>	<u>LOWEST GROUP</u>
<u>MAGAZINES</u>	Based on number of 108 publications studied and reported.				
Men	8 or More	5-7	3-4	1-2	None
Women	10 or More	6-9	4-5	2-3	0-1
<u>NEWSPAPERS</u>	Based on number of weekday newspapers read in the two days studied and weekend/Sunday newspapers read in the two weeks studied.				
Men	5 or More	4	3	2	0-1
Women	5 or More	4	3	1-2	None
<u>OUTDOOR ADVERTISING</u>	Based on the estimated frequency of exposure to a 100 showing for 30 days.				
Men	42 or More	21-41	10-20	3-9	0-2
Women	42 or More	21-41	10-20	3-9	0-2
<u>RADIO</u>	Groupings are defined in terms of the number of quarter hours listened to on two weekdays.				
<u>Drive Time</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday, 6am to 10am and 3pm to 7pm.				
Men	22 or More	13-21	8-12	3-7	0-2
Women	22 or More	13-21	7-12	1-6	None

	<u>HIGHEST GROUP</u>	<u>SECOND GROUP</u>	<u>MIDDLE GROUP</u>	<u>FOURTH GROUP</u>	<u>LOWEST GROUP</u>
<u>RADIO (Cont'd)</u>					
<u>Mid Day</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday, 10am to 3pm.				
Men	12 or More		1-11		None
Women	13 or More		1-12		None
<u>All Day</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday.				
Men	44 or More	24-43	13-23	6-12	0-5
Women	42 or More	23-41	12-22	4-11	0-3
<u>TELEVISION</u>					
	Groupings are defined in terms of the number of half hours viewed in two weeks.				
<u>Prime Time</u>	Based on number of half hours viewed in two weeks Sunday 7 pm to 11 pm and Monday through Saturday 8 pm to 11 pm.				
Men	54 or More	38-53	26-37	14-25	0-13
Women	58 or More	43-57	30-42	16-29	0-15
<u>Daytime</u>	Based on number of half hours viewed in two weeks Monday through Friday, 10 am to 4:30 pm.				
Men	12 or More		1-11		None
Women	27 or More		2-26		0-1
<u>Fringe Time (Early And Late)</u>	Based on number of half hours viewed in two weeks Monday through Friday, 4:30 pm to 7:30 pm and 11 pm to 1 am.				
Men	34 or More	22-33	14-21	6-13	0-5
Women	37 or More	25-36	14-24	6-13	0-5
<u>All Day</u>	Based on number of half hours viewed in two weeks Monday through Sunday, 8 am to 2 am.				
Men	128 or More	87-127	61-86	36-60	0-35
Women	159 or More	111-158	77-110	42-76	0-41

MEDIA IMPERATIVES®

The concept of Media Imperatives® was introduced at the 21st Annual Conference of the Advertising Research Foundation in November 1975 as a way of classifying consumers according to their magazine reading and television viewing behavior.

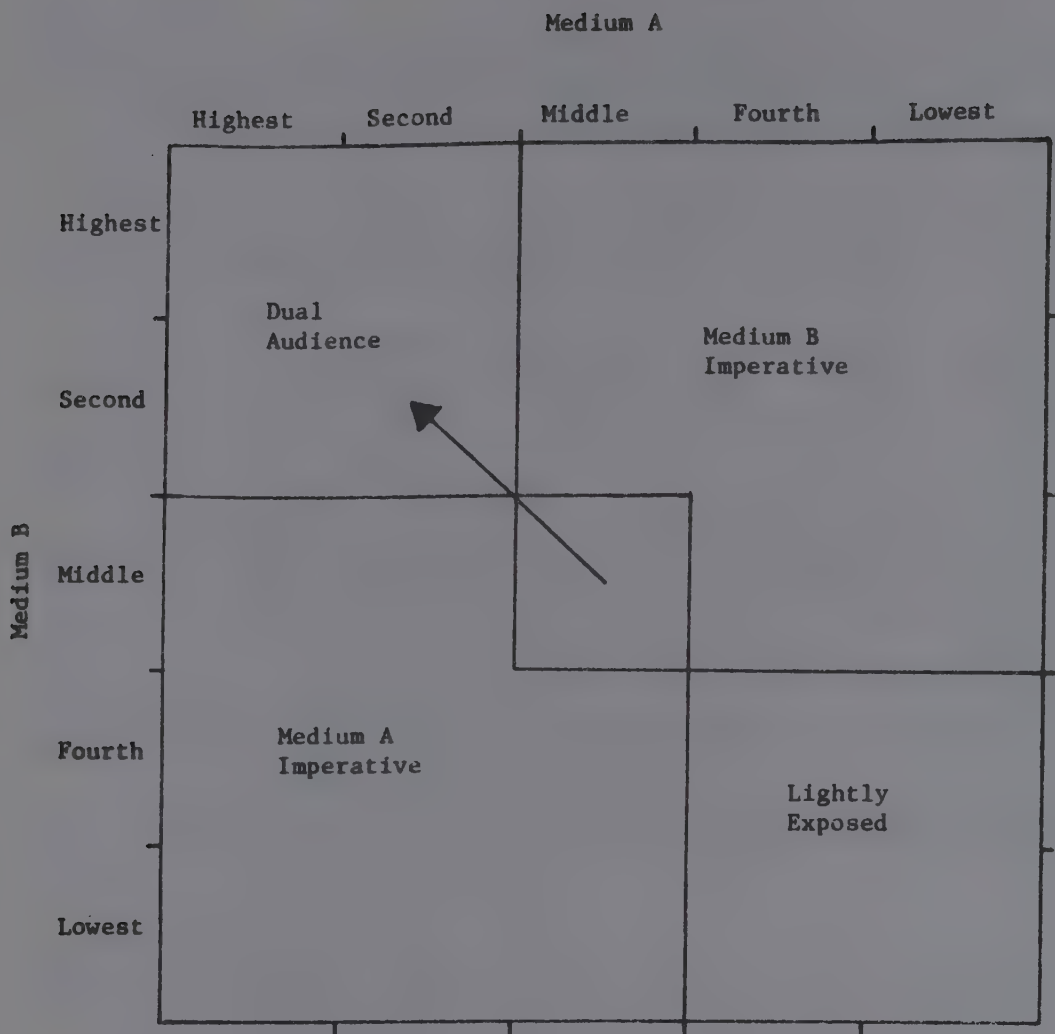
An extension of this concept is appropriate for analyzing exposure to other media. Consequently, the pairing of the five media into the following segments has been made:

Magazines - Newspapers	Newspapers - Radio
Magazines - Outdoor	Newspapers - Television
Magazines - Radio	Outdoor - Radio
Magazines - Television	Outdoor - Television
Newspapers - Outdoor	Radio - Television

Respondents were segmented (as shown above) into quintiles for magazines, newspapers, total television, total radio and 100 showing - 30 day outdoor to create approximately equal size groups. These segments were cross-tabulated for each of the paired media noted above and four mutually exclusive groups resulted -- an Imperative group for each of the paired media, a Dual Audience group and a Lightly Exposed group.

As in the 1983 study, the intersection of the middle groups is assigned to Dual Audience.

A diagrammatic representation and pairing definitions follow: (Each of the ten media pairings has been diagrammed with definitions in the Technical Guide.)



MAGAZINES - NEWSPAPERS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>NEWSPAPER IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Newspaper	2 or less	3	3 or more	

Females

Magazine	6 or more	6 or more	4 - 5	3 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Newspaper	2 or less	3	3 or more	

MAGAZINES - OUTDOOR (100 SHOWING)

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>OUTDOOR IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Outdoor	9 or less	10 - 20	10 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Outdoor	9 or less	10 - 20	10 or more	

MAGAZINES - ALL DAY RADIO QUARTER HOURS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Radio	12 or less	13 - 23	13 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Radio	11 or less	12 - 22	12 or more	

MAGAZINES - ALL DAY TV HALF HOURS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Television	60 or less	61 - 86	61 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Television	76 or less	77 - 110	77 or more	

NEWSPAPERS - OUTDOOR (100 SHOWING)

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>OUTDOOR IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	

Females

Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	

NEWSPAPERS - ALL DAY RADIO QUARTER HOURS

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	13 - 23	24 or more	24 or more	12 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	12 or less	13 - 23	13 - 23	
<u>Females</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	12 - 22	23 or more	23 or more	11 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	11 or less	12 - 22	12 - 22	

NEWSPAPERS - ALL DAY TV HALF HOURS

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
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Males

Newspaper	4 or more	4 or more	3 or less	2 or less
Television	61 - 86	87 or more	87 or more	60 or less
or				
Newspaper	3 or more	3	2 or less	
Television	60 or less	61 - 86	61 - 86	

Females

Newspaper	4 or more	4 or more	3 or less	2 or less
Television	77 - 110	111 or more	111 or more	76 or less
or				
Newspaper	3 or more	3	2 or less	
Television	76 or less	77 - 110	77 - 110	

OUTDOOR (100 SHOWING) - ALL DAY RADIO QUARTER HOURS

	<u>OUTDOOR IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
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Males

Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	12 or less	13 - 23	13 or more	

Females

Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	11 or less	12 - 22	12 or more	

OUTDOOR (100 SHOWING) - ALL DAY TV HALF HOURS

	<u>OUTDOOR IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	60 or less	61 - 86	61 or more	
<u>Females</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	76 or less	77 - 110	77 or more	

ALL DAY RADIO QUARTER HOURS - ALL DAY TV HALF HOURS

	<u>RADIO IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Radio	24 or more	24 or more	13 - 23	12 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Radio	13 - 23	13 - 23	12 or less	
Television	60 or less	61 - 86	61 or more	
<u>Females</u>				
Radio	23 or more	23 or more	12 - 22	11 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Radio	12 - 22	12 - 22	11 or less	
Television	76 or less	77 - 110	77 or more	

A detailed explanation of the questioning procedures and audience definitions used for various types of publications appears in the Technical Guide.

Magazines and weekly newspapers were measured by the "through-the-book" editorial interest method. The New York Times Daily Edition, Wall Street Journal, USA Today, and daily newspapers were measured by the "read yesterday" method. Sunday/weekend newspapers were measured by the "read last Saturday or since last Saturday" procedure. The audiences for Family Weekly, the Los Angeles Times HOME Magazine, The New York Times Magazine, Parade Magazine, and the National Sunday Magazine Package are defined through readership of the Sunday/weekend carrier newspapers, which are listed in the Technical Guide. Recipients of Blair Inserts are defined through readership of the Sunday/weekend newspapers included in the Blair group, which are also listed in the Technical Guide.

Magazine Groups

The reports include audience estimates for eleven different magazine groups. For each of these groups, gross audience estimates are printed in the volumes, and both gross and net audience punches are provided on the computer tape. The components of the reported groups are as follows:

CBS Magazine Network

- American Photographer
- Audio
- *Cycle World
- *Road & Track
- *World Tennis

Hearst Man Power

- *Popular Mechanics
- *Science Digest
- *Sports Afield

Conde Nast Magazine Package

- *Glamour
- *Mademoiselle
- *Self
- *Vogue

Hearst Woman Power

- *Cosmopolitan
- *Good Housekeeping
- *Redbook

Decorating and Craft Ideas

(Creative Ideas for Living)/

Southern Living

- *Decorating and Craft Ideas
- (Creative Ideas for Living)
- *Southern Living

LHJ Family Group Combination

- *Health
- *Ladies' Home Journal
- *1,001 Home Ideas

Golf Digest/Tennis

- *Golf Digest
- *Tennis

McCall's/Working Mother

- *McCall's
- *Working Mother

Golf Magazine/Ski

- *Golf Magazine
- *Ski

Ziff-Davis Magazine Network

- Boating
- *Car & Driver
- Cycle
- Flying
- Popular Photography
- Skiing
- Stereo Review

Hearst Magazines Corporate Buy

- *Cosmopolitan
- *Country Living
- *Good Housekeeping
- *Harper's Bazaar
- *House Beautiful
- Motor Boating & Sailing
- *Popular Mechanics
- *Redbook
- *Science Digest
- *Sports Afield
- *Town & Country
- *Colonial Homes

OUTDOOR ADVERTISING AUDIENCES

The self-administered questionnaire left at the time of the first personal interview included special questions about frequency of travel in the past week, distance travelled, purposes of trips and modes of transportation. Responses to these questions, in combination with standard demographics, were used to develop the expected frequency of exposure of each respondent to three types of outdoor campaigns as follows:

100 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH
50 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH
25 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH

Note: 30 DAY AVERAGE FREQUENCY is NOT in 000's.

The complete details covering the development and implementation of the estimating procedure are included in the Technical Guide.

The reported 30 day frequency figures for a showing-size are estimates of the average number of exposures, per person exposed, provided by that showing size within a 30 day period (gross exposures divided by reach). The reported 30 day reach figures for a showing-size are estimates of the number of people exposed at least once to that showing size within a 30 day period.

METHOD OF MEASUREMENT FOR BROADCAST AUDIENCES

Radio listening on two weekdays and television viewing data were collected from a subsample of respondents to the 1984 Study of Media and Markets. In order to avoid the need to switch data bases depending on the data to be tabulated, SMRB developed an unbiased statistical procedure which assigned TV and radio data to each respondent not in the radio - TV subsample. The details of this procedure and the method of data collection are reported in the Technical Guide.

Radio

Radio audience measures reflect weekday listening during two separate weekdays. Audiences for total radio, formats and networks are reported on the basis of average daily (Monday through Friday) cume. (Average weekday cume is a description that can be used interchangeably.)

The average daily (M-F) cume refers to the total number of different persons listening to five or more minutes of an entire daypart averaged across the two weekday observations.

Formats and networks, wired and non-wired, are presented for the 6am to midnight daypart.

Format audiences are derived from the classification of radio stations using the Radio Programming Profile, published by BF/Communication Services, Inc., as the primary source. Other sources of format information, as well as the components of the reported formats, appear in the Technical Guide; network memberships are also reported therein.

Television

Estimates of television usage by daypart and network program audiences are based on two-week television diaries. Both measures are reported in terms of the average half hour, that is, the number of people viewing any part of each half-hour of a program or daypart is summed and divided by the total number of half-hours. Since each person kept a diary for a two-week period, the average half-hour audience for an hour program, shown once a week, would include the sum of all the people viewing each of the four half-hours (over a two-week period) divided by four.

Audience estimates for weekday daytime shows are obtained in similar fashion. However, since these half-hour shows are generally shown every weekday, the audience for each of the ten weekdays (over a two-week period) was summed and divided by 10, producing an estimate for the average half-hour.

Using TV Guides from one of the six weeks in the diary-recording period, all local (non-network) evening weekday newscasts of at least 15 minutes duration, between 4 p.m. and midnight local time were recorded in all survey areas. Such listings were derived from the Monday schedule unless that line-up was atypical (due to sports events, etc.), in which case the first available typical weekday was used. Viewing of a non-network newscast which occurred between 4 p.m. and 8 p.m. was classified as "early evening"; local news viewing which occurred between 8 p.m. and midnight was classified as "late evening". Local newscast audiences are reported separately for network affiliates and independent stations in terms of the average daily net audience: the number of persons viewing fifteen minutes or more of local news on each day are summed and divided by 10, the number of days observed, separately for "early" and "late".

The self-administered questionnaire included a question to determine the frequency with which itemized sports events were watched on television. Answer selections were: "occasionally," "frequently," "almost always." Viewers who responded "frequently" or "almost always" are grouped and are those that are in the reports for sports events.

CABLE TELEVISION

The estimate of households subscribing to cable television, as well as the estimate of pay cable subscribers, was obtained from the initial personal interview. (Pay cable had previously been obtained from the self administered questionnaire)

AIR-FRESHENER SPRAYS &
ROOM DEODORIZERS

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-23

		'000	%	UNWEIGHTED
2C. ABOUT HOW MANY BOTTLES, CANS OR CONTAINERS OF AIR FRESHENERS OR ROOM DEODORIZERS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 6 MONTHS?				
SEVEN OR MORE	H	3218	4.0	353
SIX	H	2567	3.2	288
FIVE	H	1822	2.2	205
FOUR	H	5182	6.4	583
THREE	M	8249	10.2	924
TWO	M	12491	15.4	1383
ONE	L	9883	12.2	1126
LESS THAN ONE	L	7773	9.6	972
NONE	L	615	.8	77

AIR-FRESHENER SPRAYS & ROOM DEODORIZERS
(CONTINUED)

BASE = FEMALE HOMEMAKERS (80986)

TYPE USED	ALL		SOLE		UNWEIGHTED
	'000	%	'000	%	
SPRAY	40664	50.2	25993	32.1	4603
SOLID	22080	27.3	7597	9.4	2459
LIQUID	1833	2.3	388	.5	219
STRIPS	427	.5	67	.1	47
DO NOT KNOW	2710	3.3			333

SPRAY

AIRWICK SPRAY
AVON SPRAY
FLORIENT SPRAY
FULLER SPRAY
GLADE SPRAY
LISTEROL SPRAY
LYSOL SPRAY
MR. CULVERS SPARKLERS SPRAY
RENUZIT SPRAY
TOUCH OF SCENT SPRAY
WIZARD SPRAY

SOLID

AIRWICK AIRHAND SOLID
AIRWICK SOLID
AIRWICK STICK-UPS
AVON DECORATORS SOLID
GLADE SOLID
GLADE SPIN FRESH
MR. CULVERS SPARKLERS SOLID
PRETTY AS A PICTURE SOLID
RENUZIT SOLID
TWICE AS FRESH SOLID
WIZARD STICK-ONS
WIZARD SOLID
WIZARD FIGURINES SOLID

LIQUID

AIRWICK LIQUID/WICK
WIZARD LIQUID/WICK

STRIPS

GLADE STRIPS

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% ACROSS	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	51800	100.0	64.0	100	12789	100.0	15.8	100	20739	100.0	25.6	100	18271	100.0	22.6	100
18 - 24	9282	5602	10.8	60.4	94	1564	12.2	16.8	107	2102	10.1	22.6	88	1936	10.6	20.9	92
25 - 34	19072	11904	23.0	62.4	98	2917	22.8	15.3	97	4720	22.8	24.7	97	4268	23.4	22.4	99
35 - 44	14591	9455	18.3	64.8	101	2586	20.2	17.7	112	3933	19.0	27.0	105	2937	16.1	20.1	89
45 - 54	11345	7436	14.4	65.5	102	1864	14.6	16.4	104	3235	15.6	28.5	111	2337	12.8	20.6	91
55 - 64	11635	7863	15.2	67.6	106	1773	13.9	15.2	96	3144	15.2	27.0	106	2946	16.1	25.3	112
65 OR OLDER	15061	9540	18.4	63.3	99	2086	16.3	13.9	88	3607	17.4	23.9	94	3847	21.1	25.5	113
18 - 34	28354	17506	33.8	61.7	97	4480	35.0	15.8	100	6822	32.9	24.1	94	6204	34.0	21.9	97
18 - 49	48339	30326	58.5	62.7	98	7798	61.0	16.1	102	12348	59.5	25.5	100	10180	55.7	21.1	93
25 - 54	45008	28795	55.6	64.0	100	7366	57.6	16.4	104	11887	57.3	26.4	103	9542	52.2	21.2	94
35 - 49	19985	12820	24.7	64.1	100	3318	25.9	16.6	105	5526	26.6	27.7	108	3977	21.8	19.9	88
50 OR OLDER	32647	21247	41.5	65.8	103	4991	39.0	15.3	97	8392	40.5	25.7	100	8091	44.3	24.8	110
GRADUATED COLLEGE	11155	6541	12.6	58.6	92	1515	11.8	13.6	86	2469	11.9	22.1	86	2557	14.0	22.9	102
ATTENDED COLLEGE	13682	8840	17.1	64.6	101	1999	15.6	14.6	93	3420	16.5	25.0	98	3421	18.7	25.0	111
GRADUATED HIGH SCHOOL	33880	22679	43.8	66.9	105	5492	42.9	16.2	103	9200	44.4	27.2	106	7988	43.7	23.6	105
DID NOT GRADUATE HIGH SCHOOL	22270	13740	26.5	61.7	96	3783	29.6	17.0	108	5651	27.2	25.4	99	4306	23.6	19.3	86
EMPLOYED	40306	25772	49.8	63.9	100	6713	52.5	16.7	105	10040	48.4	24.9	97	9018	49.4	22.4	99
EMPLOYED FULL-TIME	32850	20992	40.5	63.9	100	5533	43.3	16.8	107	8377	40.4	25.5	100	7082	38.8	21.6	96
EMPLOYED PART-TIME	7456	4780	9.2	64.1	100	1180	9.2	15.8	100	1663	8.0	22.3	87	1937	10.6	26.0	115
NOT EMPLOYED	40680	26028	50.2	64.0	100	6076	47.5	14.9	95	10699	51.6	26.3	103	9253	50.6	22.7	101
PROFESSIONAL/MANAGER	10392	6337	12.2	61.0	95	1430	11.2	13.8	87	2251	10.9	21.7	85	2656	14.5	25.6	113
TECH/CLERICAL/SALES	17574	11463	22.1	65.2	102	3063	24.0	17.4	110	4527	21.8	25.8	101	3874	21.2	22.0	98
PRECISION/CRAFT	985	693	1.3	70.4	110	**101	0.8	10.3	65	*387	1.9	39.3	153	**206	1.1	20.9	93
OTHER EMPLOYED	11354	7278	14.1	64.1	100	2120	16.6	18.7	118	2876	13.9	25.3	99	2283	12.5	20.1	89
SINGLE	9863	5930	11.4	60.1	94	1596	12.5	16.2	102	2191	10.6	22.2	87	2143	11.7	21.7	96
MARRIED	51375	33265	64.2	64.7	101	8299	64.9	16.2	102	13629	65.7	26.5	104	11337	62.0	22.1	98
DIVORCED/SEPARATED/WIDOWED	19748	12605	24.3	63.8	100	2895	22.6	14.7	93	4920	23.7	24.9	97	4791	26.2	24.3	108
PARENTS	32590	20336	39.3	62.4	98	5471	42.8	16.8	106	8487	40.9	26.0	102	6379	34.9	19.6	87
WHITE	70416	45153	87.2	64.1	100	10539	82.4	15.0	95	18323	88.4	26.0	102	16290	89.2	23.1	103
BLACK	8778	5524	10.7	62.9	98	1944	15.2	22.1	140	1933	9.3	22.0	86	1648	9.0	18.8	83
OTHER	1791	1123	2.2	62.7	98	**306	2.4	17.1	108	**484	2.3	27.0	106	**333	1.8	18.6	82
NORTHEAST-CENSUS	17786	10996	21.2	61.8	97	2926	22.9	16.5	104	4519	21.8	25.4	99	3551	19.4	20.0	88
NORTH CENTRAL	20741	14053	27.1	67.8	106	3135	24.5	15.1	96	5680	27.4	27.4	107	5238	28.7	25.3	112
SOUTH	27775	17909	34.6	64.5	101	4650	36.4	16.7	106	7402	35.7	26.6	104	5857	32.1	21.1	93
WEST	14683	8842	17.1	60.2	94	2078	16.2	14.2	90	3140	15.1	21.4	84	3625	19.8	24.7	109
NORTHEAST-MKTG.	17961	10801	20.9	60.1	94	2884	22.6	16.1	102	4590	22.1	25.6	100	3327	18.2	18.5	82
EAST CENTRAL	11885	7563	14.6	63.6	99	1670	13.1	14.1	89	3041	14.7	25.6	100	2852	15.6	24.0	106
WEST CENTRAL	14090	9690	18.7	68.8	108	2150	16.8	15.3	97	3859	18.6	27.4	107	3681	20.1	26.1	116
SOUTH	24081	15937	30.8	66.2	103	4222	33.0	17.5	111	6472	31.2	26.9	105	5243	28.7	21.8	97
PACIFIC	12969	7809	15.1	60.2	94	1863	14.6	14.4	91	2777	13.4	21.4	84	3168	17.3	24.4	108
COUNTY SIZE A	32439	20135	38.9	62.1	97	5142	40.2	15.9	100	7718	37.2	23.8	93	7275	39.8	22.4	99
COUNTY SIZE B	24915	16029	30.9	64.3	101	4173	32.6	16.7	106	6360	30.7	25.5	100	5496	30.1	22.1	98
COUNTY SIZE C	12930	8315	16.1	64.3	101	1751	13.7	13.5	86	3841	18.5	29.7	116	2723	14.9	21.1	93
COUNTY SIZE D	10703	7321	14.1	68.4	107	1722	13.5	16.1	102	2821	13.6	26.4	103	2777	15.2	25.9	115
METRO CENTRAL CITY	24518	14692	28.4	59.9	94	3647	28.5	14.9	94	5940	28.6	24.2	95	5105	27.9	20.8	92
METRO SUBURBAN	35919	23422	45.2	65.2	102	5839	45.7	16.3	103	9197	44.3	25.6	100	8387	45.9	23.3	103
NON METRO	20549	13685	26.4	66.6	104	3303	25.8	16.1	102	5603	27.0	27.3	106	4779	26.2	23.3	103
TOP 5 ADI'S	18341	11394	22.0	62.1	97	2975	23.3	16.2	103	4485	21.6	24.5	95	3934	21.5	21.4	95
TOP 10 ADI'S	25378	15655	30.2	61.7	96	3836	30.0	15.1	96	6166	29.7	24.3	95	5653	30.9	22.3	99
TOP 20 ADI'S	36488	22758	43.9	62.4	98	5587	43.7	15.3	97	8929	43.1	24.5	96	8243	45.1	22.6	100
HSGLD INC. \$50,000 OR MORE	6612	4378	8.5	66.2	104	1192	9.3	18.0	114	1827	8.8	27.6	108	1358	7.4	20.5	91
\$40,000 OR MORE	12659	8242	15.9	65.1	102	2138	16.7	16.9	107	3178	15.3	25.1	98	2925	16.0	23.1	102
\$30,000 OR MORE	24698	15892	30.7	64.3	101	4065	31.8	16.5	104	6160	29.7	24.9	97	5667	31.0	22.9	102
\$25,000 OR MORE	32077	20615	39.8	64.3	100	5110	40.0	15.9	101	8354	40.3	26.0	102	7151	39.1	22.3	99
\$20,000 - \$24,999	9144	5804	11.2	63.5	99	1293	10.1	14.1	90	2408	11.6	26.3	103	2103	11.5	23.0	102
\$15,000 - \$19,999	8728	5794	11.2	66.4	104	1172	9.2	13.4	85	2464	11.9	28.2	110	2158	11.8	24.7	110
\$10,000 - \$14,999	12562	8485	16.4	67.5	106	2391	18.7	19.0	121	3442	16.6	27.4	107	2651	14.5	21.1	94
UNDER \$10,000	18475	11101	21.4	60.1	94	2823	22.1	15.3	97	4071	19.6	22.0	86	4208	23.0	22.8	101
HOUSEHOLD OF 1 PERSON	11987	7304	14.1	60.9	95	1251	9.8	10.4	66	2727	13.1	22.7	89	3325	18.2	27.7	123
2 PEOPLE	26577	17514	33.8	65.9	103	3998	31.3	15.0	95	6820	32.9	25.7	100	6697	36.7	25.2	112
3 OR 4 PEOPLE	30617	19863	38.3	64.9	101	5300	41.4	17.3	110	8240	39.7	26.9	105	6323	34.6	20.7	92
5 OR MORE PEOPLE	11804	7119	13.7	60.3	94	2240	17.5	19.0	120	2953	14.2	25.0	98	1926	10.5	16.3	72
NO CHILD IN HSHLD	46165	29944	57.8	64.9	101	6768	52.9	14.7	93	11731	56.6	25.4	99	11446	62.6	24.8	110
CHILD(REN) UNDER 2 YRS	5325	3076	5.9	57.8	90	703	5.5	13.2	84	1268	6.1	23.8	93	1105	6.0	20.8	92
2 - 5 YEARS	14221	8704	16.8	61.2	96	2436	19.0	17.1	108	3537	17.1	24.9	97	2731	14.9	19.2	85
6 - 11 YEARS	15117	9387	18.1	62.1	97	2839	22.2	18.8	119	3791	18.3	25.1	98	2757	15.1	18.2	81
12 - 17 YEARS	16611	10351	20.0	62.3	97	2956	23.1	17.8	113	4363	21.0	26.3	103	3031	16.6	18.2	81
RESIDENCE OWNED	55884	36957	71.3	66.1	103	8527	66.7	15.3	97	15129	72.9	27.1	106	13301	72.8	23.8	105
VALUE: \$50,000 OR MORE	31744	20385	39.4	64.2	100	4365	34.1	13.8	87	8408	40.5	26.5	103	7613	41.7	24.0	106
VALUE: UNDER \$50,000	24140	16572	32.0	68.6	107	4162	32.5	17.2	109	6721	32.4	27.8	109	5689	31.1	23.6	104

AIR-FRESHENER SPRAYS & ROOM DEODORIZERS: USAGE IN LAST 6 MONTHS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	51800	100.0	64.0	100	12789	100.0	15.8	100	20739	100.0	25.6	100	18271	100.0	22.6	100
MAGAZINES	QUINTILE 1	15799	10948	21.1	69.3	108	3251	25.4	20.6	130	4171	20.1	26.4	103	3526	19.3	22.3	99
	QUINTILE 2	17259	11484	22.2	66.5	104	2953	23.1	17.1	108	4554	22.0	26.4	103	3978	21.8	23.0	102
	QUINTILE 3	13545	8455	16.3	62.4	98	1938	15.2	14.3	91	3664	17.7	27.1	106	2853	15.6	21.1	93
	QUINTILE 4	15133	9414	18.2	62.2	97	2124	16.6	14.0	89	3786	18.3	25.0	98	3504	19.2	23.2	103
	QUINTILE 5	19250	11499	22.2	59.7	93	2524	19.7	13.1	83	4565	22.0	23.7	93	4410	24.1	22.9	102
NEWSPAPERS	QUINTILE 1	12413	8135	15.7	65.5	102	1974	15.4	15.9	101	3446	16.6	27.8	108	2714	14.9	21.9	97
	QUINTILE 2	24116	15402	29.7	63.9	100	3842	30.0	15.9	101	6314	30.4	26.2	102	5247	28.7	21.8	96
	QUINTILE 3	11261	7432	14.3	66.0	103	1987	15.5	17.6	112	3012	14.5	26.7	104	2434	13.3	21.6	96
	QUINTILE 4	20255	12887	24.9	63.6	99	2958	23.1	14.6	92	4854	23.4	24.0	94	5075	27.8	25.1	111
	QUINTILE 5	12940	7944	15.3	61.4	96	2029	15.9	15.7	99	3114	15.0	24.1	94	2801	15.3	21.6	96
OUTDOOR	QUINTILE 1	14852	9394	18.1	63.3	99	2121	16.6	14.3	90	3796	18.3	25.6	100	3478	19.0	23.4	104
	QUINTILE 2	15725	10100	19.5	64.2	100	2699	21.1	17.2	109	3870	18.7	24.6	96	3530	19.3	22.4	100
	QUINTILE 3	16330	10778	20.8	66.0	103	3013	23.6	18.5	117	4344	20.9	26.6	104	3421	18.7	20.9	93
	QUINTILE 4	16744	10584	20.4	63.2	99	2464	19.3	14.7	93	4196	20.2	25.1	98	3924	21.5	23.4	104
	QUINTILE 5	17334	10945	21.1	63.1	99	2493	19.5	14.4	91	4534	21.9	26.2	102	3919	21.4	22.6	100
RADIO-DRIVE TIME	QUINTILE 1	15911	10565	20.4	66.4	104	2716	21.2	17.1	108	4017	19.4	25.2	99	3831	21.0	24.1	107
	QUINTILE 2	14837	9806	18.9	66.1	103	2531	19.8	17.1	108	3808	18.4	25.7	100	3467	19.0	23.4	104
	QUINTILE 3	15339	9763	18.8	63.6	100	2427	19.0	15.8	100	3709	17.9	24.2	94	3626	19.8	23.6	105
	QUINTILE 4	16723	10395	20.1	62.2	97	2485	19.4	14.9	94	4537	21.9	27.1	106	3374	18.5	20.2	89
	QUINTILE 5	18176	11272	21.8	62.0	97	2631	20.6	14.5	92	4668	22.5	25.7	100	3973	21.7	21.9	97
RADIO-MID- DAY	TERCILE 1	21020	13796	26.6	65.6	103	3388	26.5	16.1	102	5600	27.0	26.6	104	4808	26.3	22.9	101
	TERCILE 2	21610	14028	27.1	64.9	101	3648	28.5	16.9	107	5470	26.4	25.3	99	4910	26.9	22.7	101
	TERCILE 3	38355	23975	46.3	62.5	98	5753	45.0	15.0	95	9669	46.6	25.2	98	8553	46.8	22.3	99
RADIO-TOTAL	QUINTILE 1	15988	10974	21.2	68.6	107	2825	22.1	17.7	112	4198	20.2	26.3	103	3951	21.6	24.7	110
	QUINTILE 2	15626	10028	19.4	64.2	100	2397	18.7	15.3	97	4049	19.5	25.9	101	3583	19.6	22.9	102
	QUINTILE 3	16723	10734	20.7	64.2	100	2869	22.4	17.2	109	4063	19.6	24.3	95	3801	20.8	22.7	101
	QUINTILE 4	16342	10129	19.6	62.0	97	2326	18.2	14.2	90	4313	20.8	26.4	103	3490	19.1	21.4	95
	QUINTILE 5	16306	9936	19.2	60.9	95	2373	18.6	14.6	92	4117	19.9	25.2	99	3446	18.9	21.1	94
TV-PRIME TIME	QUINTILE 1	15953	10479	20.2	65.7	103	2403	18.8	15.1	95	4545	21.9	28.5	111	3531	19.3	22.1	98
	QUINTILE 2	16137	10338	20.0	64.1	100	2871	22.4	17.8	113	3990	19.2	24.7	97	3477	19.0	21.5	96
	QUINTILE 3	16420	10770	20.8	65.6	103	2570	20.1	15.7	99	4154	20.0	25.3	99	4046	22.1	24.6	109
	QUINTILE 4	16687	10640	20.5	63.8	100	2706	21.2	16.2	103	4224	20.4	25.3	99	3710	20.3	22.2	99
	QUINTILE 5	15789	9573	18.5	60.6	95	2238	17.5	14.2	90	3826	18.4	24.2	95	3508	19.2	22.2	98
TV-DAYTIME	TERCILE 1	27736	18014	34.8	64.9	102	4444	34.7	16.0	101	7353	35.5	26.5	104	6216	34.0	22.4	99
	TERCILE 2	26489	16726	32.3	63.1	99	4124	32.2	15.6	99	6881	33.2	26.0	101	5721	31.3	21.6	96
	TERCILE 3	26761	17061	32.9	63.8	100	4221	33.0	15.8	100	6506	31.4	24.3	95	6334	34.7	23.7	105
TV-TOTAL	QUINTILE 1	16345	10434	20.1	63.8	100	2561	20.0	15.7	99	4323	20.8	26.4	103	3550	19.4	21.7	96
	QUINTILE 2	16447	11119	21.5	67.6	106	3013	23.6	18.3	116	4488	21.6	27.3	107	3618	19.8	22.0	98
	QUINTILE 3	15980	10389	20.1	65.0	102	2542	19.9	15.9	101	4173	20.1	26.1	102	3674	20.1	23.0	102
	QUINTILE 4	15887	9922	19.2	62.5	98	2177	17.0	13.7	87	3865	18.6	24.3	95	3880	21.2	24.4	108
	QUINTILE 5	16326	9936	19.2	60.9	95	2496	19.5	15.3	97	3890	18.8	23.8	93	3549	19.4	21.7	96
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	13784	26.6	66.5	104	3912	30.6	18.9	120	5304	25.6	25.6	100	4568	25.0	22.0	98
		19186	12993	25.1	67.7	106	3441	26.9	17.9	114	5191	25.0	27.1	106	4362	23.9	22.7	101
		21899	13650	26.4	62.3	97	2981	23.3	13.6	86	6014	29.0	27.5	107	4655	25.5	21.3	94
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	10289	19.9	66.6	104	2898	22.7	18.8	119	4028	19.4	26.1	102	3363	18.4	21.8	96
		25953	17288	33.4	66.6	104	4505	35.2	17.4	110	6993	33.7	26.9	105	5791	31.7	22.3	99
		24400	15077	29.1	61.8	97	3354	26.2	13.7	87	6064	29.2	24.9	97	5659	31.0	23.2	103
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	12431	24.0	68.9	108	3262	25.5	18.1	114	4803	23.2	26.6	104	4366	23.9	24.2	107
		23571	15394	29.7	65.3	102	4101	32.1	17.4	110	6296	30.4	26.7	104	4998	27.4	21.2	94
		23278	14721	28.4	63.2	99	3439	26.9	14.8	94	5796	27.9	24.9	97	5486	30.0	23.6	104
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	10591	20.4	68.5	107	3028	23.7	19.6	124	4284	20.7	27.7	108	3279	17.9	21.2	94
		25829	16887	32.6	65.4	102	4226	33.0	16.4	104	6605	31.8	25.6	100	6055	33.1	23.4	104
		26039	16219	31.3	62.3	97	3730	29.2	14.3	91	6712	32.4	25.8	101	5777	31.6	22.2	98
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	10738	20.7	64.7	101	2812	22.0	16.9	107	4274	20.6	25.7	101	3652	20.0	22.0	97
		26834	17375	33.5	64.7	101	4123	32.2	15.4	97	7492	36.1	27.9	109	5760	31.5	21.5	95
		23346	14927	28.8	63.9	100	3801	29.7	16.3	103	5690	27.4	24.4	95	5437	29.8	23.3	103
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	11437	22.1	66.8	104	3065	24.0	17.9	113	4491	21.7	26.2	102	3880	21.2	22.6	100
		25892	16307	31.5	63.0	98	3968	31.0	15.3	97	6898	33.3	26.6	104	5441	29.8	21.0	93
		23167	15253	29.4	65.8	103	3655	28.6	15.8	100	5807	28.0	25.1	98	5791	31.7	25.0	111
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	11292	21.8	65.8	103	3006	23.5	17.5	111	4726	22.8	27.5	108	3561	19.5	20.8	92
		26214	16630	32.1	63.4	99	3928	30.7	15.0	95	6698	32.3	25.6	100	6004	32.9	22.9	102
		23412	15161	29.3	64.8	101	3709	29.0	15.8	100	6120	29.5	26.1	102	5332	29.		

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEMAKERS	80986	51800	100.0	64.0	100	12789	100.0	15.8	100	20739	100.0	25.6	100	18271	100.0	22.6	100
ATLANTIC MONTHLY	415	289	0.6	69.6	109	**96	0.8	23.1	146	**100	0.5	24.1	94	**93	0.5	22.4	99
BARRON'S	453	*281	0.5	62.0	97	**108	0.8	23.8	151	**95	0.5	21.0	82	**78	0.4	17.2	76
BETTER HOMES & GARDENS	16256	11208	21.6	68.9	108	2849	22.3	17.5	111	4482	21.6	27.6	108	3877	21.2	23.8	106
BON APPETIT	2535	1519	2.9	59.9	94	425	3.3	16.8	106	492	2.4	19.4	76	601	3.3	23.7	105
BUSINESS WEEK	1278	850	1.6	66.5	104	*203	1.6	15.9	101	286	1.4	22.4	87	361	2.0	28.2	125
CAR AND DRIVER	378	*233	0.4	61.6	96	**64	0.5	16.9	107	**79	0.4	20.9	82	**91	0.5	24.1	107
CBS MAGAZINE NETWORK (GROSS)	1498	975	1.9	65.1	102	264	2.1	17.6	112	353	1.7	23.6	92	358	2.0	23.9	106
CHANGING TIMES	1505	1018	2.0	67.6	106	*246	1.9	16.3	104	417	2.0	27.7	108	355	1.9	23.6	105
COLONIAL HOMES	1231	791	1.5	64.3	100	*267	2.1	21.7	137	331	1.6	26.9	105	*193	1.1	15.7	69
CONDE NAST MAG. PKG. (GROSS)	14146	9360	18.1	66.2	103	2626	20.5	18.6	118	3417	16.5	24.2	94	3317	18.2	23.4	104
CONSUMERS DIGEST	1323	916	1.8	69.2	108	*259	2.0	19.6	124	310	1.5	23.4	92	347	1.9	26.2	116
COSMOPOLITAN	7102	4858	9.4	68.4	107	1409	11.0	19.8	126	1786	8.6	25.1	98	1664	9.1	23.4	104
COUNTRY LIVING	2481	1624	3.1	65.5	102	384	3.0	15.5	98	574	2.8	23.1	90	667	3.7	26.9	119
CUISINE	1472	965	1.9	65.6	102	*212	1.7	14.4	91	334	1.6	22.7	89	420	2.3	28.5	126
CYCLE WORLD	425	344	0.7	80.9	127	**122	1.0	28.7	182	**65	0.3	15.3	60	**157	0.9	36.9	164
DCI:CREATIVE IDEAS FOR LIV	2510	1767	3.4	70.4	110	509	4.0	20.3	128	545	2.6	21.7	85	713	3.9	28.4	126
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4697	9.1	70.2	110	1311	10.3	19.6	124	1851	8.9	27.7	108	1535	8.4	22.9	102
DISCOVER	894	548	1.1	61.3	96	*180	1.4	20.1	127	*193	0.9	21.6	84	*176	1.0	19.7	87
EBONY	3507	2326	4.5	66.3	104	893	7.0	25.5	161	878	4.2	25.0	98	555	3.0	15.8	70
ESQUIRE	1083	737	1.4	68.1	106	316	2.5	29.2	185	225	1.1	20.8	81	*195	1.1	18.0	80
ESSENCE	1830	1339	2.6	73.2	114	476	3.7	26.0	165	509	2.5	27.8	109	354	1.9	19.3	86
FAMILY CIRCLE	15930	10806	20.9	67.8	106	2944	23.0	18.5	117	4241	20.4	26.6	104	3620	19.8	22.7	101
THE FAMILY HANDYMAN	1126	791	1.5	70.2	110	*225	1.8	20.0	127	342	1.6	30.4	119	*224	1.2	19.9	88
FAMILY WEEKLY	11468	7640	14.7	66.6	104	1796	14.0	15.7	99	3199	15.4	27.9	109	2645	14.5	23.1	102
FIELD & STREAM	2234	1494	2.9	66.9	105	465	3.6	20.8	132	599	2.9	26.8	105	430	2.4	19.2	85
FOOD & WINE	579	333	0.6	57.5	90	**86	0.7	14.9	94	*169	0.8	29.2	114	*78	0.4	13.5	60
FORBES	728	485	0.9	66.6	104	**150	1.2	20.6	130	*166	0.8	22.8	89	*169	0.9	23.2	103
FORTUNE	906	685	1.3	75.6	118	*216	1.7	23.8	151	*200	1.0	22.1	86	*269	1.5	29.7	132
GENTLEMAN'S QUARTERLY	791	530	1.0	67.0	105	*230	1.8	29.1	184	*142	0.7	18.0	70	*157	0.9	19.8	88
GLAMOUR	5265	3567	6.9	67.7	106	991	7.7	18.8	119	1278	6.2	24.3	95	1298	7.1	24.7	109
GOLF DIGEST	636	474	0.9	74.5	117	*131	1.0	20.6	130	*147	0.7	23.1	90	*196	1.1	30.8	137
GOLF DIGEST/TENNIS (GROSS)	1186	843	1.6	71.1	111	*235	1.8	19.8	125	257	1.2	21.7	85	351	1.9	29.6	131
GOLF MAGAZINE	441	369	0.7	83.7	131	**84	0.7	19.0	121	**116	0.6	26.3	103	*170	0.9	38.5	171
GOLF MAGAZINE/SKI (GROSS)	922	716	1.4	77.7	121	*169	1.3	18.3	116	*238	1.1	25.8	101	309	1.7	33.5	149
GOOD HOUSEKEEPING	16487	11399	22.0	69.1	108	2890	22.6	17.5	111	4470	21.6	27.1	106	4039	22.1	24.5	109
HARPER'S BAZAAR	2423	1703	3.3	70.3	110	601	4.7	24.8	157	549	2.6	22.7	88	553	3.0	22.8	101
HEALTH	1994	1417	2.7	71.1	111	453	3.5	22.7	144	490	2.4	24.6	96	473	2.6	23.7	105
HEARST MAG CORP. BUY (GROSS)	44101	30167	58.2	68.4	107	8235	64.4	18.7	118	11570	55.8	26.2	102	10362	56.7	23.5	104
HEARST MAN POWER (GROSS)	1993	1376	2.7	69.0	108	432	3.4	21.7	137	480	2.3	24.1	94	464	2.5	23.3	103
HEARST WOMAN POWER (GROSS)	31274	21512	41.5	68.8	108	5767	45.1	18.4	117	8363	40.3	26.7	104	7382	40.4	23.6	105
HOUSE BEAUTIFUL	3623	2392	4.6	66.0	103	598	4.7	16.5	105	997	4.8	27.5	107	798	4.4	22.0	98
INC.	283	*243	0.5	85.9	134	**73	0.6	25.8	163	**112	0.5	39.6	155	**59	0.3	20.8	92
JET	2928	1946	3.8	66.5	104	728	5.7	24.9	157	752	3.6	25.7	100	466	2.6	15.9	71
LADIES' HOME JOURNAL	11918	8280	16.0	69.5	109	2273	17.8	19.1	121	3259	15.7	27.3	107	2748	15.0	23.1	102
LHJ FAMILY GRP COMBO(GROSS)	16764	11635	22.5	69.4	109	3254	25.4	19.4	123	4513	21.8	26.9	105	3869	21.2	23.1	102
LIFE	4254	2729	5.3	64.2	100	946	7.4	22.2	141	981	4.7	23.1	90	803	4.4	18.9	84
L.A. TIMES HOME MAGAZINE	1145	663	1.3	57.9	91	*194	1.5	16.9	107	*193	0.9	16.9	66	276	1.5	24.1	107
MADEMOISELLE	2884	1977	3.8	68.6	107	469	3.7	16.3	103	811	3.9	28.1	110	697	3.8	24.2	107
MC CALL'S	13460	9371	18.1	69.6	109	2421	18.9	18.0	114	3762	18.1	27.9	109	3188	17.4	23.7	105
MC CALL'S/WRK MOTHER (GROSS)	14606	10069	19.4	68.9	108	2590	20.3	17.7	112	4058	19.6	27.8	108	3421	18.7	23.4	104
MECHANIX ILLUSTRATED	772	503	1.0	65.2	102	*170	1.3	22.0	139	**107	0.5	13.9	54	*226	1.2	29.3	130
METROPOLITAN HOME	967	639	1.2	66.1	103	*149	1.2	15.4	98	*279	1.3	28.9	113	*210	1.1	21.7	96
MONEY	1588	1073	2.1	67.6	106	339	2.7	21.3	135	335	1.6	21.1	82	399	2.2	25.1	111
MOTHER EARTH NEWS	1002	707	1.4	70.6	110	*183	1.4	18.3	116	*217	1.0	21.7	85	307	1.7	30.6	136
MS.	825	521	1.0	63.2	99	*123	1.0	14.9	94	256	1.2	31.0	121	*142	0.8	17.2	76
NATIONAL ENQUIRER	10336	7264	14.0	70.3	110	2342	18.3	22.7	143	2792	13.5	27.0	105	2131	11.7	20.6	91
NATIONAL GEOGRAPHIC	9597	6070	11.7	63.2	99	1438	11.2	15.0	95	2304	11.1	24.0	94	2328	12.7	24.3	108
NATIONAL SUNDAY MAGAZINE PKG	49558	32013	61.8	64.6	101	7919	61.9	16.0	101	13104	63.2	26.4	103	10991	60.2	22.2	98
NATURAL HISTORY	573	364	0.7	63.5	99	**72	0.6	12.6	80	*95	0.5	16.6	65	*197	1.1	34.4	152
NEW WOMAN	1699	1158	2.2	68.2	107	304	2.4	17.9	113	364	1.8	21.4	84	490	2.7	28.8	128
NEW YORK INCLUDING CUE	443	215	0.4	48.5	76	**40	0.3	9.0	57	*98	0.5	22.1	86	**78	0.4	17.6	78
THE NEW YORKER	1270	750	1.4	59.1	92	237	1.9	18.7	118	225	1.1	17.7	69	288	1.6	22.7	101
NEWSWEEK	6277	4106	7.9	65.4	102	1078	8.4	17.2	109	1541	7.4	24.5	96	1488	8.1	23.7	105
THE N.Y. TIMES DAILY EDITION	1205	729	1.4	60.5	95	*222	1.7	18.4	117	*231	1.1	19.2	75	276	1.5	22.9	102
THE N.Y. TIMES MAGAZINE	2081	1239	2.4	59.5	93	306	2.4	14.7	93	386	1.9	18.5	72	546	3.0	26.2	116
OMNI	788	538	1.0	68.3	107	**160	1.3	20.3	129	*209	1.0	26.5	104	*170	0.9	21.6	96
ON CABLE	1158	665	1.3	57.4	90	*253	2.0	21.8	138	*272	1.3	23.5	92	*140	0.8	12.1	54
1001 HOME IDEAS	2852	1938	3.7	68.0	106	528	4.1	18.5	117	763	3.7	26.8	104	647	3.5	22.7	101
ORGANIC GARDENING	1658	1152	2.2	69.5	109	*237	1.9	14.3	91	437	2.1	26.4	103	478	2.6	28.8	128
OUTDOOR LIFE	896	698	1.3	77.9	122	*184	1.4	20.5	130	241	1.2	26.9	105	*272	1.5	30.4	135
PARADE MAGAZINE	24275	15546	30.0	64.0	100	3816	29.8	15.7	100	6482	31.3	26.7	104	5248	28.7	21.6	96

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80956	51800	100.0	64.0	100	12789	100.0	15.8	100	20739	100.0	25.6	100	18271	100.0	22.6	100
PARENTS	3545	2466	4.8	64.1	100	626	4.9	16.3	103	961	4.6	25.0	98	879	4.8	22.9	101
PENTHOUSE	831	561	1.1	67.5	106	*143	1.1	17.2	109	*267	1.3	32.1	125	**152	0.8	18.3	81
PEOPLE	11645	7771	15.0	66.7	104	2088	16.3	17.9	114	3076	14.8	26.4	103	2607	14.3	22.4	99
PLAYBOY	2006	1293	2.5	64.5	101	336	2.6	16.7	106	520	2.5	25.9	101	438	2.4	21.8	97
POPULAR HOT RODDING	297	*233	0.4	78.5	123	**65	0.5	21.9	139	**117	0.6	39.4	154	**51	0.3	17.2	76
POPULAR MECHANICS	1018	698	1.3	68.6	107	*294	2.3	28.9	183	*193	0.9	19.0	74	*211	1.2	20.7	92
POPULAR SCIENCE	875	607	1.2	69.1	108	*181	1.4	20.6	131	*204	1.0	23.2	91	*222	1.2	25.3	112
PREVENTION	3913	2641	5.1	67.5	106	656	5.1	16.8	106	966	4.7	24.7	96	1019	5.6	26.0	115
PSYCHOLOGY TODAY	1710	1126	2.2	65.8	103	305	2.4	17.8	113	438	2.1	25.6	100	384	2.1	22.5	100
READER'S DIGEST	22204	15287	29.5	68.8	108	3693	28.9	16.6	105	6277	30.3	28.3	110	5317	29.1	23.9	106
REDBOOK	7684	5255	10.1	68.4	107	1468	11.5	19.1	121	2107	10.2	27.4	107	1680	9.2	21.9	97
ROAD & TRACK	410	*277	0.5	67.6	106	**53	0.4	12.9	82	**116	0.6	28.3	110	**109	0.6	26.6	118
ROLLING STONE	869	709	1.4	73.2	114	*125	1.0	12.9	82	361	1.7	37.3	145	*223	1.2	23.0	102
RUNNER'S WORLD	298	*239	0.5	80.2	125	*70	0.5	23.5	149	**66	0.3	22.1	86	**103	0.6	34.6	153
SATURDAY EVENING POST	1169	856	1.7	73.2	114	*196	1.5	16.8	106	370	1.8	31.7	124	290	1.6	24.8	110
SCIENCE 84	587	387	0.7	65.9	103	**157	1.2	26.7	169	*110	0.5	18.7	73	**120	0.7	20.4	91
SCIENCE DIGEST	482	348	0.7	72.2	113	**83	0.6	17.2	109	*159	0.8	33.0	129	**106	0.6	22.0	97
SCIENTIFIC AMERICAN	594	348	0.7	58.6	92	**116	0.9	19.5	124	**108	0.5	18.2	71	**123	0.7	20.7	92
SELF	2089	1382	2.7	66.2	103	386	3.0	18.5	117	473	2.3	22.6	88	523	2.9	25.0	111
SEVENTEEN	2411	1587	3.1	65.8	103	525	4.1	21.8	138	546	2.6	22.6	88	517	2.8	21.4	95
SKI	480	347	0.7	72.3	113	**85	0.7	17.7	112	**122	0.6	25.4	99	**139	0.8	29.0	128
SMITHSONIAN	2760	1704	3.3	61.7	97	288	2.3	10.4	66	550	2.7	19.9	78	866	4.7	31.4	139
SOAP OPERA DIGEST	3013	2224	4.3	73.8	115	753	5.9	25.0	158	955	4.6	31.7	124	516	2.8	17.1	76
SOUTHERN LIVING	4184	2929	5.7	70.0	109	802	6.3	19.2	121	1305	6.3	31.2	122	822	4.5	19.6	87
SPORT	559	411	0.8	73.5	115	*159	1.2	28.4	180	**126	0.6	22.5	88	**126	0.7	22.5	100
THE SPORTING NEWS	436	*359	0.7	82.3	129	**133	1.0	30.5	193	**122	0.6	28.0	109	**105	0.6	24.1	107
SPORTS AFIELD	493	331	0.6	67.1	105	**55	0.4	11.2	71	*128	0.6	26.0	101	*148	0.8	30.0	133
SPORTS ILLUSTRATED	2758	1923	3.7	69.7	109	583	4.6	21.1	134	691	3.3	25.1	98	649	3.6	23.5	104
STAR	7456	5213	10.1	69.9	109	1745	13.6	23.4	148	1952	9.4	26.2	102	1516	8.3	20.3	90
SUNDAY	24936	15825	30.6	63.5	99	3945	30.8	15.8	100	6212	30.0	24.9	97	5668	31.0	22.7	101
SUNSET	2124	1327	2.6	62.5	98	*282	2.2	13.3	84	438	2.1	20.6	81	607	3.3	28.6	127
TV GUIDE	21661	14928	28.8	68.9	108	4112	32.2	19.0	120	6141	29.6	28.4	111	4675	25.6	21.6	96
TENNIS	550	369	0.7	67.1	105	**104	0.8	18.9	120	**110	0.5	20.0	78	**155	0.8	28.2	125
TIME	8880	5856	11.3	65.9	103	1590	12.4	17.9	113	2078	10.0	23.4	91	2187	12.0	24.6	109
TOWN & COUNTRY	917	653	1.3	71.2	111	*159	1.2	17.3	110	*219	1.1	23.9	93	275	1.5	30.0	133
TRAVEL & LEISURE	972	703	1.4	72.3	113	*188	1.5	19.3	122	289	1.4	29.7	116	*226	1.2	23.3	103
TRUE STORY	3356	2422	4.7	72.2	113	832	6.5	24.8	157	888	4.3	26.5	103	703	3.8	20.9	93
U.S. NEWS & WORLD REPORT	3410	2437	4.7	71.5	112	590	4.6	17.3	110	1033	5.0	30.3	118	813	4.4	23.8	106
USA TODAY	1759	1211	2.3	68.8	108	404	3.2	23.0	145	461	2.2	26.2	102	347	1.9	19.7	87
WE	1873	1356	2.6	72.4	113	347	2.7	18.5	117	568	2.7	30.3	118	442	2.4	23.6	105
VOGUE	3909	2434	4.7	62.3	97	780	6.1	20.0	126	855	4.1	21.9	85	799	4.4	20.4	91
WALL STREET JOURNAL	1884	1207	2.3	64.0	100	352	2.8	18.7	118	408	2.0	21.6	84	447	2.4	23.7	105
WEIGHT WATCHERS	2120	1563	3.0	73.7	115	365	2.9	17.2	109	561	2.7	26.5	103	638	3.5	30.1	133
WOMAN'S DAY	14172	9820	19.0	69.3	108	2679	20.9	18.9	120	3851	18.6	27.2	106	3290	18.0	23.2	103
WORKING MOTHER	1146	697	1.3	60.8	95	*169	1.3	14.7	93	296	1.4	25.8	101	*233	1.3	20.3	90
WORKING WOMAN	1322	891	1.7	67.4	105	342	2.7	25.9	164	295	1.4	22.3	87	254	1.4	19.2	85
WORLD TENNIS	*163	*93	0.2	57.1	89	**20	0.2	12.3	78	**55	0.3	33.7	132	**17	0.1	10.4	46
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1755	3.4	69.3	108	540	4.2	21.3	135	627	3.0	24.8	97	588	3.2	23.2	103
BLAIR INSERTS	43657	27917	53.9	63.9	100	6815	53.3	15.6	99	11364	54.8	26.0	102	9738	53.3	22.3	99
DAILY NEWSPAPERS																	
READ ANY	51633	33428	64.5	64.7	101	8296	64.9	16.1	102	13643	65.8	26.4	103	11489	62.9	22.3	99
READ ONE	43463	27954	54.0	64.3	101	6963	54.4	16.0	101	11254	54.3	25.9	101	9737	53.3	22.4	99
READ TWO OR MORE	8170	5474	10.6	67.0	105	1333	10.4	16.3	103	2389	11.5	29.2	114	1752	9.6	21.4	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	33981	65.6	64.5	101	8376	65.5	15.9	101	13814	66.6	26.2	102	11791	64.5	22.4	99
READ ONE	46126	29761	57.5	64.5	101	7370	57.6	16.0	101	12262	59.1	26.6	104	10129	55.4	22.0	97
READ TWO OR MORE	1552	4219	8.1	64.4	101	1007	7.9	15.4	97	1552	7.5	23.7	92	1661	9.1	25.4	112
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.50				26.69				28.15				27.34			
30 DAY REACH	71455	45561	88.0	63.8	100	11443	89.5	16.0	101	18020	86.9	25.2	98	16097	88.1	22.5	100
50 SHWG - 30 DAY AV FREQ	14.56	14.47				13.97				14.80				14.45			
30 DAY REACH	67742	43394	83.8	64.1	100	10977	85.8	16.2	103	17157	82.7	25.3	99	15260	83.5	22.5	100
25 SHWG - 30 DAY AV FREQ	7.94	7.86				7.51				8.09				7.86			
30 DAY REACH	62117	39890	77.0	64.2	100	10123	79.2	16.3	103	15719	75.8	25.3	99	14048	76.9	22.6	100
CABLE TV: HOME WIRED	32077	21029	40.6	65.6	102	5468	42.8	17.0	108	8670	41.8	27.0	106	6892	37.7	21.5	95
HOME NOT WIRED	48909	30771	59.4	62.9	98	7321	57.2	15.0	95	12070	58.2	24.7	96	11379	62.3	23.3	103
HAVE PAY CABLE	15935	10685	20.6	67.1	105	2988	23.4	18.8	119	4423	21.3	27.8	108	3274	17.9	20.5	91

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	51800	100.0	64.0	100	12789	100.0	15.8	100	20739	100.0	25.6	100	18271	100.0	22.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	28560	55.1	65.0	102	7042	55.1	16.0	102	11388	54.9	25.9	101	10130	55.4	23.1	102
10:00 AM - 3:00 PM	30659	20055	38.7	65.4	102	4958	38.8	16.2	102	8047	38.8	26.2	102	7051	38.6	23.0	102
3:00 PM - 7:00 PM	31045	20251	39.1	65.2	102	4990	39.0	16.1	102	8057	38.8	26.0	101	7203	39.4	23.2	103
7:00 PM - MIDNIGHT	15767	10429	20.1	66.1	103	2722	21.3	17.3	109	4028	19.4	25.5	100	3678	20.1	23.3	103
MIDNIGHT - 6:00 AM	9120	6215	12.0	68.1	107	1507	11.8	16.5	105	2312	11.1	25.4	99	2396	13.1	26.3	116
6:00 AM - MIDNIGHT	58527	37932	73.2	64.8	101	9320	72.9	15.9	101	15186	73.2	25.9	101	13426	73.5	22.9	102
ENTIRE DAY	59311	38436	74.2	64.8	101	9456	73.9	15.9	101	15361	74.1	25.9	101	13618	74.5	23.0	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	10570	20.4	65.4	102	2555	20.0	15.8	100	4128	19.9	25.5	100	3887	21.3	24.0	107
ALL NEWS	2256	1472	2.8	65.2	102	295	2.3	13.1	83	595	2.9	26.4	103	582	3.2	25.8	114
AOR/PROGRESSIVE	3874	2408	4.6	62.2	97	711	5.6	18.4	116	910	4.4	23.5	92	788	4.3	20.3	90
BEAUTIFUL MUSIC	5660	3652	7.1	64.5	101	857	6.7	15.1	96	1604	7.7	28.3	111	1191	6.5	21.0	93
BLACK	2204	1524	2.9	69.1	108	496	3.9	22.5	143	639	3.1	29.0	113	388	2.1	17.6	78
CLASSICAL	1418	848	1.6	59.8	93	*193	1.5	13.6	86	323	1.6	22.8	89	332	1.8	23.4	104
CHR/ROCK	9538	6221	12.0	65.2	102	1674	13.1	17.6	111	2426	11.7	25.4	99	2121	11.6	22.2	99
COUNTRY	12648	8415	16.2	66.5	104	2083	16.3	16.5	104	3366	16.2	26.6	104	2967	16.2	23.5	104
GOLDEN OLDIES	1191	676	1.3	56.8	89	*174	1.4	14.6	93	294	1.4	24.7	96	*208	1.1	17.5	77
MOR/NOSTALGIA	4757	3179	6.1	66.8	104	632	4.9	13.3	84	1324	6.4	27.8	109	1223	6.7	25.7	114
NEWS/TALK	3863	2427	4.7	62.8	98	513	4.0	13.3	84	1010	4.9	26.1	102	904	4.9	23.4	104
RELIGIOUS	3084	1932	3.7	62.6	98	383	3.0	12.4	79	768	3.7	24.9	97	781	4.3	25.3	112
SOFT ROCK	521	335	0.6	64.3	101	***4	0.3	8.4	53	*125	0.6	24.0	94	*167	0.9	32.1	142
URBAN CONTEMPORARY	1585	1054	2.0	66.5	104	383	3.0	24.2	153	414	2.0	26.1	102	*256	1.4	16.2	72
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2092	4.0	64.2	100	509	4.0	15.6	99	807	3.9	24.7	97	776	4.2	23.8	105
ABC DIRECTION	2316	1601	3.1	69.1	108	397	3.1	17.1	109	662	3.2	28.6	112	542	3.0	23.4	104
ABC ENTERTAINMENT	4834	3124	6.0	64.6	101	785	6.2	16.3	103	1331	6.4	27.5	108	1005	5.5	20.8	92
ABC FM	2202	1409	2.7	64.0	100	323	2.5	14.7	93	613	3.0	27.8	109	473	2.6	21.5	95
ABC INFORMATION	5425	3532	6.8	65.1	102	865	5.2	12.3	78	1448	7.0	26.7	104	1414	7.7	26.1	116
ABC ROCK	1677	1089	2.1	64.9	102	*289	2.3	17.2	109	459	2.2	27.4	107	340	1.9	20.3	90
CBS	4430	2848	5.5	64.3	101	694	5.4	15.7	99	1047	5.0	23.6	92	1107	6.1	25.0	111
MUTUAL	4992	3414	6.6	68.4	107	801	6.3	16.0	102	1441	6.9	28.9	113	1172	6.4	23.5	104
NBC	4679	2912	5.6	62.2	97	639	5.0	13.7	86	1238	6.0	26.5	103	1035	5.7	22.1	98
RADIORADIO	1994	1356	2.6	68.0	106	359	2.8	18.0	114	560	2.7	28.1	110	437	2.4	21.9	97
RKO ONE	2298	1542	3.0	67.1	105	482	3.8	21.0	133	522	2.5	22.7	89	537	2.9	23.4	104
RKO TWO	3311	2227	4.3	67.3	105	555	4.3	16.8	106	940	4.5	28.4	111	732	4.0	22.1	98
THE SOURCE	2114	1396	2.7	66.0	103	363	2.8	17.2	109	531	2.6	25.1	98	502	2.7	23.7	105
NON-WIRED : BLAIR	8654	5692	11.0	65.8	103	1475	11.5	17.0	108	2259	10.9	26.1	102	1958	10.7	22.6	100
INTERNET	12025	7725	14.9	64.2	100	2139	16.7	17.8	113	3099	14.9	25.8	101	2487	13.6	20.7	92
KATZ RADIO GROUP	15359	9828	19.0	64.0	100	2212	17.3	14.4	91	3956	19.1	25.8	101	3660	20.0	23.8	106
SUPERNET	10628	7201	13.9	67.8	106	1872	14.6	17.6	112	2767	13.3	26.0	102	2563	14.0	24.1	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5516	10.6	63.7	100	1330	10.4	15.4	97	2240	10.8	25.9	101	1947	10.7	22.5	100
WKDAY 9:00 AM - 1:00 PM	12163	7774	15.0	63.9	100	1899	14.8	15.6	99	3302	15.9	27.1	106	2573	14.1	21.2	94
WKDAY 1:00 PM - 4:30 PM	16150	10252	19.8	63.5	99	2603	20.4	16.1	102	4128	19.9	25.6	100	3521	19.3	21.8	97
WKDAY 4:30 PM - 7:30 PM	22463	14453	27.9	64.3	101	3578	28.0	15.9	101	5766	27.8	25.7	100	5108	28.0	22.7	101
WKDAY 7:30 PM - 8:00 PM	31795	20705	40.0	65.1	102	5074	39.7	16.0	101	8419	40.6	26.5	103	7212	39.5	22.7	101
WKDAY 11:00 PM - 11:30 PM	23977	15830	30.6	66.0	103	4048	31.7	16.9	107	6403	30.9	26.7	104	5379	29.4	22.4	99
WKDAY 11:30 PM - 1:00 AM	7703	5047	9.7	65.5	102	1329	10.4	17.3	109	2040	9.8	26.5	103	1677	9.2	21.8	96
M-SAT 8-11 PM+SUN 7-11 PM	33800	21926	42.3	64.9	101	5461	42.7	16.2	102	8902	42.9	26.3	103	7563	41.4	22.4	99
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	4285	8.3	65.5	102	1193	9.3	18.2	116	1852	8.9	28.3	111	1240	6.8	19.0	84
ANOTHER WORLD	N 4620	2827	5.5	61.2	96	780	6.1	16.9	107	1129	5.4	24.4	95	917	5.0	19.8	88
AS THE WORLD TURNS	C 5614	3512	6.8	62.6	98	782	6.1	13.9	88	1455	7.0	25.9	101	1275	7.0	22.7	101
CAPITOL	C 3396	2109	4.1	62.1	97	500	3.9	14.7	93	873	4.2	25.7	100	736	4.0	21.7	96
CBS MORN. NEWS 1	C 1446	917	1.8	63.4	99	281	2.2	19.4	123	364	1.8	25.2	98	273	1.5	18.9	84
CBS MORN. NEWS 2	C 1207	784	1.5	65.0	102	230	1.8	19.1	121	311	1.5	25.8	101	243	1.3	20.1	89
DAYS OF OUR LIVES	N 5877	3749	7.2	63.8	100	1042	8.1	17.7	112	1418	6.8	24.1	94	1289	7.1	21.9	97
FACTS OF LIFE - DAYTIME	N 2290	1277	2.5	55.8	87	332	2.6	14.5	92	496	2.4	21.7	85	449	2.5	19.6	87
FAMILY FEUD	A 3023	1836	3.5	60.7	95	459	3.6	15.2	96	831	4.0	27.5	107	546	3.0	18.1	80
GENERAL HOSPITAL	A 6097	3776	7.3	61.9	97	989	7.7	16.2	103	1529	7.4	25.1	98	1259	6.9	20.6	92
GOOD MORNING, AMERICA-730A	A 3515	2259	4.4	64.3	100	519	4.1	14.8	94	916	4.4	26.1	102	824	4.5	23.4	104
GOOD MORNING, AMERICA-830A	A 2818	1861	3.6	66.0	103	470	3.7	16.7	106	865	4.2	30.7	120	526	2.9	18.7	83
GUIDING LIGHT	C 5339	3346	6.5	62.7	98	761	6.0	14.3	90	1403	6.8	26.3	103	1182	6.5	22.1	98
ONE LIFE TO LIVE	A 4478	2884	5.6	64.4	101	717	5.6	16.0	101	1170	5.6	26.1	102	997	5.5	22.3	99
PRESS YOUR LUCK	C 2244	1543	3.0	68.8	108	334	2.6	14.9	94	712	3.4	31.7	124	497	2.7	22.1	98
PRICE IS RIGHT 1	C 4348	2923	5.6	67.2	105	726	5.7	16.7	106	1215	5.9	27.9	109	982	5.4	22.6	100
PRICE IS RIGHT 2	C 5014	3310	6.4	66.0	103	823	6.4	16.4	104	1391	6.7	27.7	108	1096	6.0	21.9	97
RYAN'S HOPE	A 3150	2067	4.0	65.6	103	605	4.7	19.2	122	848	4.1	26.9	105	615	3.4	19.5	87
SALE OF THE CENTURY	N 2695	1631	3.1	60.5	95	402	3.1	14.9	94	618	3.0	22.9	90	612	3.3	22.7	101
SEARCH FOR TOMORROW	N 2319	1436	2.8	61.9	97	324	2.5	14.0	88	622	3.0	26.8	105	490	2.7	21.1	94
TODAY SHOW 1	N 2693	1645	3.2	61.1	96	278	2.2	10.3	65	735	3.5	27.3	107	632	3.5	23.5	104
TODAY SHOW 2	N 2498	1581	3.1	63.3	99	311	2.4	12.4	79	681	3.3	27.3	106	589	3.2	23.6	105
\$25,000 PYRAMID	C 2753	1821	3.5	66.1	103	371	2.9	13.5	85	755	3.6	27.4	107	695	3.8	25.2	112
WHEEL OF FORTUNE	N 4388	2769	5.3	63.1	99	697	5.4	15.9	101	1108	5.3	25.3	99	964	5.3	22.0	97
YOUNG AND THE RESTLESS	C 5695	3665	7.1	64.4	101	857	6.7	15.0	95	1624	7.8						

AIR-FRESHENER SPRAYS & ROOM DEODORIZERS: USAGE IN LAST 6 MONTHS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	51800	100.0	64.0	100	12789	100.0	15.8	100	20739	100.0	25.6	100	18271	100.0	22.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	16937	32.7	65.0	102	4180	32.7	16.0	102	6689	32.3	25.7	100	6067	33.2	23.3	103
NETWORK AFFILIATES - LATE		20261	13337	25.7	65.8	103	3350	26.2	16.5	105	5511	26.6	27.2	106	4476	24.5	22.1	98
INDEPENDENTS - LATE		2076	1344	2.6	64.7	101	365	2.9	17.6	111	476	2.3	22.9	90	503	2.8	24.2	107
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	M	10453	6839	13.2	65.4	102	1764	13.8	16.9	107	2767	13.3	26.5	103	2308	12.6	22.1	98
ABC MONDAY NIGHT MOVIE	A	6412	4240	8.2	66.1	103	1178	9.2	18.4	116	1543	7.4	24.1	94	1518	8.3	23.7	105
ABC SUNDAY NIGHT MOVIE	A	12407	8117	15.7	65.4	102	1984	15.5	16.0	101	3231	15.6	26.0	102	2902	15.9	23.4	104
ABC WORLD NEWS TONIGHT	A	6176	4060	7.8	65.7	103	963	7.5	15.6	99	1761	8.5	28.5	111	1336	7.3	21.6	96
AFTERMASH	C	5863	3894	7.5	66.4	104	834	6.5	14.2	90	1689	8.1	28.8	112	1371	7.5	23.4	104
ALICE	C	9594	6281	12.1	65.5	102	1497	11.7	15.6	99	2592	12.5	27.0	106	2193	12.0	22.9	101
AMERICAN PARADE	C	6622	4168	8.0	62.9	98	884	6.9	13.3	85	1749	8.4	26.4	103	1536	8.4	23.2	103
BENSON	A	10886	6957	13.4	63.9	100	1634	12.8	15.0	95	2907	14.0	26.7	104	2417	13.2	22.2	98
BLUE THUNDER	A	5036	3526	6.8	70.0	109	925	7.2	18.4	116	1359	6.6	27.0	105	1242	6.8	24.7	109
CAGNEY & LACEY	C	9965	6554	12.7	65.8	103	1682	13.2	16.9	107	2727	13.1	27.4	107	2145	11.7	21.5	95
CBS EVENING NEWS-DEAN	C	3491	2321	4.5	66.5	104	533	4.2	15.3	97	826	4.0	23.7	92	962	5.3	27.6	122
CBS EVENING NEWS-RATHER	C	7123	4600	8.9	64.6	101	1178	9.2	16.5	105	1659	8.0	23.3	91	1762	9.6	24.7	110
CBS SAT. NEWS-SCHIEFFER	C	3621	2338	4.5	64.6	101	609	4.8	16.8	107	903	4.4	24.9	97	825	4.5	22.8	101
CBS SATURDAY NIGHT MOVIE	C	5436	3566	6.9	65.6	103	923	7.2	17.0	108	1347	6.5	24.8	97	1296	7.1	23.8	106
CBS WEDNESDAY NIGHT MOVIE	C	6100	3740	7.2	61.3	96	818	6.4	13.4	85	1493	7.2	24.5	96	1429	7.8	23.4	104
CHEERS	M	8889	5615	10.8	63.2	99	1379	10.8	15.5	98	2274	11.0	25.6	100	1963	10.7	22.1	98
DALLAS	C	22109	14528	28.0	65.7	103	3470	27.1	15.7	99	5855	28.2	26.5	103	5203	28.5	23.5	104
DIFF'RENT STROKES	N	6940	4406	8.5	63.5	99	1065	8.3	15.3	97	1898	9.2	27.3	107	1443	7.9	20.8	92
DOUBLE TROUBLE	N	7223	5019	9.7	69.5	109	1259	9.8	17.4	110	2116	10.2	29.3	114	1644	9.0	22.8	101
DUCK FACTORY	N	5595	3643	7.0	65.1	102	919	7.2	16.4	104	1474	7.1	26.3	103	1250	6.8	22.3	99
DUKES OF HAZZARD	C	5768	3883	7.5	67.3	105	1041	8.1	18.0	114	1424	6.9	24.7	96	1418	7.8	24.6	109
DYNASTY	A	20053	12965	25.0	64.7	101	3407	26.6	17.0	108	5376	25.9	26.8	105	4182	22.9	20.9	92
FACTS OF LIFE	N	8087	5467	10.6	67.6	106	1388	10.9	17.2	109	2290	11.0	28.3	111	1789	9.8	22.1	98
FALCON CREST	C	20046	13292	25.7	66.3	104	3077	24.1	15.3	97	5598	27.0	27.9	109	4617	25.3	23.0	102
FALL GUY	A	9084	6055	11.7	66.7	104	1645	12.9	18.1	115	2503	12.1	27.6	108	1907	10.4	21.0	93
FAMILY TIES	N	7964	5130	9.9	64.4	101	1202	9.4	15.1	96	2234	10.8	28.1	110	1694	9.3	21.3	94
FANTASY ISLAND	A	7687	4836	9.3	62.9	98	1272	9.9	16.5	105	1962	9.5	25.5	100	1603	8.8	20.9	92
FOULUPS,BLEEPS & BLUNDERS	A	8861	5880	11.4	66.4	104	1458	11.4	16.5	104	2318	11.2	26.2	102	2105	11.5	23.8	105
FOUR SEASONS	C	5095	3407	6.6	66.9	105	740	5.8	14.5	92	1372	6.6	26.9	105	1295	7.1	25.4	113
GIMME A BREAK	N	8838	5623	10.9	63.6	99	1283	10.0	14.5	92	2522	12.2	28.5	111	1818	10.0	20.6	91
HART TO HART	A	8978	5918	11.4	65.9	103	1643	12.8	18.3	116	2254	10.9	25.1	98	2021	11.1	22.5	100
HILL STREET BLUES	N	8590	5565	10.7	64.8	101	1411	11.0	16.4	104	2166	10.4	25.2	98	1987	10.9	23.1	103
HOTEL	A	14085	9153	17.7	65.0	102	2267	17.7	16.1	102	3821	18.4	27.1	106	3064	16.8	21.8	96
JEFFERSONS	C	9360	6065	11.7	64.8	101	1572	12.3	16.8	106	2356	11.4	25.2	98	2137	11.7	22.8	101
JENNIFER SLEPT HERE	N	5841	3685	7.1	63.1	99	911	7.1	15.6	99	1597	7.7	27.3	107	1177	6.4	20.2	89
KATE & ALLIE	C	9206	6035	11.7	65.6	102	1349	10.5	14.7	93	2570	12.4	27.9	109	2115	11.6	23.0	102
KNIGHT RIDER	N	7076	4599	8.9	65.0	102	1060	8.3	15.0	95	2033	9.8	28.7	112	1507	8.2	21.3	94
LOVE BOAT	A	12219	7623	14.7	62.4	98	1937	15.1	15.9	100	3155	15.2	25.8	101	2531	13.9	20.7	92
MAGNUM PI	C	11199	7281	14.1	65.0	102	1918	15.0	17.1	108	2854	13.8	25.5	100	2509	13.7	22.4	99
MAMA'S FAMILY	N	6057	4042	7.8	66.7	104	919	7.2	15.2	96	1801	8.7	29.7	116	1322	7.2	21.8	97
MASTER, THE	N	3598	2259	4.4	62.8	98	596	4.7	16.6	105	980	4.7	27.2	106	683	3.7	19.0	84
MATT HOUSTON	A	6344	4032	7.8	63.6	99	953	7.5	15.0	95	1660	8.0	26.2	102	1419	7.8	22.4	99
NBC MONDAY NIGHT MOVIE	N	11994	7486	14.5	62.4	98	1764	13.8	14.7	93	3159	15.2	26.3	103	2564	14.0	21.4	95
NBC NIGHTLY NEWS	N	5132	3353	6.5	65.3	102	711	5.6	13.9	88	1411	6.8	27.5	107	1231	6.7	24.0	106
NBC NIGHTLY NEWS-SAT	N	3375	2072	4.0	61.4	96	415	3.2	12.3	78	902	4.3	26.7	104	756	4.1	22.4	99
NBC NIGHTLY NEWS-SUN	N	3130	1959	3.8	62.6	98	377	2.9	12.0	76	834	4.0	26.6	104	748	4.1	23.9	106
NBC SUNDAY NIGHT MOVIE	N	8284	5157	10.0	62.3	97	1325	10.4	16.0	101	2183	10.5	26.4	103	1648	9.0	19.9	88
NEWHART	C	9240	6032	11.6	65.3	102	1310	10.2	14.2	90	2619	12.6	28.3	111	2103	11.5	22.8	101
ONE DAY AT A TIME	C	7288	4720	9.1	64.8	101	1122	8.8	15.4	97	1880	9.1	25.8	101	1718	9.4	23.6	104
PEOPLE ARE FUNNY	M	4855	3222	6.2	66.4	104	795	6.2	16.4	104	1463	7.1	30.1	118	964	5.3	19.9	88
REAL PEOPLE	N	8869	5850	11.3	66.0	103	1323	10.3	14.9	94	2469	11.9	27.8	109	2058	11.3	23.2	103
REMINGTON STEELE	N	7743	5074	9.8	65.5	102	1276	10.0	16.5	104	2053	9.9	26.5	104	1744	9.5	22.5	100
RIPLEY'S BELIEVE IT - NOT	A	5345	3427	6.6	64.1	100	882	6.9	16.5	104	1261	6.1	23.6	92	1284	7.0	24.0	106
RITIDE	N	6988	4544	8.8	65.0	102	1161	9.1	16.6	105	1851	8.9	26.5	103	1532	8.4	21.9	97
SCARECROW & MRS. KING	C	10002	6440	12.4	64.4	101	1515	11.8	15.1	96	2529	12.2	25.3	99	2396	13.1	24.0	106
SIMON & SIMON	C	10638	6811	13.1	64.0	100	1604	12.5	15.1	95	2703	13.0	25.4	99	2503	13.7	23.5	104
60 MINUTES	C	13293	8651	16.7	65.1	102												

	TOTAL U.S. '000	SOLID				SPRAY				LIQUID							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	22080	100.0	27.3	100	40664	100.0	50.2	100	1833	100.0	2.3	100				
18 - 24	9282	2474	11.2	26.7	98	4318	10.6	46.5	93	**85	4.6	0.9	40				
25 - 34	19072	5359	24.3	28.1	103	9389	23.1	49.2	98	**183	10.0	1.0	42				
35 - 44	14591	4361	19.8	29.9	110	7120	17.5	48.8	97	**262	14.3	1.8	79				
45 - 54	11345	3356	15.2	29.6	108	5760	14.2	50.8	101	**321	17.5	2.8	125				
55 - 64	11635	3225	14.6	27.7	102	6395	15.7	55.0	109	**420	22.9	3.6	159				
65 OR OLDER	15061	3305	15.0	21.9	80	7682	18.9	51.0	102	561	30.6	3.7	165				
18 - 34	28354	7833	35.5	27.6	101	13707	33.7	48.3	96	*268	14.6	0.9	42				
18 - 49	48339	13629	61.7	28.2	103	23452	57.7	48.5	97	716	39.1	1.5	65				
25 - 54	45008	13076	59.2	29.1	107	22269	54.8	49.5	99	767	41.8	1.7	75				
35 - 49	19985	5796	26.3	29.0	106	9746	24.0	48.8	97	*447	24.4	2.2	99				
50 OR OLDER	32647	8451	38.3	25.9	95	17212	42.3	52.7	105	1118	61.0	3.4	151				
GRADUATED COLLEGE	11155	2813	12.7	25.2	92	5101	12.5	45.7	91	**165	9.0	1.5	65				
ATTENDED COLLEGE	13682	3975	18.0	29.1	107	6898	17.0	50.4	100	*302	16.5	2.2	98				
GRADUATED HIGH SCHOOL	33880	9591	43.4	28.3	104	17991	44.2	53.1	106	659	36.0	1.9	86				
DID NOT GRADUATE HIGH SCHOOL	22270	5701	25.8	25.6	94	10673	26.2	47.9	95	707	38.6	3.2	140				
EMPLOYED	40306	11274	51.1	28.0	103	20184	49.6	50.1	100	718	39.2	1.8	79				
EMPLOYED FULL-TIME	32850	9107	41.2	27.7	102	16368	40.3	49.8	99	582	31.8	1.8	78				
EMPLOYED PART-TIME	7456	2167	9.8	29.1	107	3816	9.4	51.2	102	**136	7.4	1.8	81				
NOT EMPLOYED	40680	10806	48.9	26.6	97	20480	50.4	50.3	100	1115	60.8	2.7	121				
PROFESSIONAL/MANAGER	10392	2878	13.0	27.7	102	5107	12.6	49.1	98	**141	7.7	1.4	60				
TECH/CLERICAL/SALES	17574	5060	22.9	28.8	106	8738	21.5	49.7	99	*285	15.5	1.6	72				
PRECISION/CRAFT	985	*319	1.4	32.4	119	*514	1.3	52.2	104	**24	1.3	2.4	108				
OTHER EMPLOYED	11354	3017	13.7	26.6	97	5825	14.3	51.3	102	*268	14.6	2.4	104				
SINGLE	9863	2480	11.2	25.1	92	4788	11.8	48.5	97	**179	9.8	1.8	80				
MARRIED	51375	14770	66.9	28.7	105	26010	64.0	50.6	101	1051	57.3	2.0	90				
DIVORCED/SEPARATED/WIDOWED	19748	4830	21.9	24.5	90	9866	24.3	50.0	99	603	32.9	3.1	135				
PARENTS	32590	9421	42.7	28.9	106	15779	38.8	48.4	96	*425	23.2	1.3	58				
WHITE	70416	19191	86.9	27.3	100	35505	87.3	50.4	100	1451	79.2	2.1	91				
BLACK	8778	2425	11.0	27.6	101	4186	10.3	47.7	95	*383	20.9	4.4	193				
OTHER	1791	**464	2.1	25.9	95	*973	2.4	54.3	108	**0	0.0	0.0	0				
NORTHEAST-CENSUS	17786	4545	20.6	25.6	94	8888	21.9	50.0	100	*426	23.2	2.4	106				
NORTH CENTRAL	20741	6193	28.0	29.9	110	11047	27.2	53.3	106	*457	24.9	2.2	97				
SOUTH	27775	7643	34.6	27.5	101	13898	34.2	50.0	100	801	43.7	2.9	127				
WEST	14683	3699	16.8	25.2	92	6831	16.8	46.5	93	**149	8.1	1.0	45				
NORTHEAST-MKTG.	17961	4404	19.9	24.5	90	8823	21.7	49.1	98	*396	21.6	2.2	97				
EAST CENTRAL	11885	3215	14.6	27.1	99	5959	14.7	50.1	100	**296	16.1	2.5	110				
WEST CENTRAL	14090	4435	20.1	31.5	115	7482	18.4	53.1	106	*328	17.9	2.3	103				
SOUTH	24081	6759	30.6	28.1	103	12380	30.4	51.4	102	683	37.3	2.8	125				
PACIFIC	12969	3268	14.8	25.2	92	6020	14.8	46.4	92	**131	7.1	1.0	45				
COUNTY SIZE A	32439	8394	38.0	25.9	95	15974	39.3	49.2	98	646	35.2	2.0	88				
COUNTY SIZE B	24915	6863	31.1	27.5	101	12156	29.9	48.8	97	*500	27.3	2.0	89				
COUNTY SIZE C	12930	3557	16.1	27.5	101	6715	16.5	51.9	103	*260	14.2	2.0	89				
COUNTY SIZE D	10703	3266	14.8	30.5	112	5819	14.3	54.4	108	*427	23.3	4.0	176				
METRO CENTRAL CITY	24518	5990	27.1	24.4	90	11629	28.6	47.4	94	468	25.5	1.9	84				
METRO SUBURBAN	35919	10325	46.8	28.7	105	18021	44.3	50.2	100	688	37.5	1.9	85				
NON METRO	20549	5766	26.1	28.1	103	11014	27.1	53.6	107	677	36.9	3.3	146				
TOP 5 ADI'S	18341	4677	21.2	25.5	94	9069	22.3	49.4	98	*291	15.9	1.6	70				
TOP 10 ADI'S	25378	6289	28.5	24.8	91	12619	31.0	49.7	99	*447	24.4	1.8	78				
TOP 20 ADI'S	36488	9440	42.8	25.9	95	17939	44.1	49.2	98	671	36.6	1.8	81				
HSGLD INC. \$50,000 OR MORE	6612	2005	9.1	30.3	111	3447	8.5	52.1	104	**165	9.0	2.5	110				
\$40,000 OR MORE	12659	3688	16.7	29.1	107	6324	15.6	50.0	99	**218	11.9	1.7	76				
\$30,000 OR MORE	24698	7089	32.1	28.7	105	12449	30.6	50.4	100	*467	25.5	1.9	84				
\$25,000 OR MORE	32077	9037	40.9	28.2	103	16257	40.0	50.7	101	*564	30.8	1.8	78				
\$20,000 - \$24,999	9144	2410	10.9	26.4	97	4641	11.4	50.8	101	**190	10.4	2.1	92				
\$15,000 - \$19,999	8728	2268	10.3	26.0	95	4696	11.5	53.8	107	**187	10.2	2.1	95				
\$10,000 - \$14,999	12562	3840	17.4	30.6	112	6359	15.6	50.6	101	*356	19.4	2.8	125				
UNDER \$10,000	18475	4524	20.5	24.5	90	8711	21.4	47.2	94	536	29.2	2.9	128				
HOUSEHOLD OF 1 PERSON	11987	2771	12.5	23.1	85	5816	14.3	48.5	97	332	18.1	2.8	122				
2 PEOPLE	26577	7126	32.3	26.8	98	13600	34.4	51.2	102	659	36.0	2.5	110				
3 OR 4 PEOPLE	30617	8576	38.8	28.0	103	15759	38.8	51.5	103	*612	33.4	2.0	88				
5 OR MORE PEOPLE	11804	3606	16.3	30.5	112	5489	13.5	46.5	93	**230	12.5	1.9	86				
NO CHILD IN HSHLD	46165	11931	54.0	25.8	95	23807	58.5	51.6	103	1316	71.8	2.9	126				
CHILD(REN) UNDER 2 YRS	5325	1376	6.2	25.8	95	2479	6.1	46.6	93	**32	1.7	0.6	27				
2 - 5 YEARS	14221	4078	18.5	28.7	105	6702	16.5	47.1	94	**147	8.0	1.0	46				
6 - 11 YEARS	15117	4392	19.9	29.1	107	7206	17.7	47.7	95	*282	15.4	1.9	82				
12 - 17 YEARS	16611	5030	22.8	30.3	111	7899	19.4	47.6	95	*310	16.9	1.9	82				
RESIDENCE OWNED	55884	15764	71.4	28.2	103	29538	72.6	52.9	105	1320	72.0	2.4	104				
VALUE: \$50,000 OR MORE	31744	8519	38.6	26.8	98	16111	39.6	50.8	101	804	43.9	2.5	112				
VALUE: UNDER \$50,000	24140	7246	32.8	30.0	110	13427	33.0	55.6	111	*517	28.2	2.1	95				

AIR-FRESHENER SPRAYS & ROOM DEODORIZERS: TYPES
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	22080	100.0	27.3	100	40664	100.0	50.2	100	1833	100.0	2.3	100				
MAGAZINES	QUINTILE 1	15799	4978	22.5	31.5	116	8617	21.2	54.5	109	*473	25.8	3.0	132				
	QUINTILE 2	17259	5042	22.8	29.2	107	9036	22.2	52.4	104	*481	26.2	2.8	123				
	QUINTILE 3	13545	3884	17.6	28.7	105	6559	16.1	48.4	96	**189	10.3	1.4	62				
	QUINTILE 4	15133	3834	17.4	25.3	93	7378	18.1	48.8	97	*287	15.7	1.9	84				
	QUINTILE 5	19250	4342	19.7	22.6	83	9074	22.3	47.1	94	*403	22.0	2.1	92				
NEWSPAPERS	QUINTILE 1	12413	3681	16.7	29.7	109	6417	15.8	51.7	103	*401	21.9	3.2	143				
	QUINTILE 2	24116	6658	30.2	27.6	101	12228	30.1	50.7	101	426	23.2	1.8	78				
	QUINTILE 3	11261	3104	14.1	27.6	101	5832	14.3	51.8	103	**227	12.4	2.0	89				
	QUINTILE 4	20255	5328	24.1	26.3	96	10106	24.9	49.9	99	*408	22.3	2.0	89				
	QUINTILE 5	12940	3308	15.0	25.6	94	6080	15.0	47.0	94	*372	20.3	2.9	127				
OUTDOOR	QUINTILE 1	14852	3832	17.4	25.8	95	7321	18.0	49.3	98	*276	15.1	1.9	82				
	QUINTILE 2	15725	4716	21.4	30.0	110	7753	19.1	49.3	98	*389	21.2	2.5	109				
	QUINTILE 3	16330	4665	21.1	28.6	105	8483	20.9	51.9	103	*269	14.7	1.6	73				
	QUINTILE 4	16744	4433	20.1	26.5	97	8358	20.6	49.9	99	*380	20.7	2.3	100				
	QUINTILE 5	17334	4434	20.1	25.6	94	8749	21.5	50.5	101	*520	28.4	3.0	133				
RADIO-DRIVE TIME	QUINTILE 1	15911	4729	21.4	29.7	109	8489	20.9	53.4	106	*331	18.1	2.1	92				
	QUINTILE 2	14837	4302	19.5	29.0	106	7815	19.2	52.7	105	*347	18.9	2.3	103				
	QUINTILE 3	15339	3883	17.6	25.3	93	7382	18.2	48.1	96	*392	21.4	2.6	113				
	QUINTILE 4	16723	4611	20.9	27.6	101	8019	19.7	48.0	96	*289	15.8	1.7	76				
	QUINTILE 5	18176	4554	20.6	25.1	92	8960	22.0	49.3	98	474	25.9	2.6	115				
RADIO-MID- DAY	TERCILE 1	21020	6137	27.8	29.2	107	11060	27.2	52.6	105	*471	25.7	2.2	99				
	TERCILE 2	21610	6100	27.6	28.2	104	11019	27.1	51.0	102	*498	27.2	2.3	102				
	TERCILE 3	38355	9843	44.6	25.7	94	18585	45.7	48.5	97	864	47.1	2.3	100				
RADIO-TOTAL	QUINTILE 1	15988	4907	22.2	30.7	113	8893	21.9	55.6	111	*283	15.4	1.8	78				
	QUINTILE 2	15626	4254	19.3	27.2	100	7669	18.9	49.1	98	*371	20.2	2.4	105				
	QUINTILE 3	16723	4724	21.4	28.2	104	8231	20.2	49.2	98	*483	26.4	2.9	128				
	QUINTILE 4	16342	4322	19.6	26.4	97	7977	19.6	48.8	97	*344	18.8	2.1	93				
	QUINTILE 5	16306	3874	17.5	23.8	87	7895	19.4	48.4	96	*352	19.2	2.2	95				
TV-PRIME TIME	QUINTILE 1	15953	4691	21.2	29.4	108	8177	20.1	51.3	102	*585	31.9	3.7	162				
	QUINTILE 2	16137	4651	21.1	28.8	106	8175	20.1	50.7	101	*304	16.6	1.9	83				
	QUINTILE 3	16420	4024	18.2	24.5	90	8662	21.3	52.8	105	*353	19.3	2.1	95				
	QUINTILE 4	16687	4515	20.4	27.1	99	8161	20.1	48.9	97	*231	12.6	1.4	61				
	QUINTILE 5	15789	4199	19.0	26.6	98	7490	18.4	47.4	94	*360	19.6	2.3	101				
TV-DAYTIME	TERCILE 1	27736	7545	34.2	27.2	100	14122	34.7	50.9	101	831	45.3	3.0	132				
	TERCILE 2	26489	7123	32.3	26.9	99	13103	32.2	49.5	99	531	29.0	2.0	89				
	TERCILE 3	26761	7413	33.6	27.7	102	13439	33.0	50.2	100	*471	25.7	1.8	78				
TV-TOTAL	QUINTILE 1	16345	4522	20.5	27.7	101	8285	20.4	50.7	101	*502	27.4	3.1	136				
	QUINTILE 2	16447	4494	20.4	27.3	100	8664	21.3	52.7	105	*528	28.8	3.2	142				
	QUINTILE 3	15980	4446	20.1	27.8	102	8044	19.8	50.3	100	*301	16.4	1.9	83				
	QUINTILE 4	15887	4352	19.7	27.4	100	7830	19.3	49.3	98	*256	14.0	1.6	71				
	QUINTILE 5	16326	4267	19.3	26.1	96	7841	19.3	48.0	96	*247	13.5	1.5	67				
MAGAZINES-NEWSPAPERS: DUAL		20721	6205	28.1	29.9	110	10866	26.7	52.4	104	566	30.9	2.7	121				
MAGAZINE IMPERATIVE		19186	5736	26.0	29.9	110	10133	24.9	52.8	105	*477	26.0	2.5	110				
NEWSPAPER IMPERATIVE		21899	5747	26.0	26.2	96	10879	26.8	49.7	99	*355	19.4	1.6	72				
MAGAZINES-OUTDOOR: DUAL		15451	4713	21.3	30.5	112	8027	19.7	52.0	103	*425	23.2	2.8	122				
MAGAZINE IMPERATIVE		25953	7634	34.6	29.4	108	13769	33.9	53.1	106	651	35.5	2.5	111				
OUTDOOR IMPERATIVE		24400	6316	28.6	25.9	95	11611	28.6	47.6	95	*374	20.4	1.5	68				
MAGAZINES-RADIO: DUAL		18049	5383	24.4	29.8	109	9770	24.0	54.1	108	*460	25.1	2.5	113				
MAGAZINE IMPERATIVE		23571	6945	31.5	29.5	108	12094	29.7	51.3	102	637	34.8	2.7	119				
RADIO IMPERATIVE		23278	6349	28.8	27.3	100	11608	28.5	49.9	99	*450	24.5	1.9	85				
MAGAZINES-TELEVISION: DUAL		15459	4759	21.6	30.8	113	8221	20.2	53.2	106	*587	32.0	3.8	168				
MAGAZINE IMPERATIVE		25829	7471	33.8	28.9	106	13311	32.7	51.5	103	451	24.6	1.7	77				
TELEVISION IMPERATIVE		26039	6517	29.5	25.0	92	12677	31.2	48.7	97	585	31.9	2.2	99				
NEWSPAPERS-OUTDOOR: DUAL		16605	4853	22.0	29.2	107	8479	20.9	51.1	102	*417	22.7	2.5	111				
NEWSPAPER IMPERATIVE		26834	7363	33.3	27.4	101	13810	34.0	51.5	102	572	31.2	2.1	94				
OUTDOOR IMPERATIVE		23346	6307	28.6	27.0	99	11538	28.4	49.4	98	*420	22.9	1.8	79				
NEWSPAPERS-RADIO: DUAL		17133	5030	22.8	29.4	108	8919	21.9	52.1	104	*385	21.0	2.2	99				
NEWSPAPER IMPERATIVE		25892	7063	32.0	27.3	100	12973	31.9	50.1	100	547	29.8	2.1	93				
RADIO IMPERATIVE		23167	6578	29.8	28.4	104	11907	29.3	51.4	102	*536	29.2	2.3	102				
NEWSPAPERS-TELEVISION: DUAL		17159	4861	22.0	28.3	104	9026	22.2	52.6	105	*469	25.6	2.7	121				
NEWSPAPER IMPERATIVE		26214	7263	32.9	27.7	102	13021	32.0	49.7	99	451	24.6	1.7	76				
TELEVISION IMPERATIVE		23412	6174	28.0	26.4	97	11771	28.9	50.3	100	700	38.2	3.0	132				
OUTDOOR-RADIO: DUAL		15303	4629	21.0	30.2	111	7797	19.2	51.0	101	*389	21.2	2.5	112				
OUTDOOR IMPERATIVE		24901	6643	30.1	26.7	98	12259	30.1	49.2	98	483	26.4	1.9	86				
RADIO IMPERATIVE		26492	7520	34.1	28.4	104	13773	33.9	52.0	104	625	34.1	2.4	104				
OUTDOOR-TELEVISION: DUAL		14794	4416	20.0	29.8	109	7439	18.3	50.3	100	*351	19.1	2.4	105				
OUTDOOR IMPERATIVE		25437	6987	31.6	27.5	101	12626	31.0	49.6	99	434	23.7	1.7	75				
TELEVISION IMPERATIVE		27877	7468	33.8	26.8	98	14628	36.0	52.5	105	829	45.2	3.0	131				
RADIO-TELEVISION: DUAL		15996	4848	22.0	30.3	111	8394	20.6	52.5	105	*437	23.8	2.7	121				
RADIO IMPERATIVE		25478	7123	32.3	28.0	103	12865	31.6	50.5	101	*433	23.6	1.7	75				
TELEVISION IMPERATIVE		26573	6888	31.2	25.9	95	13322	32.8	50.1	100	782	42.7	2.9	130				

	TOTAL U.S. '000	SOLID				SPRAY				LIQUID				A			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	22080	100.0	27.3	100	40664	100.0	50.2	100	1833	100.0	2.3	100				
ATLANTIC MONTHLY	415	**122	0.6	29.4	108	*209	0.5	50.4	100	**7	0.4	1.7	75				
BARRON'S	453	**158	0.7	34.9	128	*188	0.5	41.5	83	**9	0.5	2.0	88				
BETTER HOMES & GARDENS	16256	5173	23.4	31.8	117	8997	22.1	55.3	110	447	24.4	2.7	121				
BON APPETIT	2535	659	3.0	26.0	95	1248	3.1	49.2	98	**7	0.4	0.3	12				
BUSINESS WEEK	1278	367	1.7	28.7	105	630	1.5	49.3	98	**33	1.8	2.6	114				
CAR AND DRIVER	378	*143	0.6	37.8	139	*162	0.4	42.9	85	**0	0.0	0.0	0				
CBS MAGAZINE NETWORK (GROSS)	1498	438	2.0	29.2	107	715	1.8	47.7	95	**5	0.3	0.3	15				
CHANGING TIMES	1505	434	2.0	28.8	106	825	2.0	54.8	109	**29	1.6	1.9	85				
COLONIAL HOMES	1231	416	1.9	33.8	124	550	1.4	44.7	89	**35	1.9	2.8	126				
CONDE NAST MAG. PKG. (GROSS)	14146	3640	16.5	25.7	94	7382	18.2	52.2	104	313	17.1	2.2	98				
CONSUMERS DIGEST	1323	405	1.8	30.6	112	764	1.9	57.7	115	**41	2.2	3.1	137				
COSMOPOLITAN	7102	2216	10.0	31.2	114	3821	9.4	53.8	107	*204	11.1	2.9	127				
COUNTRY LIVING	2481	621	2.8	25.0	92	1396	3.4	56.3	112	**90	4.9	3.6	160				
CUISINE	1472	334	1.5	22.7	83	842	2.1	57.2	114	**35	1.9	2.4	105				
CYCLE WORLD	425	**163	0.7	38.4	141	*262	0.6	61.6	123	**0	0.0	0.0	0				
DCI:CREATIVE IDEAS FOR LIV	2510	887	4.0	35.3	130	1374	3.4	54.7	109	**52	2.8	2.1	92				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2187	9.9	32.7	120	3658	9.0	54.6	109	*155	8.5	2.3	102				
DISCOVER	894	*215	1.0	24.0	88	441	1.1	49.3	98	**21	1.1	2.3	104				
EBONY	3507	1105	5.0	31.5	116	1849	4.5	52.7	105	*124	6.8	3.5	156				
ESQUIRE	1083	346	1.6	31.9	117	541	1.3	50.0	99	**47	2.6	4.3	192				
ESSENCE	1830	579	2.6	31.6	116	999	2.5	54.6	109	**65	3.5	3.6	157				
FAMILY CIRCLE	15930	5031	22.8	31.6	116	8482	20.9	53.2	106	418	22.8	2.6	116				
THE FAMILY HANDYMAN	1126	444	2.0	39.4	145	581	1.4	51.6	103	**21	1.1	1.9	82				
FAMILY WEEKLY	11468	3140	14.2	27.4	100	6138	15.1	53.5	107	*152	8.3	1.3	59				
FIELD & STREAM	2234	785	3.6	35.1	129	1195	2.9	53.5	107	**19	1.0	0.9	38				
FOOD & WINE	579	*137	0.6	23.7	87	227	0.6	39.2	78	**1	0.1	0.2	8				
FORBES	728	*187	0.8	25.7	94	371	0.9	51.0	101	**15	0.8	2.1	91				
FORTUNE	906	*310	1.4	34.2	126	597	1.5	65.9	131	**30	1.6	3.3	146				
GENTLEMEN'S QUARTERLY	791	320	1.4	40.5	148	432	1.1	54.6	109	**3	0.2	0.4	17				
GLAMOUR	5265	1363	6.2	25.9	95	2869	7.1	54.5	109	**148	8.1	2.8	124				
GOLF DIGEST	636	*198	0.9	31.1	114	399	1.0	62.7	125	**17	0.9	2.7	118				
GOLF DIGEST/TENNIS (GROSS)	1186	391	1.8	33.0	121	683	1.7	57.6	115	**26	1.4	2.2	97				
GOLF MAGAZINE	441	**131	0.6	29.7	109	*297	0.7	67.3	134	**2	0.1	0.5	20				
GOLF MAGAZINE/SKI (GROSS)	922	*216	1.0	23.4	86	582	1.4	63.1	126	**5	0.3	0.5	24				
GOOD HOUSEKEEPING	16487	5300	24.0	32.1	118	9107	22.4	55.2	110	472	25.8	2.9	126				
HARPER'S BAZAAR	2423	719	3.3	29.7	109	1298	3.2	53.6	107	**54	2.9	2.2	98				
HEALTH	1994	700	3.2	35.1	129	1106	2.7	55.5	110	**71	3.9	3.6	157				
HEARST MAG CORP. BUY (GROSS)	44101	13515	61.2	30.6	112	23770	58.5	53.9	107	1133	61.8	2.6	114				
HEARST MAN POWER (GROSS)	1993	750	3.4	37.6	138	1104	2.7	55.4	110	**13	0.7	0.7	29				
HEARST WOMAN POWER (GROSS)	31274	9788	44.3	31.3	115	16967	41.7	54.3	108	820	44.7	2.6	116				
HOUSE BEAUTIFUL	3623	941	4.3	26.0	95	1833	4.5	50.6	101	**107	5.8	3.0	130				
INC.	283	**144	0.7	50.9	187	*178	0.4	62.9	125	**26	1.4	9.2	406				
JET	2928	896	4.1	30.6	112	1533	3.8	52.4	104	**91	5.0	3.1	137				
LADIES' HOME JOURNAL	11918	3636	16.5	30.5	112	6367	15.7	53.4	106	350	19.1	2.9	130				
LHJ FAMILY GRP COMBO(GROSS)	16764	5194	23.5	31.0	114	8998	22.1	53.7	107	485	26.5	2.9	128				
LIFE	4254	1174	5.3	27.6	101	2086	5.1	49.0	98	**120	6.5	2.8	125				
L.A. TIMES HOME MAGAZINE	1145	303	1.4	26.5	97	569	1.4	49.7	99	**0	0.0	0.0	0				
MADEMOISELLE	2884	799	3.6	27.7	102	1529	3.8	53.0	106	**110	6.0	3.8	169				
MC CALL'S	13460	4217	19.1	31.3	115	7422	18.3	55.1	110	307	16.7	2.3	101				
MC CALL'S/WRK MOTHER (GROSS)	14606	4536	20.5	31.1	114	7953	19.6	54.5	108	317	17.3	2.2	96				
MECHANIX ILLUSTRATED	772	*307	1.4	39.8	146	394	1.0	51.0	102	**0	0.0	0.0	0				
METROPOLITAN HOME	967	264	1.2	27.3	100	505	1.2	52.2	104	**28	1.5	2.9	128				
MONEY	1588	534	2.4	33.6	123	778	1.9	49.0	98	**63	3.4	4.0	175				
MOTHER EARTH NEWS	1002	*284	1.3	28.3	104	459	1.1	45.8	91	**11	0.6	1.1	49				
MS.	825	234	1.1	28.4	104	451	1.1	54.7	109	**6	0.3	0.7	32				
NATIONAL ENQUIRER	10336	3328	15.1	32.2	118	5685	14.0	55.0	110	371	20.2	3.6	159				
NATIONAL GEOGRAPHIC	9597	2771	12.5	28.9	106	4888	12.0	50.9	101	*250	13.6	2.6	115				
NATIONAL SUNDAY MAGAZINE PKG	49598	14001	63.4	28.3	104	25279	62.2	51.0	102	1055	57.6	2.1	94				
NATURAL HISTORY	573	*160	0.7	27.9	102	292	0.7	51.0	101	**9	0.5	1.6	69				
NEW WOMAN	1699	364	1.6	21.4	79	901	2.2	53.0	106	**14	0.8	0.8	36				
NEW YORK INCLUDING CUE	443	*85	0.4	19.2	70	*159	0.4	35.9	71	**6	0.3	1.4	60				
THE NEW YORKER	1270	307	1.4	24.2	89	602	1.5	47.4	94	**33	1.8	2.6	115				
NEWSWEEK	6277	1704	7.7	27.1	100	3257	8.0	51.9	103	*114	6.2	1.8	80				
THE N.Y. TIMES DAILY EDITION	1205	317	1.4	26.3	96	645	1.6	53.5	107	**55	3.0	4.6	202				
THE N.Y. TIMES MAGAZINE	2081	549	2.5	26.4	97	1050	2.6	50.5	100	**69	3.8	3.3	146				
OWNI	788	*234	1.1	29.7	109	397	1.0	50.4	100	**10	0.5	1.3	56				
ON CABLE	1158	354	1.6	30.6	112	431	1.1	37.2	74	**28	1.5	2.4	107				
1001 HOME IDEAS	2852	858	3.9	30.1	110	1526	3.8	53.5	107	**64	3.5	2.2	99				
ORGANIC GARDENING	1658	548	2.5	33.1	121	914	2.2	55.1	110	**38	2.1	2.3	101				
OUTDOOR LIFE	896	313	1.4	34.9	128	573	1.4	64.0	127	**31	1.7	3.5	153				
PARADE MAGAZINE	24275	6874	31.1	28.3	104	12212	30.0	50.3	100	644	35.1	2.7	117				

	TOTAL U.S. '000	A '000	SOLID B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	22080	100.0	27.3	100	40664	100.0	50.2	100	1833	100.0	2.3	100				
PARENTS	3845	1054	4.8	27.4	101	2001	4.9	52.0	104	**67	3.7	1.7	77				
PENTHOUSE	831	*273	1.2	32.9	120	407	1.0	49.0	98	**40	2.2	4.8	213				
PEOPLE	11645	3475	15.7	29.8	109	5807	14.3	49.9	99	286	15.6	2.5	109				
PLAYBOY	2006	583	2.6	29.1	107	998	2.5	49.8	99	**59	3.2	2.9	130				
POPULAR HOT RODDING	297	**88	0.4	29.6	109	*201	0.5	67.7	135	**4	0.2	1.3	60				
POPULAR MECHANICS	1018	468	2.1	46.0	169	567	1.4	55.7	111	**7	0.4	0.7	30				
POPULAR SCIENCE	878	383	1.7	43.6	160	407	1.0	46.4	92	**46	2.5	5.2	231				
PREVENTION	3913	1173	5.3	30.0	110	2094	5.1	53.5	107	*169	9.2	4.3	191				
PSYCHOLOGY TODAY	1710	470	2.1	27.5	101	950	2.3	55.6	111	**35	1.9	2.0	90				
READER'S DIGEST	22204	6685	30.3	30.1	110	12180	30.0	54.9	109	557	30.4	2.5	111				
REDBOOK	7684	2271	10.3	29.6	108	4038	9.9	52.6	105	*144	7.9	1.9	83				
ROAD & TRACK	410	**119	0.5	29.0	106	*245	0.6	59.8	119	**0	0.0	0.0	0				
ROLLING STONE	969	334	1.5	34.5	126	536	1.3	55.3	110	**15	0.8	1.5	68				
RUNNER'S WORLD	298	**118	0.5	39.6	145	*173	0.4	58.1	116	**32	1.7	10.7	474				
SATURDAY EVENING POST	1169	365	1.7	31.2	115	669	1.6	57.2	114	**32	1.7	2.7	121				
SCIENCE 84	587	*186	0.8	31.7	116	275	0.7	46.8	93	**3	0.2	0.5	23				
SCIENCE DIGEST	482	*130	0.6	27.0	99	259	0.6	53.7	107	**6	0.3	1.2	55				
SCIENTIFIC AMERICAN	594	*161	0.7	27.1	99	272	0.7	45.8	91	**15	0.8	2.5	112				
SELF	2089	516	2.3	24.7	91	1089	2.7	52.1	104	**15	0.8	0.7	32				
SEVENTEEN	2411	705	3.2	29.2	107	1208	3.0	50.1	100	**86	4.7	3.6	158				
SKI	480	**85	0.4	17.7	65	*285	0.7	59.4	118	**3	0.2	0.6	28				
SMITHSONIAN	2760	664	3.0	24.1	88	1368	3.4	49.6	99	**56	3.1	2.0	90				
SOAP OPERA DIGEST	3013	1105	5.0	36.7	135	1614	4.0	53.6	107	**108	5.9	3.6	158				
SOUTHERN LIVING	4184	1300	5.9	31.1	114	2284	5.6	54.6	109	**102	5.6	2.4	108				
SPORT	559	*221	1.0	39.5	145	*261	0.6	46.7	93	**3	0.2	0.5	24				
THE SPORTING NEWS	436	**141	0.6	32.3	119	*229	0.6	52.5	105	**4	0.2	0.9	41				
SPORTS AFIELD	493	*153	0.7	31.0	114	278	0.7	56.4	112	**0	0.0	0.0	0				
SPORTS ILLUSTRATED	2758	906	4.1	32.8	120	1504	3.7	54.5	109	**82	4.5	3.0	131				
STAR	7456	2380	10.8	31.9	117	4155	10.2	55.7	111	*289	15.8	3.9	171				
SUNDAY	24936	7085	32.1	28.4	104	12386	30.5	49.7	99	637	34.8	2.6	113				
SUNSET	2124	637	2.9	30.0	110	1016	2.5	47.8	95	**54	2.9	2.5	112				
TV GUIDE	21661	6683	30.3	30.9	113	11643	28.6	53.8	107	643	35.1	3.0	131				
TENNIS	550	*193	0.9	35.1	129	*284	0.7	51.6	103	**9	0.5	1.6	72				
TIME	8880	2686	12.2	30.2	111	4537	11.2	51.1	102	*199	10.9	2.2	99				
TOWN & COUNTRY	917	240	1.1	26.2	96	525	1.3	57.3	114	**15	0.8	1.6	72				
TRAVEL & LEISURE	972	273	1.2	28.1	103	540	1.3	55.6	111	**24	1.3	2.5	109				
TRUE STORY	3356	1196	5.4	35.6	131	1743	4.3	51.9	103	**100	5.5	3.0	132				
U.S. NEWS & WORLD REPORT	3410	1077	4.9	31.6	116	1797	4.4	52.7	105	**134	7.3	3.9	174				
USA TODAY	1759	532	2.4	30.2	111	962	2.4	54.7	109	**27	1.5	1.5	68				
W	1873	672	3.0	35.9	132	1077	2.6	57.5	115	**28	1.5	1.5	66				
VOGUE	3909	962	4.4	24.6	90	1895	4.7	48.5	97	**41	2.2	1.0	46				
WALL STREET JOURNAL	1886	529	2.4	28.0	103	920	2.3	48.8	97	**62	3.4	3.3	145				
WEIGHT WATCHERS	2120	607	2.7	28.6	105	1190	2.9	56.1	112	**74	4.0	3.5	154				
WOMAN'S DAY	14172	4452	20.2	31.4	115	7581	18.6	53.5	107	328	17.9	2.3	102				
WORKING MOTHER	1146	319	1.4	27.8	102	531	1.3	46.3	92	**11	0.6	1.0	42				
WORKING WOMAN	1322	414	1.9	31.3	115	678	1.7	51.3	102	**15	0.8	1.1	50				
WORLD TENNIS	*163	**26	0.1	16.0	59	**49	0.1	30.1	60	**2	0.1	1.2	54				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	724	3.3	28.6	105	1371	3.4	54.1	108	**18	1.0	0.7	31				
BLAIR INSERTS	43657	12233	55.4	28.0	103	21821	53.7	50.0	100	1038	56.6	2.4	105				
DAILY NEWSPAPERS																	
READ ANY	51633	14286	64.7	27.7	101	26476	65.1	51.3	102	1098	59.9	2.1	94				
READ ONE	43463	11860	53.7	27.3	100	22067	54.3	50.8	101	870	47.5	2.0	88				
READ TWO OR MORE	8170	2425	11.0	29.7	109	4409	10.8	54.0	107	*228	12.4	2.8	123				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	14822	67.1	28.1	103	26744	65.8	50.8	101	1156	63.1	2.2	97				
READ ONE	46126	12823	58.1	27.8	102	23412	57.6	50.8	101	898	49.0	1.9	86				
READ TWO OR MORE	6552	1999	9.1	30.5	112	3332	8.2	50.9	101	*258	14.1	3.9	174				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.69				27.37				23.82							
30 DAY REACH	71455	19508	88.4	27.3	100	35706	87.8	50.0	100	1541	84.1	2.2	95				
50 SHWG - 30 DAY AV FREQ	14.56	13.97				14.42				12.84							
30 DAY REACH	67742	18633	84.4	27.5	101	33957	83.5	50.1	100	1431	78.1	2.1	93				
25 SHWG - 30 DAY AV FREQ	7.94	7.56				7.82				7.08							
30 DAY REACH	62117	17193	77.9	27.7	102	31266	76.9	50.3	100	1286	70.2	2.1	91				
CABLE TV: HOME WIRED	32077	9715	44.0	30.3	111	16496	40.6	51.4	102	701	38.2	2.2	97				
HOME NOT WIRED	48909	12365	56.0	25.3	93	24168	59.4	49.4	98	1132	61.8	2.3	102				
HAVE PAY CABLE	15935	5180	23.5	32.5	119	8233	20.2	51.7	103	*268	14.6	1.7	74				

	TOTAL U.S. '000	SOLID				SPRAY				LIQUID							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	22080	100.0	27.3	100	40664	100.0	50.2	100	1833	100.0	2.3	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	12591	57.0	28.7	105	22458	55.2	51.1	102	943	51.4	2.1	95				
10:00 AM - 3:00 PM	30659	8895	40.3	29.0	106	15882	39.1	51.8	103	718	39.2	2.3	103				
3:00 PM - 7:00 PM	31045	8982	40.7	28.9	106	16065	39.5	51.7	103	519	28.3	1.7	74				
7:00 PM - MIDNIGHT	15767	4588	20.8	29.1	107	8104	19.9	51.4	102	284	15.5	1.8	80				
MIDNIGHT - 6:00 AM	9120	2594	11.7	28.4	104	4879	12.0	53.5	107	*217	11.8	2.4	105				
6:00 AM - MIDNIGHT	58527	16606	75.2	28.4	104	29611	72.8	50.6	101	1250	68.2	2.1	94				
ENTIRE DAY	59311	16817	76.2	28.4	104	30037	73.9	50.6	101	1287	70.2	2.2	96				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4790	21.7	29.6	109	8225	20.2	50.9	101	406	22.1	2.5	111				
ALL NEWS	2256	608	2.8	27.0	99	1166	2.9	51.7	103	**23	1.3	1.0	45				
ADR/PROGRESSIVE	3874	1090	4.9	28.1	103	1830	4.5	47.2	94	**39	2.1	1.0	44				
BEAUTIFUL MUSIC	5660	1437	6.5	25.4	93	2905	7.1	51.3	102	*117	6.4	2.1	91				
BLACK	2204	722	3.3	32.8	120	1180	2.9	53.5	107	**54	2.9	2.5	108				
CLASSICAL	1418	320	1.4	22.6	83	651	1.6	45.9	91	**31	1.7	2.2	97				
CHR/ROCK	9538	2703	12.2	28.3	104	4800	11.8	50.3	100	*112	6.1	1.2	52				
COUNTRY	12648	3897	17.6	30.8	113	6702	16.5	53.0	106	290	15.8	2.3	101				
GOLDEN OLDIES	1191	315	1.4	26.4	97	555	1.4	46.6	93	**19	1.0	1.6	70				
MOR/NOSTALGIA	4757	1427	6.5	30.0	110	2525	6.2	53.1	106	**125	6.8	2.6	116				
NEWS/TALK	3863	950	4.3	24.6	90	1870	4.6	48.4	96	**75	4.1	1.9	86				
RELIGIOUS	3084	945	4.3	30.6	112	1491	3.7	48.3	96	**36	2.0	1.2	52				
SOFT ROCK	521	**100	0.5	19.2	70	306	0.8	58.7	117	**8	0.4	1.5	68				
URBAN CONTEMPORARY	1585	495	2.2	31.2	115	873	2.1	55.1	110	**56	3.1	3.5	156				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	990	4.5	30.4	111	1727	4.2	53.0	105	**75	4.1	2.3	102				
ABC DIRECTION	2316	752	3.4	32.5	119	1287	3.2	55.6	111	**68	3.7	2.9	130				
ABC ENTERTAINMENT	4834	1421	6.4	29.4	108	2359	5.8	48.8	97	**123	6.7	2.5	112				
ABC FM	2202	628	2.8	28.5	105	1145	2.8	52.0	104	**41	2.2	1.9	82				
ABC INFORMATION	5425	1347	6.1	24.8	91	2782	6.8	51.3	102	**140	7.6	2.6	114				
ABC ROCK	1677	501	2.3	29.9	110	882	2.2	52.6	105	**6	0.3	0.4	16				
CBS	4430	1376	6.2	31.1	114	2126	5.2	48.0	96	**69	3.8	1.6	69				
MUTUAL	4992	1549	7.0	31.0	114	2584	6.4	51.8	103	*253	13.8	5.1	224				
NBC	4679	1322	6.0	28.3	104	2273	5.6	48.6	97	**90	4.9	1.9	85				
RADIORADIO	1994	572	2.6	28.7	105	996	2.4	49.9	99	**32	1.7	1.6	71				
RKO ONE	2298	649	2.9	28.2	104	1233	3.0	53.7	107	**27	1.5	1.2	52				
RKO TWO	3311	840	3.8	25.4	93	1822	4.5	55.0	110	**95	5.2	2.9	127				
THE SOURCE	2114	685	3.1	32.4	119	1069	2.6	50.6	101	**20	1.1	0.9	42				
NON-WIRED : BLAIR	8654	2483	11.2	28.7	105	4502	11.1	52.0	104	*174	9.5	2.0	89				
INTERNET	12025	3429	15.5	28.5	105	6145	15.1	51.1	102	*195	10.6	1.6	72				
KATZ RADIO GROUP	15359	4148	18.8	27.0	99	7768	19.1	50.6	101	348	19.0	2.3	100				
SUPERNET	10628	3241	14.7	30.5	112	5667	13.9	53.3	106	*224	12.2	2.1	93				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2307	10.4	26.6	98	4298	10.6	49.6	99	271	14.8	3.1	138				
MKDAY 9:00 AM - 1:00 PM	12163	3275	14.8	26.9	99	6048	14.9	49.7	99	332	18.1	2.7	121				
MKDAY 1:00 PM - 4:30 PM	16150	4324	19.6	26.8	98	8049	19.8	49.8	99	483	26.4	3.0	132				
MKDAY 4:30 PM - 7:30 PM	22463	6070	27.5	27.0	99	11432	28.1	50.9	101	570	31.1	2.5	112				
MKDAY 7:30 PM - 8:00 PM	31795	8726	39.5	27.4	101	16441	40.4	51.7	103	772	42.1	2.4	107				
MKDAY 11:00 PM - 11:30 PM	23977	6840	31.0	28.5	105	12351	30.4	51.5	103	661	36.1	2.8	122				
MKDAY 11:30 PM - 1:00 AM	7703	2297	10.4	29.8	109	3909	9.6	50.7	101	254	13.9	3.3	146				
M-SAT 8-11 PM+SUN 7-11 PM	33800	9491	43.0	28.1	103	17255	42.4	51.1	102	855	46.6	2.5	112				
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1832	8.3	28.0	103	3406	8.4	52.1	104	*148	8.1	2.3	100				
ANOTHER WORLD	N 4620	1118	5.1	24.2	89	2371	5.8	51.3	102	*156	8.5	3.4	149				
AS THE WORLD TURNS	C 5614	1420	6.4	25.3	93	2630	6.5	46.8	93	215	11.7	3.8	169				
CAPITOL	C 3396	843	3.8	24.8	91	1633	4.0	48.1	96	*112	6.1	3.3	146				
CBS MORN. NEWS 1	C 1446	365	1.7	25.2	93	748	1.8	51.7	103	**65	3.5	4.5	199				
CBS MORN. NEWS 2	C 1207	331	1.5	27.4	101	598	1.5	49.5	99	**26	1.4	2.2	95				
DAYS OF OUR LIVES	N 5877	1561	7.1	26.6	97	3002	7.4	51.1	102	*215	11.7	3.7	162				
FACTS OF LIFE - DAYTIME	N 2290	580	2.6	25.3	93	967	2.4	42.2	84	**53	2.9	2.3	102				
FAMILY FEUD	A 3023	750	3.4	24.8	91	1392	3.4	46.0	92	*69	3.8	2.3	101				
GENERAL HOSPITAL	A 6097	1731	7.8	28.4	104	3000	7.4	49.2	98	*177	9.7	2.9	128				
GOOD MORNING, AMERICA-730	A 3515	912	4.1	25.9	95	1750	4.3	49.8	99	*131	7.1	3.7	165				
GOOD MORNING, AMERICA-830	A 2818	807	3.7	28.6	105	1429	3.5	50.7	101	*103	5.6	3.7	161				
GUIDING LIGHT	C 5339	1313	5.9	24.6	90	2554	6.3	47.8	95	*186	10.1	3.5	154				
ONE LIFE TO LIVE	A 4478	1256	5.7	28.0	103	2353	5.8	52.5	105	*84	4.6	1.9	83				
PRESS YOUR LUCK	C 2244	736	3.3	32.8	120	1230	3.0	54.8	109	**42	2.3	1.9	83				
PRICE IS RIGHT 1	C 4348	1314	6.0	30.2	111	2294	5.6	52.8	105	134	7.3	3.1	136				
PRICE IS RIGHT 2	C 5014	1472	6.7	29.4	108	2601	6.4	51.9	103	159	8.7	3.2	140				
RYAN'S HOPE	A 3150	945	4.3	30.0	110	1542	3.8	49.0	97	*93	5.1	3.0	130				
SALE OF THE CENTURY	N 2695	596	2.7	22.1	81	1297	3.2	48.1	96	*58	3.2	2.2	95				
SEARCH FOR TOMORROW	N 2319	566	2.6	24.4	90	1212	3.0	52.3	104	**67	3.7	2.9	128				
TODAY SHOW 1	N 2693	624	2.8	23.2	85	1297	3.2	48.2	96	*84	4.6	3.1	138				
TODAY SHOW 2	N 2498	641	2.9	25.7	94	1244	3.1	49.8	99	*59	3.2	2.4	104				
\$25,000 PYRAMID	C 2753	693	3.1	25.2	92	1490	3.7	54.1	108	**49	2.7	1.8	79				
WHEEL OF FORTUNE	N 4388	1196	5.4	27.3	100	2175	5.3	49.6	99	126	6.9	2.9	127				
YOUNG AND THE RESTLESS	C 5695	1723	7.8	30.3	111	2787	6.9	48.9	97	233	12.7	4.1	181				
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	411	1.9	23.4	86	904	2.2	51.4	102	**80	4.4	4.5	201				
NBA PLAYOFF GAME -1 C	1136	320	1.4	28.2	103	592	1.5	52.1	104	**68	3.7	6.0	264				
NBC MAJOR LEAGUE PRE-GAME N	953	*221	1.0	23.2	85	470	1.2	49.3	98	**53	2.9	5.6	246				
SPORTSWORLD - SUN N	1233	340	1.5	27.6	101	696	1.7	56.4	112	**22	1.2	1.8	79				
SUNDAY MORNING C	1611	443	2.0	27.5	101	797	2.0	49.5	99	**49	2.7	3.0	134				

		TOTAL	SOLID				SPRAY				LIQUID							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	22080	100.0	27.3	100	40664	100.0	50.2	100	1833	100.0	2.3	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		28063	6826	30.9	26.2	96	13431	33.0	51.5	103	777	42.4	3.0	132				
NETWORK AFFILIATES - LATE		20261	5719	25.9	28.2	104	10447	25.7	51.6	103	587	32.0	2.9	128				
INDEPENDENTS - LATE		20776	513	2.3	24.7	91	1063	2.6	51.2	102	*44	2.4	2.1	94				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3078	13.9	29.4	108	5231	12.9	50.0	100	270	14.7	2.6	114				
ABC MONDAY NIGHT MOVIE	A	6412	1907	8.6	29.7	109	3333	8.2	52.0	104	*141	7.7	2.2	97				
ABC SUNDAY NIGHT MOVIE	A	12407	3453	15.6	27.8	102	6353	15.6	51.2	102	282	15.4	2.3	100				
ABC WORLD NEWS TONIGHT	A	6176	1874	8.5	30.3	111	3133	7.7	50.7	101	225	12.3	3.6	161				
AFTERMASH	C	5863	1777	8.0	30.3	111	3129	7.7	53.4	106	**114	6.2	1.9	86				
ALICE	C	9594	2786	12.6	29.0	107	5067	12.5	52.8	105	*187	10.2	1.9	86				
AMERICAN PARADE	C	6622	1747	7.9	26.4	97	3316	8.2	50.1	100	*125	6.8	1.9	83				
BENSON	A	10886	3077	13.9	28.3	104	5466	13.4	50.2	100	232	12.7	2.1	94				
BLUE THUNDER	A	5036	1594	7.2	31.7	116	2707	6.7	53.8	107	**163	8.9	3.2	143				
CAGNEY & LACEY	C	9965	2956	13.4	29.7	109	4975	12.2	49.9	99	319	17.4	3.2	141				
CBS EVENING NEWS-DEAN	C	3491	915	4.1	26.2	96	1954	4.8	56.0	111	**129	7.0	3.7	163				
CBS EVENING NEWS-RATHER	C	7123	1944	8.8	27.3	100	3741	9.2	52.5	105	185	10.1	2.6	115				
CBS SAT. NEWS-SCHIEFFER	C	3621	1058	4.8	29.2	107	1836	4.5	50.7	101	*96	5.2	2.7	117				
CBS SATURDAY NIGHT MOVIE	C	5436	1619	7.3	29.8	109	2780	6.8	51.1	102	179	9.8	3.3	145				
CBS WEDNESDAY NIGHT MOVIE	C	6100	1576	7.1	25.8	95	2908	7.2	47.7	95	161	8.8	2.6	117				
CHEERS	N	8889	2511	11.4	28.2	104	4331	10.7	48.7	97	212	11.6	2.4	105				
DALLAS	C	22109	6061	27.5	27.4	101	11709	28.8	53.0	105	432	23.6	2.0	86				
DIFF'RENT STROKES	N	6940	1871	8.5	27.0	99	3526	8.7	50.8	101	*159	8.7	2.3	101				
DOUBLE TROUBLE	N	7223	2278	10.3	31.5	116	3678	9.0	50.9	101	*173	9.4	2.4	106				
DUCK FACTORY	N	5595	1663	7.5	29.7	109	2818	6.9	50.4	100	*176	9.6	3.1	139				
DUKES OF HAZZARD	C	5768	1622	7.3	28.1	103	3036	7.5	52.6	105	*147	8.0	2.5	113				
DYNASTY	A	20053	5680	25.7	28.3	104	10137	24.9	50.6	101	512	27.9	2.6	113				
FACTS OF LIFE	N	8087	2320	10.5	28.7	105	4305	10.6	53.2	106	*153	8.3	1.9	84				
FALCON CREST	C	20046	5696	25.8	28.4	104	10695	26.3	53.4	106	413	22.5	2.1	91				
FALL GUY	A	9084	2729	12.4	30.0	110	4756	11.7	52.4	104	225	12.3	2.5	109				
FAMILY TIES	N	7964	2338	10.6	29.4	108	3879	9.5	48.7	97	*242	13.2	3.0	134				
FANTASY ISLAND	A	7687	1926	8.7	25.1	92	3847	9.5	50.0	100	*153	8.3	2.0	88				
FOULUPS, BLEEPs & BLUNDERS	A	8861	2213	10.0	25.0	92	4813	11.8	54.3	108	*174	9.5	2.0	87				
FOUR SEASONS	C	5095	1480	6.7	29.0	107	2744	6.7	53.9	107	**88	4.8	1.7	76				
GIMME A BREAK	N	8838	2511	11.4	28.4	104	4264	10.5	48.2	96	*277	15.1	3.1	138				
HART TO HART	A	8978	2408	10.9	26.8	98	4680	11.5	52.1	104	*247	13.5	2.8	122				
HILL STREET BLUES	N	8590	2468	11.2	28.7	105	4292	10.6	50.0	100	*197	10.7	2.3	101				
HOTEL	A	14085	3947	17.9	28.0	103	7305	18.0	51.9	103	387	21.1	2.7	121				
JEFFERSONS	C	9360	2672	12.1	28.5	105	4853	11.9	51.8	103	234	12.8	2.5	110				
JENNIFER SLEPT HERE	N	5841	1802	8.2	30.9	113	2894	7.1	49.5	99	**123	6.7	2.1	93				
KATE & ALLIE	C	9206	2768	12.5	30.1	110	4807	11.8	52.2	104	*257	14.0	2.8	123				
KNIGHT RIDER	N	7076	2119	9.6	29.9	110	3581	8.8	50.6	101	*158	8.6	2.2	99				
LOVE BOAT	A	12219	3228	14.6	26.4	97	6002	14.8	49.1	98	273	14.9	2.2	99				
MAGNUM PI	C	11199	3163	14.3	28.2	104	5786	14.2	51.7	103	233	12.7	2.1	92				
MAMA'S FAMILY	N	6057	1710	7.7	28.2	104	3231	7.9	53.3	106	*220	12.0	3.6	160				
MASTER, THE	N	3598	1084	4.9	30.1	111	1846	4.5	51.3	102	**130	7.1	3.6	160				
MATT HOUSTON	A	6344	1839	8.3	29.0	106	3082	7.6	48.6	97	*159	8.7	2.5	111				
NBC MONDAY NIGHT MOVIE	N	11994	3236	14.7	27.0	99	5856	14.4	48.8	97	200	10.9	1.7	74				
NBC NIGHTLY NEWS	N	5132	1233	5.6	24.0	88	2793	6.9	54.4	108	120	6.5	2.3	103				
NBC NIGHTLY NEWS-SAT	N	3375	785	3.6	23.3	85	1716	4.2	50.8	101	**89	4.9	2.6	117				
NBC NIGHTLY NEWS-SUN	N	3130	798	3.6	25.5	94	1567	3.9	50.1	100	**101	5.5	3.2	143				
NBC SUNDAY NIGHT MOVIE	N	8284	2457	11.1	29.7	109	4035	9.9	48.7	97	*261	14.2	3.2	139				
NEWHART	C	9240	2776	12.6	30.0	110	4544	11.2	49.2	98	307	16.7	3.3	147				
ONE DAY AT A TIME	C	7288	2046	9.3	28.1	103	3686	9.1	50.6	101	*176	9.6	2.4	107				
PEOPLE ARE FUNNY	N	8855	1384	6.3	28.5	105	2591	6.4	53.4	106	**127	6.9	2.6	116				
REAL PEOPLE	N	8869	2276	10.3	25.7	94	4789	11.8	54.0	108	*162	8.8	1.8	81				
REMINGTON STEELE	N	7743	2104	9.5	27.2	100	4079	10.0	52.7	105	*133	7.3	1.7	76				
RIPLY'S BELIEVE IT - NOT	A	5345	1647	7.5	30.8	113	2673	6.6	50.0	100	*123	6.7	2.3	102				
RIPTIDE	N	6988	1965	8.9	28.1	103	3540	8.7	50.7	101	*209	11.4	3.0	132				
SCARECROW & MRS. KING	C	10002	2728	12.4	27.3	100	4976	12.2	49.8	99	*252	13.7	2.5	111				
SIMON & SIMON	C	10638	2878	13.0	27.1	99	5231	12.9	49.2	98	292	15.9	2.7	121				
60 MINUTES	C	13293	3485	15.8	26.2	96	6900	17.0	51.9	103	429	23.4	3.2	143				
ST. ELSEWHERE	N	7017	2100	9.5	29.9	110	3703	9.1	52.8	105	*137	7.5	2.0	86				
THREE'S COMPANY	A	10917	3042	13.8	27.9	102	5613	13.8	51.4	102	*194	10.6	1.8	79				
T.J. HOOKER	A	9204	2453	11.1	26.7	98	4721	11.6	51.3	102	284	15.5	3.1	136				
TONIGHT SHOW	N	2372	722	3.3	30.4	112	1186	2.9	50.0	100	95	5.2	4.0	177				
TRAPPER JOHN, M.D.	C	9846	2841	12.9	28.9	106	5155	12.7	52.4	104	241	13.1	2.4	108				
TV BLOOPERS & PRAC. JOKES	N	9105	2741	12.4	30.1	110	4610	11.3	50.6	101	*170	9.3	1.9	82				
20/20	A	9387	26															

	TOTAL U.S. '000	AIRNICK AIRHAND SOLID				AIRNICK SOLID				AIRNICK STICK-UPS				AVON SPRAY			
		A '000	B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN	A '000	B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN	A '000	B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN	A '000	B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN
TOTAL FEMALE HOMEMAKERS	80986	2264	100.0	2.8	100	2394	100.0	3.0	100	3849	100.0	4.8	100	5651	100.0	7.0	100
18 - 24	9282	**181	8.0	2.0	70	**293	12.2	3.2	107	*436	11.3	4.7	99	*442	7.8	4.8	68
25 - 34	19072	*451	19.9	2.4	85	506	21.1	2.7	90	924	24.0	4.8	102	1175	20.8	6.2	88
35 - 44	14591	*440	19.4	3.0	108	*478	20.0	3.3	111	743	19.3	5.1	107	1007	17.8	6.9	99
45 - 54	11345	*440	19.4	3.9	139	*345	14.4	3.0	103	*469	12.2	4.1	87	745	13.2	6.6	94
55 - 64	11635	*362	16.0	3.1	111	*446	18.6	3.8	130	652	16.9	5.6	118	1063	18.8	9.1	131
65 OR OLDER	15061	*391	17.3	2.6	93	*325	13.6	2.2	73	625	16.2	4.1	87	1218	21.6	8.1	116
18 - 34	28354	632	27.9	2.2	80	799	33.4	2.8	95	1360	35.3	4.8	101	1617	28.6	5.7	82
18 - 49	48339	1189	52.5	2.5	88	1401	58.5	2.9	98	2335	60.7	4.8	102	2994	53.0	6.2	89
25 - 54	45008	1331	58.8	3.0	106	1330	55.6	3.0	100	2137	55.5	4.7	100	2928	51.8	6.5	93
35 - 49	19985	557	24.6	2.8	100	602	25.1	3.0	102	975	25.3	4.9	103	1377	24.4	6.9	99
50 OR OLDER	32647	1075	47.5	3.3	118	993	41.5	3.0	103	1514	39.3	4.6	98	2657	47.0	8.1	117
GRADUATED COLLEGE	11155	**248	11.0	2.2	80	*292	12.2	2.6	89	*383	10.0	3.4	72	539	9.5	4.8	69
ATTENDED COLLEGE	13682	*466	20.6	3.4	122	*464	19.4	3.4	115	758	19.7	5.5	117	938	16.6	6.9	98
GRADUATED HIGH SCHOOL	33880	905	40.0	2.7	96	1009	42.1	3.0	101	1789	46.5	5.3	111	2908	51.5	8.6	123
DID NOT GRADUATE HIGH SCHOOL	22270	645	28.5	2.9	104	*629	26.3	2.8	96	918	23.9	4.1	87	1266	22.4	5.7	81
EMPLOYED	40306	1149	50.8	2.9	102	1121	46.8	2.8	94	1973	51.3	4.9	103	2700	47.8	6.7	96
EMPLOYED FULL-TIME	32850	903	39.9	2.7	98	923	38.6	2.8	95	1642	42.7	5.0	105	2227	39.4	6.8	97
EMPLOYED PART-TIME	7456	**246	10.9	3.3	118	**198	8.3	2.7	90	*331	8.6	4.4	93	*473	8.4	6.3	91
NOT EMPLOYED	40680	1115	49.2	2.7	98	1273	53.2	3.1	106	1876	48.7	4.6	97	2951	52.2	7.3	104
PROFESSIONAL/MANAGER	10392	**280	12.4	2.7	96	**262	10.9	2.5	85	*376	9.8	3.6	76	*485	8.6	4.7	67
TECH/CLERICAL/SALES	17574	*537	23.7	3.1	109	*480	20.1	2.7	92	980	25.5	5.6	117	1379	24.4	7.8	112
PRECISION/CRAFT	985	**23	1.0	2.3	84	**45	1.9	4.6	155	**47	1.2	4.8	100	**89	1.6	9.0	129
OTHER EMPLOYED	11354	*309	13.6	2.7	97	*334	14.0	2.9	100	571	14.8	5.0	106	747	13.2	6.6	94
SINGLE	9863	*255	11.3	2.6	92	*256	10.7	2.6	88	593	15.4	6.0	127	606	10.7	6.1	88
MARRIED	51375	1391	61.4	2.7	97	1649	68.9	3.2	109	2403	62.4	4.7	98	3680	65.1	7.2	103
DIVORCED/SEPARATED/WIDOWED	19748	618	27.3	3.1	112	489	20.4	2.5	84	852	22.1	4.3	91	1365	24.2	6.9	99
PARENTS	32590	870	38.4	2.7	95	993	41.5	3.0	103	1514	39.3	4.6	98	2018	35.7	6.2	89
WHITE	70416	1811	80.0	2.6	92	2091	87.3	3.0	100	3405	88.5	4.8	102	4972	88.0	7.1	101
BLACK	8778	*310	13.7	3.5	126	*303	12.7	3.5	117	*377	9.8	4.3	90	535	9.5	6.1	87
OTHER	1791	**143	6.3	8.0	286	**0	0.0	0.0	0	**67	1.7	3.7	79	**144	2.5	8.0	115
NORTHEAST-CENSUS	17786	634	28.0	3.6	128	702	29.3	3.9	134	1078	28.0	6.1	128	1091	19.3	6.1	88
NORTH CENTRAL	20741	508	22.4	2.4	88	669	27.9	3.2	109	1187	30.8	5.7	120	1766	31.3	8.5	122
SOUTH	27775	857	37.9	3.1	110	729	30.5	2.6	89	1115	29.0	4.0	84	1933	34.2	7.0	100
WEST	14683	**265	11.7	1.8	65	*295	12.3	2.0	68	*470	12.2	3.2	67	862	15.3	5.9	84
NORTHEAST-MKTG.	17961	598	26.4	3.3	119	676	28.2	3.8	127	997	25.9	5.6	117	1161	20.5	6.5	93
EAST CENTRAL	11885	*244	10.8	2.1	73	*334	14.0	2.8	95	691	18.0	5.8	122	889	15.7	7.5	107
WEST CENTRAL	14090	*388	17.1	2.8	99	500	20.9	3.5	120	786	20.4	5.6	117	1260	22.3	8.9	128
SOUTH	24081	783	34.6	3.3	116	*611	25.5	2.5	86	926	24.1	3.8	81	1636	29.0	6.8	97
PACIFIC	12969	**250	11.0	1.9	69	**273	11.4	2.1	71	*449	11.7	3.5	73	706	12.5	5.4	78
COUNTY SIZE A	32439	947	41.8	2.9	104	956	39.9	2.9	100	1687	43.8	5.2	109	2120	37.5	6.5	94
COUNTY SIZE B	24915	629	27.8	2.5	90	641	26.8	2.6	87	1165	30.3	4.7	98	1471	26.0	5.9	85
COUNTY SIZE C	12930	*396	17.5	3.1	110	*446	18.6	3.4	117	*626	16.3	4.8	102	956	16.9	7.4	106
COUNTY SIZE D	10703	**292	12.9	2.7	98	*352	14.7	3.3	111	*371	9.6	3.5	73	1103	19.5	10.3	148
METRO CENTRAL CITY	24518	735	32.5	3.0	107	656	27.4	2.7	91	1007	26.2	4.1	86	1296	22.9	5.3	76
METRO SUBURBAN	35919	962	42.5	2.7	96	1122	46.9	3.1	106	1943	50.5	5.4	114	2434	43.1	6.8	97
NON METRO	20549	*568	25.1	2.8	99	617	25.8	3.0	102	899	23.4	4.4	92	1920	34.0	9.3	134
TOP 5 ADI'S	18341	558	24.6	3.0	109	659	27.5	3.6	122	1078	28.0	5.9	124	1043	18.5	5.7	81
TOP 10 ADI'S	25378	743	32.8	2.9	105	822	34.3	3.2	110	1425	37.0	5.6	118	1482	26.2	5.8	84
TOP 20 ADI'S	36488	1069	47.2	2.9	105	1131	47.2	3.1	105	1935	50.3	5.3	112	2401	42.5	6.6	94
HSHLD INC. \$50,000 OR MORE	6612	**210	9.3	3.2	114	**206	8.6	3.1	105	*423	11.0	6.4	135	*450	8.0	6.8	98
\$40,000 OR MORE	12659	*472	20.8	3.7	133	*316	13.2	2.5	84	785	20.4	6.2	130	773	13.7	6.1	88
\$30,000 OR MORE	24698	*806	35.6	3.3	117	806	33.7	3.3	110	1230	32.0	5.0	105	1608	28.5	6.5	93
\$25,000 OR MORE	32077	908	40.1	2.8	101	1072	44.8	3.3	113	1565	40.7	4.9	103	2396	42.4	7.5	107
\$20,000 - \$24,999	9144	**79	3.5	0.9	31	**155	6.5	1.7	57	520	13.5	5.7	120	635	11.2	6.9	100
\$15,000 - \$19,999	8728	**116	5.1	1.3	48	**262	10.9	3.0	102	*393	10.2	4.5	95	*472	8.4	5.4	78
\$10,000 - \$14,999	12562	*516	22.8	4.1	147	491	20.5	3.9	132	777	20.2	6.2	130	969	17.1	7.7	111
UNDER \$10,000	18475	646	28.5	3.5	125	415	17.3	2.2	76	594	15.4	3.2	68	1180	20.9	6.4	92
HOUSEHOLD OF 1 PERSON	11987	332	14.7	2.8	99	288	12.0	2.4	81	483	12.5	4.0	85	789	14.0	6.6	94
2 PEOPLE	26577	620	27.4	2.3	83	809	33.8	3.0	103	1376	35.7	5.2	109	1886	33.4	7.1	102
3 OR 4 PEOPLE	30617	865	38.2	2.8	101	790	33.0	2.6	87	1391	36.1	4.5	96	2148	38.0	7.0	101
5 OR MORE PEOPLE	11804	**447	19.7	3.8	135	*508	21.2	4.3	146	*599	15.6	5.1	107	828	14.7	7.0	101
NO CHILD IN HSHLD	46165	1285	56.8	2.8	100	1250	52.2	2.7	92	2214	57.5	4.8	101	3520	62.3	7.6	109
CHILD(REN) UNDER 2 YRS	5325	**73	3.2	1.4	49	**135	5.6	2.5	86	**224	5.8	4.2	89	*299	5.3	5.6	80
2 - 5 YEARS	14221	*368	16.3	2.6	93	*500	20.9	3.5	119	605	15.7	4.3	90	813	14.4	5.7	82
6 - 11 YEARS	15117	*372	16.4	2.5	88	*467	19.5	3.1	105	738	19.2	4.9	103	1104	19.5	7.3	105
12 - 17 YEARS	16611	*607	26.8	3.7	131	*602	25.1	3.6	123	835	21.7	5.0	106	1052	18.6	6.3	91
RESIDENCE OWNED	55884	1598	70.6	2.9	102	1671	69.8	3.0	101	2887	75.0	5.2	109	4489	79.4	8.0	115
VALUE: \$50,000 OR MORE	31744	854	37.7	2.7	96	954	39.8	3.0	102	1675	43.5	5.3	111	2125	37.6	6.7	96
VALUE: UNDER \$50,000	24140	744	32.9	3.1	110	717	29.9	3.0	100	1212	31.5	5.0	106	2364	41.8	9.8	140

		TOTAL	AIRHICK				AIRHICK				AIRHICK				AVON			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS		
TOTAL FEMALE HOMEOWNERS		80986	2264	100.0	2.8	100	2394	100.0	3.0	100	3849	100.0	4.8	100	5651	100.0	7.0	100
MAGAZINES	QUINTILE 1	15799	*492	21.7	3.1	111	716	29.9	4.5	153	844	21.9	5.3	112	1367	24.2	8.7	124
	QUINTILE 2	17259	*608	26.9	3.5	126	485	20.3	2.8	95	888	23.1	5.1	108	1351	23.9	7.8	112
	QUINTILE 3	13545	*309	13.6	2.3	82	*400	16.7	3.0	100	577	15.0	4.3	90	832	14.7	6.1	88
	QUINTILE 4	15133	*342	15.1	2.3	81	*326	13.6	2.2	73	724	18.8	4.8	101	958	17.0	6.3	91
	QUINTILE 5	19250	514	22.7	2.7	96	*468	19.5	2.4	82	815	21.2	4.2	89	1144	20.2	5.9	85
NEWSPAPERS	QUINTILE 1	12413	*449	19.8	3.6	129	*503	21.0	4.1	137	890	23.1	7.2	151	756	13.4	6.1	87
	QUINTILE 2	24116	521	23.0	2.2	77	711	29.7	2.9	100	1146	29.8	4.8	100	1762	31.2	7.3	101
	QUINTILE 3	11261	*325	14.4	2.9	103	*381	15.9	3.4	114	455	11.8	4.0	85	875	15.5	7.8	111
	QUINTILE 4	20255	595	26.3	2.9	105	*464	19.4	2.3	77	855	22.2	4.2	89	1452	25.7	7.2	103
	QUINTILE 5	12940	*374	16.5	2.9	103	*335	14.0	2.6	88	*504	13.1	3.9	82	805	14.2	6.2	89
OUTDOOR	QUINTILE 1	14852	*401	17.7	2.7	97	*415	17.3	2.8	95	775	20.1	5.2	110	1006	17.8	6.8	97
	QUINTILE 2	15725	*520	23.0	3.3	118	*585	24.4	3.7	126	787	20.4	5.0	105	908	16.1	5.8	83
	QUINTILE 3	16330	*483	21.3	3.0	106	531	22.2	3.3	110	737	19.1	4.5	95	1211	21.4	7.4	106
	QUINTILE 4	16744	*383	16.9	2.3	82	*394	16.5	2.4	80	768	20.0	4.6	97	1129	20.0	6.7	97
	QUINTILE 5	17334	*478	21.1	2.8	99	*471	19.7	2.7	92	782	20.3	4.5	95	1397	24.7	8.1	116
RADIO-DRIVE TIME	QUINTILE 1	15911	*310	13.7	1.9	70	*460	19.2	2.9	98	810	21.0	5.1	107	1123	19.9	7.1	101
	QUINTILE 2	14837	*351	15.5	2.4	85	*398	16.6	2.7	91	710	18.4	4.8	101	1054	18.7	7.1	102
	QUINTILE 3	15339	*506	22.3	3.3	118	*497	20.8	3.2	110	686	17.8	4.5	94	998	17.7	6.5	93
	QUINTILE 4	16723	*570	25.2	3.4	122	*589	24.6	3.5	119	864	22.4	5.2	109	1193	21.1	7.1	102
	QUINTILE 5	18176	527	23.3	2.9	104	450	18.8	2.5	84	778	20.2	4.3	90	1283	22.7	7.1	101
RADIO-MID- DAY	TERCILE 1	21020	*552	24.4	2.6	94	697	29.1	3.3	112	1099	28.6	5.2	110	1514	26.8	7.2	103
	TERCILE 2	21610	595	26.3	2.8	98	701	29.3	3.2	110	1077	28.0	5.0	105	1527	27.0	7.1	101
	TERCILE 3	38355	1117	49.3	2.9	104	996	41.6	2.6	88	1672	43.4	4.4	92	2610	46.2	6.8	98
RADIO-TOTAL	QUINTILE 1	15988	*289	12.8	1.8	65	515	21.5	3.2	109	807	21.0	5.0	106	1207	21.4	7.5	108
	QUINTILE 2	15626	*504	22.3	3.2	115	*502	21.0	3.2	109	574	14.9	3.7	77	1090	19.3	7.0	100
	QUINTILE 3	16723	*594	26.2	3.6	127	*462	19.3	2.8	93	1025	26.6	6.1	129	1155	20.4	6.9	99
	QUINTILE 4	16342	*438	19.3	2.7	96	610	25.5	3.7	126	860	22.3	5.3	111	1101	19.5	6.7	97
	QUINTILE 5	16306	*439	19.4	2.7	96	*306	12.8	1.9	63	583	15.1	3.6	75	1098	19.4	6.7	97
TV-PRIME TIME	QUINTILE 1	15953	*537	23.7	3.4	120	*538	22.5	3.4	114	934	24.3	5.9	123	1226	21.7	7.7	110
	QUINTILE 2	16137	*401	17.7	2.5	89	555	23.2	3.4	116	962	25.0	6.0	125	1039	18.4	6.4	92
	QUINTILE 3	16420	*389	17.2	2.4	85	*411	17.2	2.5	85	625	16.2	3.8	80	1247	22.1	7.6	109
	QUINTILE 4	16687	*478	21.1	2.9	102	*503	21.0	3.0	102	690	17.9	4.1	87	1190	21.1	7.1	102
	QUINTILE 5	15789	*459	20.3	2.9	104	*388	16.2	2.5	83	638	16.6	4.0	85	949	16.8	6.0	86
TV-DAYTIME	TERCILE 1	27736	793	35.0	2.9	102	877	36.6	3.2	107	1337	34.7	4.8	101	2070	36.6	7.5	107
	TERCILE 2	26489	736	32.5	2.8	99	864	36.1	3.3	110	1235	32.1	4.7	98	1790	31.7	6.8	97
	TERCILE 3	26761	735	32.5	2.7	98	654	27.3	2.4	83	1277	33.2	4.8	100	1791	31.7	6.7	96
TV-TOTAL	QUINTILE 1	16345	*445	19.7	2.7	97	522	21.8	3.2	108	938	24.4	5.7	121	1223	21.6	7.5	107
	QUINTILE 2	16447	*320	14.1	1.9	70	541	22.6	3.3	111	837	21.7	5.1	107	1338	23.7	8.1	117
	QUINTILE 3	15980	618	27.3	3.9	138	*560	23.4	3.5	119	644	16.7	4.0	85	982	17.4	6.1	88
	QUINTILE 4	15887	*420	18.6	2.6	95	*422	17.6	2.7	90	761	19.8	4.8	101	1121	19.8	7.1	101
	QUINTILE 5	16326	*461	20.4	2.8	101	*349	14.6	2.1	72	669	17.4	4.1	86	988	17.5	6.1	87
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE	QUINTILE 1	20721	617	27.3	3.0	107	694	29.0	3.3	113	1128	29.3	5.4	115	1472	26.0	7.1	102
	QUINTILE 2	19186	660	29.2	3.4	123	620	25.9	3.2	109	881	22.9	4.6	97	1656	29.3	8.6	124
	QUINTILE 3	21899	514	22.7	2.3	84	718	30.0	3.3	111	1151	29.9	5.3	111	1454	25.7	6.6	95
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	15451	*434	19.2	2.8	100	495	20.7	3.2	108	801	20.8	5.2	109	946	16.7	6.1	88
	QUINTILE 2	25953	820	36.2	3.2	113	892	37.3	3.4	116	1295	33.6	5.0	105	2206	39.0	8.5	122
	QUINTILE 3	24400	696	30.7	2.9	102	745	31.1	3.1	103	1108	28.8	4.5	96	1512	26.8	6.2	89
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	18049	*512	22.6	2.8	101	644	26.9	3.6	121	788	20.5	4.4	92	1504	26.6	8.3	119
	QUINTILE 2	23571	821	36.3	3.5	125	819	34.2	3.5	118	1308	34.0	5.5	117	1700	30.1	7.2	103
	QUINTILE 3	23278	571	25.2	2.5	88	668	27.9	2.9	97	1150	29.9	4.9	104	1472	26.0	6.3	91
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	15459	*424	18.7	2.7	98	630	26.3	4.1	138	935	24.3	6.0	127	1358	24.0	8.8	126
	QUINTILE 2	25829	908	40.1	3.5	126	816	34.1	3.2	107	1101	28.6	4.3	90	1930	34.2	7.5	107
	QUINTILE 3	26039	617	27.3	2.4	85	693	28.9	2.7	90	1157	30.1	4.4	93	1740	30.8	6.7	96
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	16605	*500	22.1	3.0	108	691	28.9	4.2	141	795	20.7	4.8	101	1171	20.7	7.1	101
	QUINTILE 2	26834	685	30.3	2.6	91	781	32.6	2.9	98	1499	38.9	5.6	118	1980	35.0	7.4	106
	QUINTILE 3	23346	733	32.4	3.1	112	606	25.3	2.6	88	1125	29.2	4.8	101	1436	25.4	6.2	88
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	17133	*443	19.6	2.6	92	602	25.1	3.5	119	739	19.2	4.3	91	1250	22.1	7.3	105
	QUINTILE 2	25892	747	33.0	2.9	103	806	33.7	3.1	105	1552	40.3	6.0	126	1706	30.2	6.6	94
	QUINTILE 3	23167	728	32.2	3.1	112	711	29.7	3.1	104	1063	27.6	4.6	97	1661	29.4	7.2	103
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	17159	*375	16.6	2.2	78	644	26.9	3.8	127	937	24.3	5.5	115	1188	21.0	6.9	99
	QUINTILE 2	26214	812	35.9	3.1	111	745	31.1	2.8	96	1344	34.9	5.1	108	1785	31.6	6.8	98
	QUINTILE 3	23412	681	30.1	2.9	104	644	26.9	2.8	93	1042	27.1	4.5	94	1789	31.7	7.6	110
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE R																		

	TOTAL U.S. '000	AIRMICK				AIRMICK				AIRMICK				AVON SPRAY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	2264	100.0	2.8	100	2394	100.0	3.0	100	3849	100.0	4.8	100	5651	100.0	7.0	100
ATLANTIC MONTHLY	415	**11	0.5	2.7	95	**19	0.8	4.6	155	**16	0.4	3.9	81	**16	0.3	3.9	55
BARRON'S	453	**13	0.6	2.9	103	**27	1.1	6.0	202	**11	0.3	2.4	51	**45	0.8	9.9	142
BETTER HOMES & GARDENS	16256	456	20.1	2.8	100	647	27.0	4.0	135	885	33.0	5.4	115	1395	24.7	8.6	123
BON APPETIT	2535	**110	4.9	4.3	155	**53	2.2	2.1	71	**145	3.8	5.7	120	*182	3.2	7.2	103
BUSINESS WEEK	1278	**33	1.5	2.6	92	**32	1.3	2.5	85	**125	3.2	9.8	206	**69	1.2	5.4	77
CAR AND DRIVER	378	**4	0.2	1.1	38	**5	0.2	1.3	45	**47	1.2	12.4	262	**13	0.2	3.4	49
CBS MAGAZINE NETWORK (GROSS)	1498	**55	2.4	3.7	131	**30	1.3	2.0	68	**44	1.1	2.9	62	**48	0.8	3.2	46
CHANGING TIMES	1505	**21	0.9	1.4	50	**60	2.5	4.0	135	**69	1.8	4.6	96	**136	2.4	9.0	130
COLONIAL HOMES	1231	**46	2.0	3.7	134	**78	3.3	6.3	214	**51	1.3	4.1	87	**122	2.2	9.9	142
CONDE NAST MAG. PKG. (GROSS)	14146	403	17.8	2.8	102	471	19.7	3.3	113	651	16.9	4.6	97	793	14.0	5.6	80
CONSUMERS DIGEST	1323	**43	1.9	3.3	116	**90	3.8	6.8	230	**68	1.8	5.1	108	**37	0.7	2.8	40
COSMOPOLITAN	7102	**273	12.1	3.8	138	**227	9.5	3.2	108	400	10.4	5.6	119	445	7.9	6.3	90
COUNTRY LIVING	2481	**54	2.4	2.2	78	**86	3.6	3.5	117	**113	2.9	4.6	96	*232	4.1	9.4	134
CUISINE	1472	**6	0.3	0.4	15	**30	1.3	2.0	69	**104	2.7	7.1	149	**126	2.2	8.6	123
CYCLE WORLD	425	**6	0.3	1.4	51	**7	0.3	1.6	56	**11	0.3	2.6	54	**29	0.5	6.8	98
DCI:CREATIVE IDEAS FOR LIV	2510	**102	4.5	4.1	145	**122	5.1	4.9	164	**93	2.4	3.7	78	*261	4.6	10.4	149
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*240	10.6	3.6	128	*298	12.4	4.5	151	*209	5.4	3.1	66	472	8.4	7.1	101
DISCOVER	894	**29	1.3	3.2	116	**53	2.2	5.9	201	**61	1.6	6.8	144	**47	0.8	5.3	75
EBONY	3507	*117	5.2	3.3	119	*184	7.7	5.2	177	*104	2.7	3.0	62	*195	3.5	5.6	80
ESQUIRE	1083	**37	1.6	3.4	122	**49	2.0	4.5	153	**25	0.6	2.3	49	**84	1.5	7.8	111
ESSENCE	1830	**44	1.9	2.4	86	**98	4.1	5.4	181	**42	1.1	2.3	48	**126	2.2	6.9	99
FAMILY CIRCLE	15930	467	20.6	2.9	105	628	26.2	3.9	133	957	24.9	6.0	126	1458	25.8	9.2	131
THE FAMILY HANDYMAN	1126	**29	1.3	2.6	92	**69	2.9	6.1	207	**42	1.1	3.7	78	**85	1.5	7.5	108
FAMILY WEEKLY	11468	280	12.4	2.4	87	410	17.1	3.6	121	471	12.2	4.1	86	882	15.6	7.7	110
FIELD & STREAM	2234	**109	4.8	4.9	175	**62	2.6	2.8	94	**79	2.1	3.5	74	**151	2.7	6.8	97
FOOD & WINE	579	**19	0.8	3.3	117	**39	1.6	6.7	228	**27	0.7	4.7	98	**55	1.0	9.5	136
FORBES	728	**2	0.1	0.3	10	**15	0.6	2.1	70	**27	0.7	3.7	78	**37	0.7	5.1	73
FORTUNE	906	**26	1.1	2.9	103	**57	2.4	6.3	213	**86	2.2	9.5	200	**121	2.1	13.4	191
GENTLEMEN'S QUARTERLY	791	**14	0.6	1.8	63	**43	1.8	5.4	184	**66	1.7	8.3	176	**54	1.0	6.8	98
GLAMOUR	5265	*160	7.1	3.0	109	*180	7.5	3.4	116	*261	6.8	5.0	104	349	6.2	6.6	95
GOLF DIGEST	636	**16	0.7	2.5	90	**12	0.5	1.9	64	**41	1.1	6.4	136	**57	1.0	9.0	128
GOLF DIGEST/TENNIS (GROSS)	1186	**20	0.9	1.7	60	**32	1.3	2.7	91	**76	2.0	6.4	135	**78	1.4	6.6	94
GOLF MAGAZINE	441	**10	0.4	2.3	81	**16	0.7	3.6	123	**35	0.9	7.9	167	**35	0.6	7.9	114
GOLF MAGAZINE/SKI (GROSS)	922	**10	0.4	1.1	39	**42	1.8	4.6	154	**52	1.4	5.6	119	**78	1.4	8.5	121
GOOD HOUSEKEEPING	16487	602	26.6	3.7	131	653	27.3	4.0	134	820	11.3	5.0	105	1370	24.2	8.3	119
HARPER'S BAZAAR	2423	**89	3.9	3.7	131	**85	3.6	3.5	119	**100	2.6	4.1	87	*206	3.6	8.5	122
HEALTH	1994	**55	2.4	2.8	99	**123	5.1	6.2	209	**64	1.7	3.2	68	*155	2.7	7.8	111
HEARST MAG CORP. BUY (GROSS)	44101	1505	66.5	3.4	122	1770	73.9	4.0	136	1933	50.2	4.4	92	3442	60.9	7.8	112
HEARST MAN POWER (GROSS)	1993	**70	3.1	3.5	126	**108	4.5	5.4	183	**51	1.3	2.6	54	**117	2.1	5.9	84
HEARST WOMAN POWER (GROSS)	31274	1039	45.9	3.3	119	1206	50.4	3.9	130	1490	38.7	4.8	100	2442	43.2	7.8	112
HOUSE BEAUTIFUL	3623	*192	8.5	5.3	190	*161	6.7	4.4	150	*106	2.8	2.9	62	*223	3.9	6.2	88
INC.	283	**28	1.2	9.9	354	**14	0.6	4.9	167	**29	0.8	10.2	216	**0	0.0	0.0	0
JET	2928	*86	3.8	2.9	105	*132	5.5	4.5	153	*86	2.2	2.9	62	*163	2.9	5.6	80
LADIES' HOME JOURNAL	11918	493	21.8	4.1	148	599	16.7	3.3	113	554	14.4	4.6	98	914	16.2	7.7	110
LHJ FAMILY GRP COMBO(GROSS)	16764	629	27.8	3.8	134	650	27.2	3.9	131	728	18.9	4.3	91	1397	24.7	8.3	119
LIFE	4254	**84	3.7	2.0	71	*200	8.4	4.7	159	*238	6.2	5.6	118	302	5.3	7.1	102
L.A. TIMES HOME MAGAZINE	1145	**43	1.9	3.8	134	**13	0.5	1.1	38	**39	1.0	3.4	72	**80	1.4	7.0	100
MADMOISELLE	2884	**73	3.2	2.5	91	**90	3.8	3.1	106	*136	3.5	4.7	99	*140	2.5	4.9	70
MC CALL'S	13460	442	19.5	3.3	117	510	21.3	3.8	128	640	16.6	4.8	100	1093	19.3	8.1	116
MC CALL'S/WRK MOTHER (GROSS)	14606	538	23.8	3.7	132	555	23.2	3.8	129	712	18.5	4.9	103	1163	20.6	8.0	114
MECHANIX ILLUSTRATED	772	**7	0.3	0.9	32	**49	2.0	6.3	215	**29	0.8	3.8	79	**103	1.8	13.3	191
METROPOLITAN HOME	967	**38	1.7	3.9	141	**104	4.3	10.8	364	**31	0.8	3.2	67	**19	0.3	2.0	28
MONEY	1588	**73	3.2	4.6	164	**50	2.1	3.1	107	**56	1.5	3.5	74	**83	1.5	5.2	75
MOTHER EARTH NEWS	1002	**32	1.4	3.2	114	**75	3.1	7.5	253	**51	1.3	5.1	107	**90	1.6	9.0	129
MS.	825	**46	2.0	5.6	199	**46	1.9	5.6	189	**32	0.8	3.9	82	**69	1.2	8.4	120
NATIONAL ENQUIRER	10336	427	18.9	4.1	148	465	19.4	4.5	152	547	14.2	5.3	111	790	14.0	7.6	110
NATIONAL GEOGRAPHIC	9597	*184	8.1	1.9	69	*22	13.5	3.4	114	451	11.7	4.7	99	689	12.2	7.2	103
NATIONAL SUNDAY MAGAZINE PKG	49558	1350	59.6	2.7	97	1626	67.9	3.3	111	2575	66.9	5.2	109	3465	61.3	7.0	100
NATURAL HISTORY	573	**23	1.0	4.0	144	**17	0.7	3.0	100	**27	0.7	4.7	99	*35	0.6	6.1	88
NEW WOMAN	1699	**16	0.7	0.9	34	**67	2.8	3.9	133	**95	2.5	5.6	118	*106	1.9	6.2	89
NEW YORK INCLUDING CUE	443	**9	0.4	2.0	73	**6	0.3	1.4	46	**17	0.4	3.8	81	*36	0.6	8.1	116
THE NEW YORKER	1270	**17	0.8	1.3	48	**44	1.8	3.5	117	*65	1.7	5.1	108	*96	1.7	7.6	108
NEWSWEEK	6277	*179	7.9	2.9	102	*179	7.5	2.9	96	242	6.3	3.9	81	394	7.0	6.3	90
THE N.Y. TIMES DAILY EDITION	1205	**62	2.7	5.1	184	**97	4.1	8.0	272	*113	2.9	9.4	197	*61	1.1	5.1	73
THE N.Y. TIMES MAGAZINE	2081	**103	4.5	4.9	177	**108	4.5	5.2	176	*180	4.7	8.6	182	*79	1.4	3.8	54
OMNI	788	**20	0.9	2.5	91	*36	1.5	4.6	155	*29	0.8	3.7	77	*60	1.1	7.6	109
ON CABLE	1158	**5	0.2	0.4	15	**16	0.7	1.4	47	*98	2.5	8.5	178	*56	1.0	4.8	69
1001 HOME IDEAS	2852	*81	3.6	2.8	102	*128	5.3	4.5	152	*109	2.8	3.8	80	*328	5.8	11.5	165
ORGANIC GARDENING	1658	**40	1.8	2.4	86	*81	3.4	4.9	165	*87	2.3	5.2	110	*157	2.8	9.5	136
OUTDOOR LIFE	896	**4	0.2	0.4	16	*56	2.3	6.3	211	*35	0.9	3.9	82	*93	1.6	10.4	149
PARADE MAGAZINE	24275	658	29.1	2.7	97	843	35.2	3.5	117	1317	34.2	5.4	114	1550	27.4	6.4	92

	TOTAL U.S. '000	AIRHICK				AIRHICK SOLID				AIRHICK STICK-UPS				AVON SPRAY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	2264	100.0	2.8	100	2394	100.0	3.0	100	3849	100.0	4.8	100	5651	100.0	7.0	100
PARENTS	3845	**66	2.9	1.7	61	*155	6.5	4.0	136	*151	3.9	3.9	83	*206	3.6	5.4	77
PENTHOUSE	831	**21	0.9	2.5	90	**46	1.9	5.5	187	**19	0.5	2.3	48	**33	0.6	4.0	57
PEOPLE	11645	329	14.5	2.8	101	480	20.1	4.1	139	679	17.6	5.8	123	805	14.2	6.9	99
PLAYBOY	2006	**45	2.0	2.2	80	**71	3.0	3.5	120	**74	1.9	3.7	78	**151	2.7	7.5	108
POPULAR HOT RODDING	297	**31	1.4	10.4	373	**8	0.3	2.7	91	**21	0.5	7.1	149	**34	0.6	11.4	164
POPULAR MECHANICS	1018	**29	1.3	2.8	102	**30	1.3	2.9	100	**38	1.0	3.7	79	**84	1.5	8.3	118
POPULAR SCIENCE	878	**22	1.0	2.5	90	**52	2.2	5.9	200	**96	2.5	10.9	230	**79	1.4	9.0	129
PREVENTION	3913	**118	5.2	3.0	108	*183	7.6	4.7	158	198	5.1	5.1	106	394	7.0	10.1	144
PSYCHOLOGY TODAY	1710	**77	3.4	4.5	161	**9	0.4	0.5	18	**100	2.6	5.8	123	**82	1.5	4.8	69
READER'S DIGEST	22204	706	31.2	3.2	114	795	33.2	3.6	121	1072	27.9	4.8	102	1798	31.8	8.1	116
REDBOOK	7684	*164	7.2	2.1	76	326	13.6	4.2	144	269	7.0	3.5	74	627	11.1	8.2	117
ROAD & TRACK	410	**25	1.1	6.1	218	**8	0.3	2.0	66	*17	0.4	4.1	87	**6	0.1	1.5	21
ROLLING STONE	969	**42	1.9	4.3	155	**25	1.0	2.6	87	**84	2.2	8.7	182	**45	0.8	4.6	67
RUNNER'S WORLD	298	**21	0.9	7.0	252	*11	0.5	3.7	125	**0	0.0	0.0	0	*19	0.3	6.4	91
SATURDAY EVENING POST	1169	**62	2.7	5.3	190	**43	1.8	3.7	124	**110	2.9	9.4	198	**85	1.5	7.3	104
SCIENCE 84	587	**38	1.7	6.5	232	*17	0.7	2.9	98	**24	0.6	4.1	86	**15	0.3	2.6	37
SCIENCE DIGEST	482	**26	1.1	5.4	193	**36	1.5	7.5	253	**9	0.2	1.9	39	**18	0.3	3.7	54
SCIENTIFIC AMERICAN	594	**26	1.1	4.4	157	*10	0.4	1.7	57	**24	0.6	4.0	85	**38	0.7	6.4	92
SELF	2089	**53	2.3	2.5	91	**78	3.3	3.7	126	**66	1.7	3.2	66	**100	1.8	4.8	69
SEVENTEEN	2411	**65	2.9	2.7	96	**85	3.6	3.5	119	**127	3.3	5.3	111	**137	2.4	5.7	81
SKI	480	**0	0.0	0.0	0	**26	1.1	5.4	183	*17	0.4	3.5	75	**43	0.8	9.0	128
SMITHSONIAN	2760	**36	1.6	1.3	47	**96	4.0	3.5	118	*17	3.0	4.2	89	*229	4.1	8.3	119
SOAP OPERA DIGEST	3013	*236	10.4	7.8	280	*115	4.8	3.8	129	*148	3.8	4.9	103	*206	3.6	6.8	98
SOUTHERN LIVING	4184	**138	6.1	3.3	118	*177	7.4	4.2	143	*116	3.0	2.8	58	*212	3.8	5.1	73
SPORT	559	**4	0.2	0.7	26	**28	1.2	5.0	169	*36	0.9	6.4	136	*93	1.6	16.6	238
THE SPORTING NEWS	436	**6	0.3	1.4	49	**2	0.1	0.5	16	*21	0.5	4.8	101	*17	0.3	3.9	56
SPORTS AFIELD	493	*15	0.7	3.0	109	*43	1.8	8.7	295	**4	0.1	0.8	17	*15	0.3	3.0	44
SPORTS ILLUSTRATED	2758	**81	3.6	2.9	105	*112	4.7	4.1	137	*135	3.5	4.9	103	*193	3.4	7.0	100
STAR	7456	*288	12.7	3.9	138	*203	8.5	2.7	92	412	10.7	5.5	116	574	10.2	7.7	110
SUNDAY	24936	735	32.5	2.9	105	709	29.6	2.8	96	1436	37.3	5.8	121	1652	29.2	6.6	95
SUNSET	2124	**42	1.9	2.0	71	**48	2.0	2.3	76	*154	4.0	7.3	153	*173	3.1	8.1	117
TV GUIDE	21661	679	30.0	3.1	112	755	31.5	3.5	118	1252	32.5	5.8	122	1828	32.3	8.4	121
TENNIS	550	**4	0.2	0.7	26	*19	0.8	3.5	117	*35	0.9	6.4	134	*20	0.4	3.6	52
TIME	8880	279	12.3	3.1	112	294	12.3	3.3	112	485	12.6	5.5	115	666	11.8	7.5	107
TOWN & COUNTRY	917	*15	0.7	1.6	59	*46	1.9	5.0	170	*22	0.6	2.4	50	*76	1.3	8.3	119
TRAVEL & LEISURE	972	**8	0.4	0.8	29	*49	2.0	5.0	171	*60	1.6	6.2	130	*77	1.4	7.9	114
TRUE STORY	3356	*131	5.8	3.9	140	*135	5.6	4.0	136	*142	3.7	4.2	89	*273	4.8	8.1	117
U.S. NEWS & WORLD REPORT	3410	*152	6.7	4.5	159	*137	5.7	4.0	136	*164	4.3	4.8	101	*265	4.7	7.8	111
USA TODAY	1759	*74	3.3	4.2	150	*73	3.0	4.2	140	*63	1.6	3.6	75	*102	1.8	5.8	83
US	1873	*47	2.1	2.5	90	*124	5.2	6.6	224	*153	4.0	8.2	172	*187	3.3	10.0	143
VOGUE	3909	*117	5.2	3.0	107	*123	5.1	3.1	106	*189	4.9	4.8	102	*204	3.6	5.2	75
WALL STREET JOURNAL	1886	*71	3.1	3.8	135	*46	1.9	2.4	83	*138	3.6	7.3	154	*80	1.4	4.2	61
WEIGHT WATCHERS	2120	*67	3.0	3.2	113	*85	3.6	4.0	136	*100	2.6	4.7	99	*240	4.2	11.3	162
WOMAN'S DAY	14172	453	20.0	3.2	114	530	22.1	3.7	127	744	19.3	5.2	110	1249	22.1	8.8	126
WORKING MOTHER	1146	*96	4.2	8.4	300	*45	1.9	3.9	133	*73	1.9	6.4	134	*70	1.2	6.1	88
WORKING WOMAN	1322	*77	3.4	5.8	208	*69	2.9	5.2	177	*54	1.4	4.1	86	*112	2.0	8.5	121
WORLD TENNIS	*163	*1	0.0	0.6	22	*4	0.2	2.5	83	*1	0.0	0.6	13	*5	0.1	3.1	44
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*43	1.9	1.7	61	*121	5.1	4.8	162	*137	3.6	5.4	114	*191	3.4	7.5	108
BLAIR INSERTS	43657	1191	52.6	2.7	98	1350	56.4	3.1	105	2355	61.2	5.4	114	2917	51.6	6.7	96
DAILY NEWSPAPERS																	
READ ANY	51633	1400	61.8	2.7	97	1576	65.8	3.1	103	2566	66.7	5.0	105	3744	66.3	7.3	104
READ ONE	43463	1123	49.6	2.6	92	1226	51.2	2.8	95	2005	52.1	4.6	97	3210	56.8	7.4	106
READ TWO OR MORE	8170	277	12.2	3.4	121	350	14.6	4.3	145	561	14.6	6.9	144	534	9.4	6.5	94
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1451	64.1	2.8	99	1679	70.1	3.2	108	2758	71.7	5.2	110	3681	65.1	7.0	100
READ ONE	46126	1192	52.7	2.6	92	1376	57.5	3.0	101	2281	59.3	4.9	104	3310	58.6	7.2	103
READ TWO OR MORE	6552	*259	11.4	4.0	141	304	12.7	4.6	157	477	12.4	7.3	153	371	6.6	5.7	81
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.39				26.53				29.62				27.79			
30 DAY REACH	71455	1967	86.9	2.8	98	2167	90.5	3.0	103	3297	85.7	4.6	97	4767	84.4	6.7	96
50 SHWG - 30 DAY AV FREQ	14.56	14.75				13.93				15.37				14.54			
30 DAY REACH	67742	1898	83.8	2.8	100	2067	86.3	3.1	103	3174	82.5	4.7	99	4577	81.0	6.8	97
25 SHWG - 30 DAY AV FREQ	7.94	8.00				7.78				8.11				7.97			
30 DAY REACH	62117	1748	77.2	2.8	101	1840	76.9	3.0	100	3005	78.1	4.8	102	4165	73.7	6.7	96
CABLE TV: HOME WIRED	32077	957	42.3	3.0	107	1054	44.0	3.3	111	1611	41.9	5.0	106	2160	38.2	6.7	97
HOME NOT WIRED	48909	1308	57.8	2.7	96	1340	56.0	2.7	93	2238	58.1	4.6	96	3491	61.8	7.1	102
HAVE PAY CABLE	15935	*488	21.6	3.1	110	*472	19.7	3.0	100	838	21.8	5.3	111	1117	19.8	7.0	100

	TOTAL U.S. '000	AIRWICK AIRMAND SOLID				AIRWICK SOLID				AIRWICK STICK-UPS				AVON SPRAY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	2264	100.0	2.8	100	2394	100.0	3.0	100	3849	100.0	4.8	100	5651	100.0	7.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1262	55.7	2.9	103	1394	58.2	3.2	107	2248	58.4	5.1	108	3006	53.2	6.8	98
10:00 AM - 3:00 PM	30659	849	37.5	2.8	99	1011	42.2	3.3	112	1616	42.0	5.3	111	2174	38.5	7.1	102
3:00 PM - 7:00 PM	31045	847	37.4	2.7	98	886	37.0	2.9	97	1560	40.5	5.0	106	2300	40.7	7.4	106
7:00 PM - MIDNIGHT	15767	390	17.2	2.5	88	476	19.9	3.0	102	789	20.5	5.0	105	1133	20.0	7.2	103
MIDNIGHT - 6:00 AM	9120	*182	8.0	2.0	71	276	11.5	3.0	102	409	10.6	4.5	94	665	11.8	7.3	104
6:00 AM - MIDNIGHT	58527	1671	73.8	2.9	102	1838	76.8	3.1	106	2953	76.7	5.0	106	4150	73.4	7.1	102
ENTIRE DAY	59311	1702	75.2	2.9	103	1877	78.4	3.2	107	3020	78.5	5.1	107	4185	74.1	7.1	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	430	19.0	2.7	95	473	19.8	2.9	99	817	21.2	5.1	106	1054	18.7	6.5	93
ALL NEWS	2256	**46	2.0	2.0	73	**81	3.4	3.6	121	**94	2.4	4.2	88	*128	2.3	5.7	81
AOR/PROGRESSIVE	3874	**122	5.4	3.1	113	**111	4.6	2.9	97	*172	4.5	4.4	93	*298	5.3	7.7	110
BEAUTIFUL MUSIC	5660	**190	8.4	3.4	120	*184	7.7	3.3	110	*261	6.8	4.6	97	388	6.9	6.9	98
BLACK	2204	**63	2.8	2.9	102	**97	4.1	4.4	149	*131	3.4	5.9	125	*134	2.4	6.1	87
CLASSICAL	1418	**5	0.2	0.4	13	**15	0.6	1.1	36	**39	1.0	2.8	58	**82	1.5	5.8	83
CHR/ROCK	9538	*255	11.3	2.7	96	*387	16.2	4.1	137	580	15.1	6.1	128	668	11.8	7.0	100
COUNTRY	12648	392	17.3	3.1	111	375	15.7	3.0	100	578	15.0	4.6	96	932	16.5	7.4	106
GOLDEN OLDIES	1191	**18	0.8	1.5	54	**43	1.8	3.6	122	**32	0.8	2.7	57	**39	0.7	3.3	47
MOR/NOSTALGIA	4757	*125	5.5	2.6	94	*144	6.0	3.0	102	344	8.9	7.2	152	420	7.4	8.8	127
NEWS/TALK	3863	**62	2.7	1.6	57	*106	4.4	2.7	93	*185	4.8	4.8	101	*271	4.8	7.0	101
RELIGIOUS	3084	**57	2.5	1.8	66	**94	3.9	3.0	103	*162	4.2	5.3	111	*215	3.8	7.0	100
SOFT ROCK	521	**17	0.8	3.3	117	**5	0.2	1.0	32	**29	0.8	5.6	117	**33	0.6	6.3	91
URBAN CONTEMPORARY	1585	**71	3.1	4.5	160	**54	2.3	3.4	115	**99	2.6	6.2	131	**112	2.0	7.1	101
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**71	3.1	2.2	78	**133	5.6	4.1	138	*199	5.2	6.1	128	*149	2.6	4.6	65
ABC DIRECTION	2316	**67	3.0	2.9	103	**70	2.9	3.0	102	*152	3.9	6.6	138	*237	4.2	10.2	147
ABC ENTERTAINMENT	4834	**120	5.3	2.5	89	**107	4.5	2.2	75	*246	6.4	5.1	107	324	5.7	6.7	96
ABC FM	2202	**101	4.5	4.6	164	**74	3.1	3.4	114	*126	3.3	5.7	120	*180	3.2	8.2	117
ABC INFORMATION	5425	**109	4.8	2.0	72	*212	8.9	3.9	132	318	8.3	5.9	123	538	9.5	9.9	142
ABC ROCK	1677	**98	4.3	5.8	209	**44	1.8	2.6	89	*145	3.8	8.6	182	*164	2.9	9.8	140
CBS	4430	**44	1.9	1.0	36	**114	4.8	2.6	87	246	6.4	5.6	117	343	6.1	7.7	111
MUTUAL	4992	**193	8.5	3.9	138	*175	7.3	3.5	119	363	9.4	7.3	153	402	7.1	8.1	115
NBC	4679	**110	4.9	2.4	84	**152	6.3	3.2	110	*158	4.1	3.4	71	273	4.8	5.8	84
RADIORADIO	1994	**86	3.8	4.3	154	**110	4.6	5.5	187	*103	2.7	5.2	109	**95	1.7	4.8	68
RKO ONE	2298	**44	1.9	1.9	68	**87	3.6	3.8	128	*105	2.7	4.6	96	*189	3.3	8.2	118
RKO TWO	3311	**95	4.2	2.9	103	**52	2.2	1.6	53	*191	5.0	5.8	121	*175	3.1	5.3	76
THE SOURCE	2114	**53	2.3	2.5	90	**92	3.8	4.4	147	*96	2.5	4.5	96	*149	2.6	7.0	101
NON-WIRED : BLAIR	8654	*238	10.5	2.8	98	*204	8.5	2.4	80	571	14.8	6.6	139	579	10.2	6.7	96
INTERNET	12025	326	14.4	2.7	97	331	13.8	2.8	93	471	12.2	3.9	82	751	13.3	6.2	90
KATZ RADIO GROUP	15359	377	16.7	2.5	88	494	20.6	3.2	109	825	21.4	5.4	113	1130	20.0	7.4	105
SUPERNET	10628	*280	12.4	2.6	94	419	17.5	3.9	133	544	14.1	5.1	108	708	12.5	6.7	95
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	170	7.5	2.0	70	253	10.6	2.9	99	457	11.9	5.3	111	622	11.0	7.2	103
MKDAY 9:00 AM - 1:00 PM	12163	296	13.1	2.4	87	386	16.1	3.2	107	568	14.8	4.7	98	880	15.6	7.2	104
MKDAY 1:00 PM - 4:30 PM	16150	465	20.5	2.9	103	521	21.8	3.2	109	766	19.9	4.7	100	1186	21.0	7.3	105
MKDAY 4:30 PM - 7:30 PM	22463	589	26.0	2.6	94	728	30.4	3.2	110	1134	29.5	5.0	106	1629	28.8	7.3	104
MKDAY 7:30 PM - 8:00 PM	31795	847	37.4	2.7	95	963	40.2	3.0	102	1567	40.7	4.9	104	2340	41.4	7.4	105
MKDAY 11:00 PM - 11:30 PM	23977	630	27.8	2.6	94	720	30.1	3.0	102	1187	30.8	5.0	104	1722	30.5	7.2	103
MKDAY 11:30 PM - 1:00 AM	7703	168	7.4	2.2	78	254	10.6	3.3	112	471	12.2	6.1	129	637	11.3	8.3	119
M-SAT 8-11 PM-SUN 7-11 PM	33800	961	42.4	2.8	102	1088	45.4	3.2	109	1771	46.0	5.2	110	2437	43.1	7.2	103
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	177	7.8	2.7	97	289	12.1	4.4	150	294	7.6	4.5	95	458	8.1	7.0	100
ANOTHER WORLD	N 4620	*104	4.6	2.3	81	179	7.5	3.9	131	190	4.9	4.1	87	315	5.6	6.8	98
AS THE WORLD TURNS	C 5614	*134	5.9	2.4	85	149	6.2	2.7	90	258	6.7	4.6	97	441	7.8	7.9	113
CAPITOL	C 3396	*73	3.2	2.1	77	*64	2.7	1.9	64	158	4.1	4.7	98	308	5.5	9.1	130
CBS MORN. NEWS 1	C 1446	**16	0.7	1.1	40	**30	1.3	2.1	70	*68	1.8	4.7	99	134	2.4	9.3	133
CBS MORN. NEWS 2	C 1207	**15	0.7	1.2	44	**43	1.8	3.6	121	*60	1.6	5.0	105	100	1.8	8.3	119
DAYS OF OUR LIVES	N 5877	183	8.1	3.1	111	242	10.1	4.1	139	273	7.1	4.6	98	432	7.6	7.4	105
FACTS OF LIFE - DAYTIME	N 2290	*51	2.3	2.2	80	*106	4.4	4.6	157	129	3.4	5.6	119	123	2.2	5.4	77
FAMILY FEUD	A 3023	*40	1.8	1.3	47	*99	4.1	3.3	111	*91	2.4	3.0	63	212	3.8	7.0	101
GENERAL HOSPITAL	A 6097	175	7.7	2.9	103	167	7.0	2.7	93	311	8.1	5.1	107	417	7.4	6.8	98
GOOD MORNING, AMERICA-730	A 3515	*60	2.7	1.7	61	*113	4.7	3.2	109	212	5.5	6.0	127	237	4.2	6.7	97
GOOD MORNING, AMERICA-830	A 2818	*55	2.4	2.0	70	*99	4.1	3.5	119	166	4.3	5.9	124	242	4.3	8.6	123
GUIDING LIGHT	C 5339	*168	7.4	3.1	113	*145	6.1	2.7	92	245	6.4	4.6	97	386	6.8	7.2	104
ONE LIFE TO LIVE	A 4478	143	6.3	3.2	114	*123	5.1	2.7	93	170	4.4	3.8	80	303	5.4	6.8	97
PRESS YOUR LUCK	C 2244	**52	2.3	2.3	83	*93	3.9	4.1	140	113	2.9	5.0	106	194	3.4	8.6	124
PRICE IS RIGHT 1	C 4348	113	5.0	2.6	93	117	4.9	2.7	91	216	5.6	5.0	105	378	6.7	8.7	125
PRICE IS RIGHT 2	C 5014	124	5.5	2.5	88	132	5.5	2.6	89	261	6.8	5.2	110	426	7.5	8.5	122
RYAN'S HOPE	A 3150	*90	4.0	2.9	102	*137	5.7	4.3	147	144	3.7	4.6	96</				

		TOTAL	AIRWICK				AIRWICK SOLID				AIRWICK STICK-UPS				AVON SPRAY			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	2264	100.0	2.8	100	2394	100.0	3.0	100	3849	100.0	4.8	100	5651	100.0	7.0	100
MCKAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	602	26.6	2.3	83	797	33.3	3.1	103	1344	34.9	5.2	109	2059	36.4	7.9	113
NETWORK AFFILIATES - LATE		20261	528	23.3	2.6	93	615	25.7	3.0	103	989	25.7	4.9	103	1478	26.2	7.3	105
INDEPENDENTS - LATE		2076	*46	2.0	2.2	79	*84	3.5	4.0	137	*113	2.9	5.4	115	157	2.8	7.6	108
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	294	13.0	2.8	101	432	18.0	4.1	140	485	12.6	4.6	98	724	12.8	6.9	99
ABC MONDAY NIGHT MOVIE		A 6412	*124	5.5	1.9	69	*242	10.1	3.8	128	309	8.0	4.8	101	445	7.9	6.9	99
ABC SUNDAY NIGHT MOVIE		A 12407	452	20.0	3.6	130	343	14.3	2.8	94	642	16.7	5.2	109	886	15.7	7.1	102
ABC WORLD NEWS TONIGHT		A 6176	159	7.0	2.6	92	257	10.7	4.2	141	358	9.3	5.8	122	509	9.0	8.2	111
AFTERMASH		C 5863	**166	7.3	2.8	101	*257	10.7	4.4	148	*343	8.9	5.9	123	559	9.9	9.5	133
ALICE		C 9594	250	11.0	2.6	93	312	13.0	3.3	110	484	12.6	5.0	106	694	12.3	7.2	104
AMERICAN PARADE		C 6622	*128	5.7	1.9	69	*211	8.8	3.2	108	337	8.8	5.1	107	588	10.4	8.9	127
BENSON		A 10886	294	13.0	2.7	97	399	16.7	3.7	124	555	14.4	5.1	107	844	14.9	7.8	111
BLUE THUNDER		A 5036	**113	5.0	2.2	80	*191	8.0	3.8	128	215	5.6	4.3	90	407	7.2	8.1	116
CAGNEY & LACEY		C 9965	304	13.4	3.1	109	382	16.0	3.8	130	575	14.9	5.8	121	694	12.3	7.0	100
CBS EVENING NEWS-DEAN		C 3491	**101	4.5	2.9	103	**96	4.0	2.7	93	*203	5.3	5.8	122	322	5.7	9.2	132
CBS EVENING NEWS-RATHER		C 7123	141	6.2	2.0	71	209	8.7	2.9	99	409	10.6	5.7	121	511	9.0	7.2	103
CBS SAT. NEWS-SCHIEFFER		C 3621	*64	2.8	1.8	63	*145	6.1	4.0	135	237	6.2	6.5	138	224	4.0	6.2	89
CBS SATURDAY NIGHT MOVIE		C 5436	198	8.7	3.6	130	274	11.4	5.0	171	248	6.4	4.6	96	415	7.3	7.6	109
CBS WEDNESDAY NIGHT MOVIE		C 6100	211	9.3	3.5	124	181	7.6	3.0	100	323	8.4	5.3	111	390	6.9	6.4	92
CHEERS		N 8889	207	9.1	2.3	83	380	15.9	4.3	145	544	14.1	6.1	129	480	8.5	5.4	77
DALLAS		C 22109	740	32.7	3.3	120	684	28.6	3.1	105	947	24.6	4.3	90	1752	31.0	7.9	114
DIFF'RENT STROKES		N 6940	*195	8.6	2.8	101	*181	7.6	2.6	88	376	9.8	5.4	114	430	7.6	6.2	89
DOUBLE TROUBLE		N 7223	*207	9.1	2.9	103	*288	12.0	4.0	135	363	9.4	5.0	106	464	8.2	6.4	92
DUCK FACTORY		N 5595	*87	3.8	1.6	56	*241	10.1	4.3	146	348	9.0	6.2	131	306	5.4	5.5	78
DUKES OF HAZZARD		C 5768	*202	8.9	3.5	125	*207	8.6	3.6	121	294	7.6	5.1	107	411	7.3	7.1	102
DYNASTY		A 20053	485	21.4	2.4	87	652	27.2	3.3	110	903	23.5	4.5	95	1384	24.5	6.9	99
FACTS OF LIFE		N 8087	*234	10.3	2.9	104	*247	10.3	3.1	103	492	12.8	6.1	128	509	9.0	6.3	90
FALCON CREST		C 20046	608	26.9	3.0	108	595	24.9	3.0	100	888	23.1	4.4	93	1757	31.1	8.8	126
FALL GUY		A 9084	252	11.1	2.8	99	341	14.2	3.8	127	482	12.5	5.3	112	752	13.3	8.3	119
FAMILY TIES		N 7964	*189	8.3	2.4	85	*283	11.8	3.6	120	381	9.9	4.8	101	540	9.6	6.8	97
FANTASY ISLAND		A 7687	*132	5.8	1.7	61	209	8.7	2.7	92	312	8.1	4.1	85	587	10.4	7.6	109
FOULUPS,BLEEPS & BLUNDERS		A 8861	*199	8.8	2.2	80	*260	10.9	2.9	99	420	10.9	4.7	100	668	11.8	7.5	108
FOUR SEASONS		C 5095	**113	5.0	2.2	79	*170	7.1	3.3	113	*275	7.1	5.4	114	454	8.0	8.9	128
GIMME A BREAK		N 8838	*218	9.6	2.5	88	*301	12.6	3.4	115	389	10.1	4.4	93	570	10.1	6.4	92
HART TO HART		A 8978	240	10.6	2.7	96	293	12.2	3.3	110	399	10.4	4.4	94	695	12.3	7.7	111
HILL STREET BLUES		N 8590	*256	11.3	3.0	107	393	16.4	4.6	155	511	13.3	5.9	125	501	8.9	5.8	84
HOTEL		A 14085	341	15.1	2.4	87	463	19.3	3.3	111	636	16.5	4.5	95	1084	19.2	7.7	110
JEFFERSONS		C 9360	309	13.6	3.3	118	317	13.2	3.4	115	432	11.2	4.6	97	695	12.3	7.4	106
JENNIFER SLEPT HERE		N 5841	*204	9.0	3.5	125	*201	8.4	3.4	116	331	8.6	5.7	119	390	6.9	6.7	96
KATE & ALLIE		C 9206	*308	13.6	3.3	120	337	14.1	3.7	124	633	16.4	6.9	145	657	11.6	7.1	102
KNIGHT RIDER		N 7076	*233	10.3	3.3	118	*144	6.0	2.0	69	404	10.5	5.7	120	593	10.5	8.4	120
LOVE BOAT		A 12219	301	13.3	2.5	88	324	13.5	2.7	90	554	14.4	4.5	95	906	16.0	7.4	106
MAGNUM PI		C 11199	309	13.6	2.8	99	411	17.2	3.7	124	673	17.5	6.0	126	978	17.3	8.7	125
MAMA'S FAMILY		N 6057	*199	8.8	3.3	118	*211	8.8	3.5	118	365	9.5	6.0	127	410	7.3	6.8	97
MASTER, THE		N 3598	**108	4.8	3.0	107	*79	3.3	2.2	74	*213	5.5	5.9	125	300	5.3	8.3	119
MATT HOUSTON		A 6344	*147	6.5	2.3	83	*241	10.1	3.8	129	326	8.5	5.1	108	476	8.4	7.5	108
NBC MONDAY NIGHT MOVIE		N 11994	266	11.7	2.2	79	309	12.9	2.6	87	529	13.7	4.4	93	648	11.5	5.4	77
NBC NIGHTLY NEWS		N 5132	113	5.0	2.2	79	144	6.0	2.8	95	209	5.4	4.1	86	357	6.3	7.0	100
NBC NIGHTLY NEWS-SAT		N 3375	**45	2.0	1.3	48	*102	4.3	3.0	102	*144	3.7	4.3	90	*223	3.9	6.6	95
NBC NIGHTLY NEWS-SUN		N 3130	*54	2.4	1.7	62	*94	3.9	3.0	102	*150	3.9	4.8	101	*204	3.6	6.5	93
NBC SUNDAY NIGHT MOVIE		N 8284	*297	13.1	3.6	128	*263	11.0	3.2	107	549	14.3	6.6	139	579	10.2	7.0	100
NEWMART		C 9240	*265	11.7	2.9	103	412	17.2	4.5	151	614	16.0	6.6	140	670	11.9	7.3	104
ONE DAY AT A TIME		C 7288	*171	7.6	2.3	84	*222	9.3	3.0	103	409	10.6	5.6	118	464	8.2	6.4	91
PEOPLE ARE FUNNY		N 4855	**128	5.7	2.6	94	*177	7.4	3.6	123	*275	7.1	5.7	119	338	6.0	7.0	100
REAL PEOPLE		N 8869	196	8.7	2.2	79	218	9.1	2.5	83	455	11.8	5.1	108	542	9.6	6.1	88
REMINGTON STEELE		N 7743	*231	10.2	3.0	107	*205	8.6	2.6	90	383	10.0	4.9	104	666	11.8	8.6	123
RIPLEY'S BELIEVE IT - NOT		A 5345	*110	4.9	2.1	74	*164	6.9	3.1	104	*195	5.1	3.6	77	358	6.3	6.7	96
RIPTIDE		N 6988	*232	10.2	3.3	119	*238	9.9	3.4	115	348	9.0	5.0	105	560	9.9	8.0	115
SCARECROW & MRS. KING		C 10002	288	12.7	2.9	103	344	14.4	3.4	116	590	15.3	5.9	124	812	14.4	8.1	116
SIMON & SIMON		C 10638	284	12.5	2.7	95	393	16.4	3.7	125	599	15.6	5.6	118	807	14.3	7.6	109
60 MINUTES		C 13293	343	15.2	2.6	92	365	15.2	2.7	93	637	16.5	4.8	101	1065	18.8	8.0	115
ST. ELSEWHERE		N 7017	*174	7.7	2.5	89	*227	9.5	3.2	109	338	8.8	4.8	101	464	8.2	6.6	95
THREE'S COMPANY		A 10917	*217	9.6	2.0	71	315	13.2	2.9	98	393	10.2	3.6	76	741	13.1	6.8	97
T.J. HOOKER		A 9204	*190	8.4	2.1	74	283	11.8	3.1	104	479	12.4	5.2	110	820			

	TOTAL U.S. '000	GLADE SOLID				GLADE SPIN FRESH				GLADE SPRAY				LYSOL SPRAY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
		DOWN	ACROSS	DOWN	ACROSS	DOWN	ACROSS	DOWN	ACROSS	DOWN	ACROSS	DOWN	ACROSS	DOWN	ACROSS	DOWN	ACROSS
TOTAL FEMALE HOMEMAKERS	80986	3740	100.0	4.6	100	2642	100.0	3.3	100	12586	100.0	15.5	100	22057	100.0	27.2	100
18 - 24	9282	*409	10.9	4.4	95	*322	12.2	3.5	106	1620	12.9	17.5	112	2380	10.8	25.6	94
25 - 34	19072	852	22.8	4.5	97	863	32.7	4.5	139	2973	23.6	15.6	100	4795	21.7	25.1	92
35 - 44	14591	718	19.2	4.9	107	*472	17.9	3.2	99	1960	15.6	13.4	86	3632	16.5	24.9	91
45 - 54	11345	664	17.8	5.9	127	*285	10.8	2.5	77	1858	14.8	16.4	105	3172	14.4	28.0	103
55 - 64	11635	*480	12.8	4.1	89	*307	11.6	2.6	81	2007	15.9	17.2	111	3535	16.0	30.4	112
65 OR OLDER	15061	618	16.5	4.1	89	*393	14.9	2.6	80	2168	17.2	14.4	93	4542	20.6	30.2	111
18 - 34	28354	1260	33.7	4.4	96	1184	44.8	4.2	128	4593	36.5	16.2	104	7175	32.5	25.3	93
18 - 49	48339	2184	58.4	4.5	98	1807	68.4	3.7	115	7360	58.5	15.2	98	12164	55.1	25.2	92
25 - 54	45008	2234	59.7	5.0	107	1620	61.3	3.6	110	6792	54.0	15.1	97	11599	52.6	25.8	95
35 - 49	19985	924	24.7	4.6	100	622	23.5	3.1	95	2767	22.0	13.8	89	4988	22.6	25.0	92
50 OR OLDER	32647	1556	41.6	4.8	103	835	31.6	2.6	78	5226	41.5	16.0	103	9893	44.9	30.3	111
GRADUATED COLLEGE	11155	533	14.3	4.8	103	*584	22.1	5.2	160	1486	11.8	13.3	86	2713	12.3	24.3	89
ATTENDED COLLEGE	13682	677	18.1	4.9	107	524	19.8	3.8	117	2180	17.3	15.9	103	3582	16.2	26.2	96
GRADUATED HIGH SCHOOL	33880	1526	40.8	4.5	98	1014	38.4	3.0	92	5683	45.2	16.8	108	9943	45.1	29.3	108
DID NOT GRADUATE HIGH SCHOOL	22270	1004	26.8	4.5	98	520	19.7	2.3	72	3238	25.7	14.5	94	5818	26.4	26.1	96
EMPLOYED	40306	1774	47.4	4.4	95	1510	57.2	3.7	115	6013	47.8	14.9	96	10775	48.9	26.7	98
EMPLOYED FULL-TIME	32850	1426	38.1	4.3	94	1199	45.4	3.6	112	4919	39.1	15.0	96	8783	39.0	26.7	98
EMPLOYED PART-TIME	7456	*348	9.3	4.7	101	*311	11.8	4.2	128	1094	8.7	14.7	94	1992	9.0	26.7	98
NOT EMPLOYED	40680	1966	52.6	4.8	105	1131	42.8	2.8	85	6574	52.2	16.2	104	11282	51.1	27.7	102
PROFESSIONAL/MANAGER	10392	*519	13.9	5.0	108	*569	21.5	5.5	168	1266	10.1	12.2	78	2667	12.1	25.7	94
TECH/CLERICAL/SALES	17574	695	18.6	4.0	86	548	20.7	3.1	96	2902	23.1	16.5	106	4727	21.4	26.9	99
PRECISION/CRAFT	985	*22	0.1	0.2	4	*80	3.0	8.1	249	*106	0.8	10.8	69	*284	1.3	28.8	106
OTHER EMPLOYED	11354	559	14.9	4.9	107	*314	11.9	2.8	85	1739	13.8	15.3	99	3097	14.0	27.3	100
SINGLE	9863	*346	9.3	3.5	76	*270	10.2	2.7	84	1605	12.8	16.3	105	2366	10.7	24.0	88
MARRIED	51375	2574	68.8	5.0	108	1865	70.6	3.6	111	7992	63.5	15.6	100	14338	65.0	27.9	102
DIVORCED/SEPARATED/WIDOWED	19748	820	21.9	4.2	90	507	19.2	2.6	79	2989	23.7	15.1	97	5352	24.3	27.1	100
PARENTS	32590	1648	44.1	5.1	109	1191	45.1	3.7	112	4807	38.2	14.7	95	8202	37.2	25.2	92
WHITE	70416	3091	82.6	4.4	95	2253	85.3	3.2	98	10869	86.4	15.4	99	19542	88.6	27.8	102
BLACK	8778	534	14.3	6.1	132	*290	11.0	3.3	101	1410	11.2	16.1	103	2089	9.5	23.8	87
OTHER	1791	*115	3.1	6.4	139	*99	3.7	5.5	169	*308	2.4	17.2	111	*426	1.9	23.8	87
NORTHEAST-CENSUS	17786	732	19.6	4.1	89	*356	13.5	2.0	61	2698	21.4	15.2	98	4739	21.5	26.6	98
NORTH CENTRAL	20741	962	25.7	4.6	100	749	28.3	3.6	111	3616	28.7	17.4	112	6007	27.2	29.0	106
SOUTH	27775	1361	36.4	4.9	106	710	26.9	2.6	78	4169	33.1	15.0	97	7964	36.1	28.7	105
WEST	14683	*685	18.3	4.7	101	827	31.3	5.6	173	2104	16.7	14.3	92	3347	15.2	22.8	84
NORTHEAST-MKTG.	17961	731	19.5	4.1	88	*340	12.9	1.9	58	2657	21.1	14.8	95	4467	20.3	24.9	91
EAST CENTRAL	11885	482	12.9	4.1	88	*386	14.6	3.2	100	1859	14.8	15.6	101	3431	15.6	28.9	106
WEST CENTRAL	14090	727	19.4	5.2	112	507	19.2	3.6	110	2391	19.0	17.0	109	3986	18.1	28.3	104
SOUTH	24081	1172	31.3	4.9	105	642	24.3	2.7	82	3753	29.8	15.6	100	7229	32.8	30.0	110
PACIFIC	12969	*628	16.8	4.8	105	*768	29.1	5.9	182	1926	15.3	14.9	96	2944	13.3	22.7	83
COUNTY SIZE A	32439	1609	43.0	5.0	107	1097	41.5	3.4	104	4970	39.5	15.3	99	8603	39.0	26.5	97
COUNTY SIZE B	24915	1095	29.3	4.4	95	815	30.8	3.3	100	4073	32.4	16.3	105	6614	30.0	26.5	97
COUNTY SIZE C	12930	*472	12.6	3.7	79	*316	12.0	2.4	75	1938	15.4	15.0	96	3657	16.6	28.3	104
COUNTY SIZE D	10703	565	15.1	5.3	114	*415	15.7	3.9	119	1605	12.8	15.0	96	3183	14.4	29.7	109
METRO CENTRAL CITY	24518	1118	29.9	4.6	99	699	26.5	2.9	87	3745	29.8	15.3	98	6177	28.0	25.2	93
METRO SUBURBAN	35919	1871	50.0	5.2	113	1273	48.2	3.5	109	5488	43.6	15.3	98	9905	44.9	27.6	101
NON METRO	20549	752	20.1	3.7	79	670	25.4	3.3	100	3354	26.6	16.3	105	5974	27.1	29.1	107
TOP 5 ADI'S	18341	978	26.1	5.3	115	608	23.0	3.3	102	2781	22.1	15.2	98	4649	21.1	25.3	93
TOP 10 ADI'S	25378	1262	33.7	5.0	108	800	30.3	3.2	97	3996	31.7	15.7	101	6683	30.3	26.3	97
TOP 20 ADI'S	36488	1757	47.0	4.8	104	1053	39.9	2.9	88	5390	42.8	14.8	95	9545	43.3	26.2	96
HSHLD INC. \$50,000 OR MORE	6612	*414	11.1	6.3	136	*289	10.9	4.4	134	780	6.2	11.8	76	1802	8.2	27.3	100
\$40,000 OR MORE	12659	*653	17.5	5.2	112	*517	19.6	4.1	125	1826	14.5	14.4	93	3288	14.9	26.0	95
\$30,000 OR MORE	24698	1307	34.9	5.3	115	984	37.2	4.0	122	3490	27.7	14.1	91	6870	31.1	27.8	102
\$25,000 OR MORE	32077	1545	41.3	4.8	104	1243	47.0	3.9	119	4754	37.8	14.8	95	8897	40.3	27.7	102
\$20,000 - \$24,999	9144	*385	10.3	4.2	91	*271	10.3	3.0	91	1518	12.1	16.6	107	2641	12.0	28.9	106
\$15,000 - \$19,999	8728	*438	11.7	5.0	109	*228	8.6	2.6	80	1559	12.4	17.9	115	2372	10.8	27.2	100
\$10,000 - \$14,999	12562	550	14.7	4.4	95	*427	16.2	3.4	104	2056	16.3	16.4	105	3413	15.5	27.2	100
UNDER \$10,000	18475	823	22.0	4.5	96	473	17.9	2.6	78	2699	21.4	14.6	94	4735	21.5	25.6	94
HOUSEHOLD OF 1 PERSON	11987	504	13.5	4.2	91	*325	12.3	2.7	83	1598	12.7	13.3	86	3177	14.4	26.5	97
2 PEOPLE	26577	1177	31.5	4.4	96	865	32.7	3.3	100	4213	33.5	15.9	102	7796	35.3	29.3	108
3 OR 4 PEOPLE	30617	1366	36.5	4.5	97	1089	41.2	3.6	109	4954	39.4	16.2	104	8001	36.3	26.1	96
5 OR MORE PEOPLE	11804	*693	18.5	5.9	127	*362	13.7	3.1	94	1822	14.5	15.4	99	3083	14.0	26.1	96
NO CHILD IN HSHLD	46165	1999	53.4	4.3	94	1396	52.8	3.0	93	7444	59.1	16.1	104	13185	59.8	28.6	105
CHILD(REN) UNDER 2 YRS	5325	*247	6.6	4.6	100	*187	7.1	3.5	108	847	6.7	15.9	102	1323	6.0	24.8	91
2 - 5 YEARS	14221	720	19.3	5.1	110	646	24.5	4.5	139	2186	17.4	15.4	99	3674	16.7	25.8	95
6 - 11 YEARS	15117	738	19.7	4.9	106	536	20.3	3.5	109	2191	17.4	14.5	93	3701	16.8	24.5	90
12 - 17 YEARS	16611	794	21.2	4.8	104	*447	16.9	2.7	82	2363	18.8	14.2	92	4090	18.5	24.6	90
RESIDENCE OWNED	55884	2625	70.2	4.7	102	1881	71.2	3.4	103	8589	68.2	15.4	99	16522	74.9	29.6	109
VALUE: \$50,000 OR MORE	31744	1588	42.5	5.0	108	1258	47.6	4.0	121	4547	36.1	14.3	92	8894	40.3	28.0	103
VALUE: UNDER \$50,000	24140	1037	27.7	4.3	93	623	23.6	2.6	79	4042	32.1	16.7	108	7628	34.6	31.6	116

			TOTAL	GLADE SOLID				GLADE SPIN FRESH				GLADE SPRAY				LYSOL SPRAY			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS			80586	3740	100.0	4.6	100	2642	100.0	3.3	100	12586	100.0	15.5	100	22057	100.0	27.2	100
MAGAZINES	QUINTILE 1	15799	929	24.8	5.9	127	704	26.6	4.5	137	2621	20.8	16.6	107	4707	21.3	29.8	109	
	QUINTILE 2	17259	837	22.4	4.8	105	551	20.9	3.2	98	3031	24.1	17.6	113	4884	22.1	28.3	104	
	QUINTILE 3	13545	617	16.5	4.6	99	*520	19.7	3.8	118	2097	16.7	15.5	100	3499	15.9	25.8	95	
	QUINTILE 4	15133	644	17.2	4.3	92	*340	12.9	2.2	69	2094	16.6	13.8	89	4171	18.9	27.6	101	
	QUINTILE 5	19250	714	19.1	3.7	80	527	19.9	2.7	84	2744	21.8	14.3	92	4796	21.7	24.9	91	
NEWSPAPERS	QUINTILE 1	12413	775	20.7	6.2	135	*328	12.4	2.6	81	2057	16.3	16.6	107	3634	16.5	29.3	107	
	QUINTILE 2	24116	858	22.9	3.6	77	771	29.2	3.2	98	3838	30.5	15.9	102	6494	29.4	26.9	99	
	QUINTILE 3	11261	529	14.1	4.7	102	*423	16.0	3.8	115	1790	14.2	15.9	102	3326	15.1	29.5	108	
	QUINTILE 4	20255	926	24.8	4.6	99	724	27.4	3.6	110	3077	24.4	15.2	98	5385	24.4	26.6	98	
	QUINTILE 5	12940	653	17.5	5.0	109	*395	15.0	3.1	94	1825	14.5	14.1	91	3218	14.6	24.9	91	
OUTDOOR	QUINTILE 1	14852	636	17.0	4.3	93	*499	18.9	3.4	103	2271	18.0	15.3	98	3815	17.3	25.7	94	
	QUINTILE 2	15725	828	22.1	5.3	114	500	18.9	3.2	97	2448	19.5	15.6	100	4166	18.9	26.5	97	
	QUINTILE 3	16330	810	21.7	5.0	107	489	18.5	3.0	92	2493	19.8	15.3	98	4742	21.5	29.0	107	
	QUINTILE 4	16744	752	20.1	4.5	97	585	22.1	3.5	107	2609	20.7	15.6	100	4669	21.2	27.9	102	
	QUINTILE 5	17334	714	19.1	4.1	89	*569	21.5	3.3	101	2766	22.0	16.0	103	4665	21.1	26.9	99	
RADIO-DRIVE TIME	QUINTILE 1	15911	912	24.4	5.7	124	601	22.7	3.8	116	2799	22.2	17.6	113	4769	21.6	30.0	110	
	QUINTILE 2	14837	602	16.1	4.1	88	*480	18.2	3.2	99	2516	20.0	17.0	109	4037	18.3	27.2	100	
	QUINTILE 3	15339	760	20.3	5.0	107	*570	21.6	3.7	114	2044	16.2	13.3	86	3851	17.5	25.1	92	
	QUINTILE 4	16723	722	19.3	4.3	93	*474	17.9	2.8	87	2277	18.1	13.6	88	4469	20.3	26.7	98	
	QUINTILE 5	18176	743	19.9	4.1	89	*517	19.6	2.8	87	2950	23.4	16.2	104	4930	22.4	27.1	100	
RADIO-MID- DAY	TERCILE 1	21020	1246	33.3	5.9	128	733	27.7	3.5	107	3539	28.1	16.8	108	6194	28.1	29.5	108	
	TERCILE 2	21610	1024	27.4	4.7	103	734	27.8	3.4	104	3319	26.4	15.4	99	6027	27.3	27.9	102	
	TERCILE 3	23355	1470	39.3	3.8	83	1175	44.5	3.1	94	5728	45.5	14.9	96	9836	44.6	25.6	94	
RADIO-TOTAL	QUINTILE 1	15988	1041	27.8	6.5	141	651	24.6	4.1	125	2741	21.8	17.1	110	4810	21.8	30.1	110	
	QUINTILE 2	15626	756	20.2	4.8	105	*480	18.2	3.1	94	2333	18.5	14.9	96	4289	19.4	27.4	101	
	QUINTILE 3	16723	696	18.6	4.2	90	577	21.8	3.5	106	2712	21.5	16.2	104	4321	19.6	25.8	95	
	QUINTILE 4	16342	713	19.1	4.4	94	*491	18.6	3.0	92	2388	19.0	14.6	94	4191	19.0	25.6	94	
	QUINTILE 5	16306	535	14.3	3.3	71	*442	16.7	2.7	83	2412	19.2	14.8	95	4446	20.2	27.3	100	
TV-PRIME TIME	QUINTILE 1	15953	866	23.2	5.4	118	*490	18.5	3.1	94	2709	21.5	17.0	109	4299	19.5	26.9	99	
	QUINTILE 2	16137	861	23.0	5.3	116	583	22.1	3.6	111	2400	19.1	14.9	96	4552	20.6	28.2	104	
	QUINTILE 3	16420	605	16.2	3.7	80	*407	15.4	2.5	76	2442	19.4	14.9	96	4771	21.6	29.1	107	
	QUINTILE 4	16687	760	20.3	4.6	99	*557	21.1	3.3	102	2576	20.5	15.4	99	4465	20.2	26.8	98	
	QUINTILE 5	15789	648	17.3	4.1	89	606	22.9	3.8	118	2460	19.5	15.6	100	3969	18.0	25.1	92	
TV-DAYTIME	TERCILE 1	27736	1237	33.1	4.5	97	856	32.4	3.1	95	4434	35.2	16.0	103	7845	35.6	28.3	104	
	TERCILE 2	26489	1189	31.8	4.5	97	749	28.3	2.8	87	4088	32.5	15.4	99	7134	32.3	26.9	99	
	TERCILE 3	26761	1314	35.1	4.9	106	1037	39.3	3.9	119	4065	32.3	15.2	98	7078	32.1	26.4	97	
TV-TOTAL	QUINTILE 1	16345	905	24.2	5.5	120	540	20.4	3.3	101	2599	20.6	15.9	102	4628	21.0	28.3	104	
	QUINTILE 2	16447	807	21.6	4.9	106	568	21.5	3.5	106	2616	20.8	15.9	102	4555	20.7	27.7	102	
	QUINTILE 3	15980	607	16.2	3.8	82	*433	16.4	2.7	83	2595	20.6	16.2	104	4383	19.9	27.4	101	
	QUINTILE 4	15887	819	21.9	5.2	112	*408	15.4	2.6	79	2141	17.0	13.5	87	4457	20.2	28.1	103	
	QUINTILE 5	16326	602	16.1	3.7	80	692	26.2	4.2	130	2636	20.9	16.1	104	4033	18.3	24.7	91	
MAGAZINES-NEWSPAPERS: DUAL			20721	1024	27.4	4.9	107	747	28.3	3.6	111	3545	28.2	17.1	110	6145	27.9	29.7	109
MAGAZINES IMPERATIVE			19186	1032	27.6	5.4	116	805	30.5	4.2	129	3117	24.8	16.2	105	5413	24.5	28.2	104
NEWSPAPER IMPERATIVE			21889	819	21.9	3.7	81	583	22.1	2.7	82	3272	26.0	14.9	96	5769	26.2	26.3	97
MAGAZINES-OUTDOOR: DUAL			15451	753	20.1	4.9	106	584	22.1	3.8	116	2745	21.8	17.8	114	4197	19.0	27.2	100
MAGAZINE IMPERATIVE			25953	1349	36.1	5.2	113	1020	38.6	3.9	120	4274	34.0	16.5	106	7683	34.8	29.6	109
OUTDOOR IMPERATIVE			24400	1141	30.5	4.7	101	648	24.5	2.7	81	3289	26.1	13.5	87	6224	28.2	25.5	94
MAGAZINES-RADIO: DUAL			18049	1034	27.6	5.7	124	664	25.1	3.7	113	3007	23.9	16.7	107	5213	23.6	28.9	106
MAGAZINE IMPERATIVE			23571	1062	28.4	4.5	98	898	34.0	3.8	117	4045	32.1	17.2	110	6569	29.8	27.9	102
RADIO IMPERATIVE			23278	1132	30.3	4.9	105	720	27.3	3.1	95	3461	27.5	14.9	96	6392	29.0	27.5	101
MAGAZINES-TELEVISION: DUAL			15459	976	26.1	6.3	137	634	24.0	4.1	126	2758	21.9	17.8	115	4215	19.1	27.3	100
MAGAZINE IMPERATIVE			25829	1084	29.0	4.2	91	892	33.8	3.5	106	4094	32.5	15.9	102	7283	33.0	28.2	104
TELEVISION IMPERATIVE			26039	1027	27.5	3.9	85	716	27.1	2.7	84	3777	30.0	14.5	93	6990	31.7	26.8	99
NEWSPAPERS-OUTDOOR: DUAL			16605	785	21.0	4.7	102	475	18.0	2.9	88	2521	20.0	15.2	98	4643	21.1	28.0	103
NEWSPAPER IMPERATIVE			26834	1191	31.8	4.4	96	927	35.1	3.5	106	4449	35.3	16.6	107	7610	34.5	28.4	104
OUTDOOR IMPERATIVE			23346	1173	31.4	5.0	109	791	29.9	3.4	104	3624	28.8	15.5	100	6053	27.4	25.9	95
NEWSPAPERS-RADIO: DUAL			17133	900	24.1	5.3	114	667	25.2	3.9	119	2788	22.2	16.3	105	4912	22.3	28.7	105
NEWSPAPER IMPERATIVE			25892	976	26.1	3.8	82	743	28.1	2.9	88	4074	32.4	15.7	101	7000	31.7	27.0	99
RADIO IMPERATIVE			23167	1295	34.6	5.6	121	822	31.1	3.5	109	3688	29.3	15.9	102	6501	29.5	28.1	103
NEWSPAPERS-TELEVISION: DUAL			17159	892	23.9	5.2	113	590	22.3	3.4	105	3055	24.3	17.8	115	4597	20.8	26.8	98
NEWSPAPER IMPERATIVE			26214	985	26.3	3.8	81	732	27.7	2.8	86	3990	31.7	15.2	98	7434	33.7	28.4	104
TELEVISION IMPERATIVE			23412	1085	29.0	4.6	100	720	27.3	3.1	94	3260	25.9	13.9	90	6647	30.1	28.4	104
OUTDOOR-RADIO: DUAL			15303	914	24.4	6.0	129	598	22.6	3.9	120	2471	19.6	16.1	104	4260	19.3	27.8	102
OUTDOOR IMPERATIVE			24901	1021	27.3	4.1	89												

	TOTAL U.S. '000	GLADE SOLID				GLADE SPIN FRESH				GLADE SPRAY				LYSOL SPRAY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	3740	100.0	4.6	100	2642	100.0	3.3	100	12586	100.0	15.5	100	22057	100.0	27.2	100
ATLANTIC MONTHLY	415	**11	0.3	2.7	57	**13	0.5	3.1	96	**56	0.4	13.5	87	**123	0.6	29.6	109
BARRON'S	453	**83	2.2	18.3	397	**48	1.8	10.6	325	**35	0.3	7.7	50	**67	0.3	14.8	54
BETTER HOMES & GARDENS	16256	999	26.7	6.1	133	604	22.9	3.7	114	2736	21.7	16.8	108	5226	23.7	32.1	118
BON APPETIT	2535	**129	3.4	5.1	110	**129	4.9	5.1	156	347	2.8	13.7	88	677	3.1	26.7	98
BUSINESS WEEK	1278	**98	2.6	7.7	166	**66	2.5	5.2	158	*129	1.0	10.1	65	346	1.6	27.1	99
CAR AND DRIVER	378	**21	0.6	5.6	120	**13	0.5	3.4	105	**68	0.5	18.0	116	**77	0.3	20.4	75
CBS MAGAZINE NETWORK (GROSS)	1498	**143	3.8	9.5	207	**28	1.1	1.9	57	226	1.8	15.1	97	417	1.9	27.8	102
CHANGING TIMES	1505	**77	2.1	5.1	111	**83	3.1	5.5	169	299	2.4	19.9	128	435	2.0	28.9	106
COLONIAL HOMES	1231	**117	3.1	9.5	206	**37	1.4	3.0	92	*198	1.6	16.1	103	285	1.3	23.2	85
CONDE NAST MAG. PKG. (GROSS)	14146	923	24.7	6.5	141	529	20.0	3.7	115	2495	19.8	17.6	113	3931	17.8	27.8	102
CONSUMERS DIGEST	1323	**117	3.1	8.8	191	**19	0.7	1.4	44	*259	2.1	19.6	126	387	1.8	29.3	107
COSMOPOLITAN	7102	426	11.4	6.0	130	313	11.8	4.4	135	1303	10.4	18.3	118	2041	9.3	28.7	106
COUNTRY LIVING	2481	**95	2.5	3.8	83	**51	1.9	2.1	63	365	2.9	14.7	95	845	3.8	34.1	125
CUISINE	1472	**45	1.2	3.1	66	**9	0.3	0.6	19	*231	1.8	15.7	101	412	1.9	28.0	103
CYCLE WORLD	425	**74	2.0	17.4	377	**22	0.8	5.2	159	**53	0.4	12.5	80	**179	0.8	42.1	155
DCI:CREATIVE IDEAS FOR LIV	2510	*211	5.6	8.4	182	**127	4.8	5.1	155	466	3.7	18.6	119	818	3.7	32.6	120
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	394	10.5	5.9	127	293	11.1	4.4	134	1150	9.1	17.2	111	2323	10.5	34.7	127
DISCOVER	894	**56	1.5	6.3	136	**21	0.8	2.3	72	*144	1.1	16.1	104	246	1.1	27.5	101
EBONY	3507	227	6.1	6.5	140	*137	5.2	3.9	120	636	5.1	18.1	117	945	4.3	26.9	99
ESQUIRE	1083	**100	2.7	9.2	200	**75	2.8	6.9	212	*184	1.5	17.0	109	255	1.2	23.5	86
ESSENCE	1830	*191	5.1	10.4	226	**60	2.3	3.3	101	359	2.9	19.6	126	482	2.2	26.3	97
FAMILY CIRCLE	15930	846	22.6	5.3	115	719	27.2	4.5	138	2670	21.2	16.8	108	4672	21.2	29.3	108
THE FAMILY HANDYMAN	1126	**70	1.9	6.2	135	**33	1.2	2.9	90	*141	1.1	12.5	81	374	1.7	33.2	122
FAMILY WEEKLY	11468	565	15.1	4.9	107	400	15.1	3.5	107	1947	15.5	17.0	109	3401	15.4	29.7	109
FIELD & STREAM	2234	*184	4.9	8.2	178	**28	1.1	1.3	38	345	2.7	15.4	99	712	3.2	31.9	117
FOOD & WINE	579	**55	1.5	9.5	206	**4	0.2	0.7	21	**89	0.7	15.4	99	*83	0.4	14.3	53
FORBES	728	**64	1.7	8.8	190	**54	2.0	7.4	227	**87	0.7	12.0	77	*164	0.7	22.5	83
FORTUNE	906	**91	2.4	10.0	217	**51	1.9	5.6	173	**131	1.0	14.5	93	312	1.4	34.4	126
GENTLEMEN'S QUARTERLY	791	**58	1.6	7.3	159	**18	0.7	2.3	70	**122	1.0	15.4	99	282	1.3	35.7	131
GLAMOUR	5265	312	10.2	7.3	157	*239	9.0	4.5	139	984	7.8	18.7	120	1538	7.0	29.2	107
GOLF DIGEST	636	**26	0.7	4.1	89	**24	0.9	3.8	116	**90	0.7	14.2	91	*228	1.0	35.8	132
GOLF DIGEST/TENNIS (GROSS)	1186	**47	1.3	4.0	86	**39	1.5	3.3	101	*189	1.5	15.9	103	373	1.7	31.5	115
GOLF MAGAZINE	441	**20	0.5	4.5	98	**7	0.3	1.6	49	**121	1.0	27.4	177	**138	0.6	31.3	115
GOLF MAGAZINE/SKI (GROSS)	922	**37	1.0	4.0	87	**15	0.6	1.6	50	*233	1.9	25.3	163	*237	1.1	25.7	94
GOOD HOUSEKEEPING	16487	984	26.3	6.0	129	516	26.0	4.2	128	2697	21.4	16.4	105	4954	22.5	30.0	110
HARPER'S BAZAAR	2423	*232	6.2	9.6	207	**113	4.3	4.7	143	432	3.4	17.8	115	652	3.0	26.9	99
HEALTH	1994	*157	4.2	7.9	170	**101	3.8	5.1	155	353	2.8	17.7	114	616	2.8	30.9	113
HEARST MAG CORP. BUY (GROSS)	44101	2809	75.1	6.4	138	1619	61.3	3.7	113	7303	58.0	16.6	107	13136	59.6	29.8	109
HEARST MAN POWER (GROSS)	1993	*206	5.5	10.3	224	**26	1.0	1.3	40	295	2.3	14.8	95	671	3.0	33.7	124
HEARST WOMAN POWER (GROSS)	31274	1846	49.4	5.9	128	1276	48.3	4.1	125	5283	42.0	16.9	109	9297	42.1	29.7	109
HOUSE BEAUTIFUL	3623	*246	6.6	6.8	147	**90	3.4	2.5	76	583	4.6	16.1	104	1063	4.8	29.3	108
INC.	283	**49	1.3	17.3	375	**28	1.1	9.9	303	**28	0.2	9.9	64	**92	0.4	32.5	119
JET	2928	232	6.2	7.9	172	*137	5.2	4.7	143	546	4.3	18.6	120	786	3.6	26.8	99
LADIES' HOME JOURNAL	11918	665	17.8	5.6	121	472	17.9	4.0	121	1939	15.4	16.3	105	3587	16.3	30.1	111
LHJ FAMILY GRP COMBO(GROSS)	16764	1077	28.8	6.4	139	697	26.4	4.2	127	2694	21.4	16.1	103	5015	22.7	29.9	110
LIFE	4254	*221	5.9	5.2	112	**166	6.3	3.9	120	706	5.6	16.6	107	1073	4.9	25.2	93
L.A. TIMES HOME MAGAZINE	1145	**66	1.8	5.8	125	**118	4.5	10.3	316	*152	1.2	13.3	85	324	1.5	28.3	104
MADAMOISELLE	2884	*217	5.8	7.5	163	**136	5.1	4.7	145	474	3.8	16.4	106	785	3.6	27.2	100
MC CALL'S	13460	740	19.8	5.5	119	565	21.4	4.2	129	2167	17.2	16.1	104	4331	19.6	32.2	118
MC CALL'S/HRK MOTHER (GROSS)	14606	799	21.4	5.5	118	614	23.2	4.2	129	2279	18.1	15.6	100	4638	21.0	31.8	117
MECHANIX ILLUSTRATED	772	**71	1.9	9.2	199	**18	0.7	2.3	71	*110	0.9	14.2	92	*197	0.9	25.5	94
METROPOLITAN HOME	967	**90	2.4	9.3	202	**42	1.6	4.3	133	*139	1.1	14.4	92	308	1.4	31.9	117
MONEY	1588	*183	4.9	11.5	250	**69	2.6	4.3	133	*175	1.4	11.0	71	464	2.1	29.2	107
MOTHER EARTH NEWS	1002	**33	0.9	3.3	71	**35	1.3	3.5	107	**105	0.8	10.5	67	250	1.1	25.0	92
MS.	825	**57	1.5	6.9	150	**7	0.3	0.8	26	*142	1.1	17.2	111	250	1.1	30.3	111
NATIONAL ENQUIRER	10336	700	18.7	6.8	147	324	12.3	3.1	96	1874	14.9	18.1	117	2974	13.5	28.8	106
NATIONAL GEOGRAPHIC	9597	719	19.2	7.5	162	335	12.7	3.5	107	1430	11.4	14.9	96	2779	12.6	29.0	106
NATIONAL SUNDAY MAGAZINE PKG	49558	2398	64.1	4.8	105	1643	62.2	3.3	102	7945	63.1	16.0	103	13961	63.3	28.2	103
NATURAL HISTORY	573	**68	1.8	11.9	257	**19	0.7	3.3	102	**50	0.4	8.7	56	*193	0.9	33.7	124
NEW WOMAN	1699	**101	2.7	5.9	129	**24	0.9	1.4	43	316	2.5	18.6	120	484	2.2	28.5	105
NEW YORK INCLUDING CUE	443	**25	0.7	5.6	122	**11	0.4	2.5	76	**33	0.3	7.4	48	**81	0.4	18.3	67
THE NEW YORKER	1270	**70	1.9	5.5	119	**27	1.0	2.1	65	*166	1.3	13.1	84	327	1.5	25.7	95
NEWSWEEK	6277	405	10.8	6.5	140	*204	7.7	3.2	100	1040	8.3	16.6	107	1765	8.0	28.1	103
THE N.Y. TIMES DAILY EDITION	1205	**82	2.2	6.8	147	**21	0.8	1.7	53	*179	1.4	14.9	96	317	1.4	26.3	97
THE N.Y. TIMES MAGAZINE	2081	**96	2.6	4.6	100	**41	1.6	2.0	60	275	2.2	13.2	85	544	2.5	26.1	96
OMNI	788	**49	1.3	6.2	135	**47	1.8	6.0	183	*135	1.1	17.1	110	*216	1.0	27.4	101
ON CABLE	1158	**48	1.3	4.1	90	**46	1.7	4.0	122	*111	0.9	9.6	62	*254	1.2	21.9	81
1001 HOME IDEAS	2852	*255	6.8	8.9	194	**124	4.7	4.3	133	402	3.2	14.1	91	812	3.7	28.5	105
ORGANIC GARDENING	1658	**94	2.5	5.7	123	**59	2.2	3.6	109	*207	1.6	12.5	80	598	2.7	36.1	132
OUTDOOR LIFE	896	**72	1.9	8.0	174	**34	1.3	3.8	116	*202	1.6	22.5	145	289	1.3	32.3	118
PARADE MAGAZINE	24275	1236	33.0	5.1	110	643	24.3	2.6	81	3800	30.2	15.7	101	6833	31.0	28.1	103

AIR-FRESHENER SPRAYS & ROOM DEODORIZERS: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	GLADE SOLID				GLADE SPIN FRESH				GLADE SPRAY				LYSOL SPRAY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3740	100.0	4.6	100	2642	100.0	3.3	100	12586	100.0	15.5	100	22057	100.0	27.2	100
PARENTS	3845	*204	5.5	5.3	115	**153	5.8	4.0	122	532	4.2	13.8	89	1123	5.1	29.2	107
PENTHOUSE	831	**77	2.1	9.3	201	**61	2.3	7.3	225	**91	0.7	11.0	70	*266	1.2	32.0	118
PEOPLE	11645	655	17.5	5.6	122	515	19.5	4.4	136	1698	13.5	14.6	94	3073	13.9	26.4	97
PLAYBOY	2006	*132	3.5	6.6	142	**94	3.6	4.7	144	285	2.3	14.2	91	566	2.6	28.2	104
POPULAR HOT RODDING	297	**35	0.9	11.8	255	**6	0.2	2.0	62	**63	0.5	21.2	136	**77	0.3	25.9	95
POPULAR MECHANICS	1018	**141	3.8	13.9	300	**12	0.5	1.2	36	**150	1.2	14.7	95	*353	1.6	34.7	127
POPULAR SCIENCE	878	**43	1.1	4.9	106	**45	1.7	5.1	157	**102	0.8	11.6	75	*224	1.0	25.5	94
PREVENTION	3913	*240	6.4	6.1	133	*159	6.0	4.1	125	517	4.1	13.2	85	1294	5.9	33.1	121
PSYCHOLOGY TODAY	1710	*114	3.0	6.7	144	**53	2.0	3.1	95	*240	1.9	14.0	90	595	2.7	34.8	128
READER'S DIGEST	22204	1181	31.6	5.3	115	876	33.2	3.9	121	3793	30.1	17.1	110	6818	30.9	30.7	113
REDBOOK	7684	435	11.6	5.7	123	277	10.5	3.6	111	1283	10.2	16.7	107	2302	10.4	30.0	110
ROAD & TRACK	410	**38	1.0	9.3	201	**0	0.0	0.0	0	**88	0.7	21.5	138	**127	0.6	31.0	114
ROLLING STONE	969	**82	2.2	8.5	183	**36	1.4	3.7	114	*152	1.2	15.7	101	316	1.4	32.6	120
RUNNER'S WORLD	298	**57	1.5	19.1	414	**45	1.7	15.1	463	**52	0.4	17.4	112	**102	0.5	34.2	126
SATURDAY EVENING POST	1169	**57	1.5	4.9	106	**27	1.0	2.3	71	*230	1.8	19.7	127	362	1.6	31.0	114
SCIENCE 84	587	**21	0.6	3.6	77	**14	0.5	2.4	73	**78	0.6	13.3	86	*147	0.7	25.0	92
SCIENCE DIGEST	482	**34	0.9	7.1	153	**13	0.5	2.7	83	**74	0.6	15.4	99	*133	0.6	27.6	101
SCIENTIFIC AMERICAN	594	**8	0.2	1.3	29	**12	0.5	2.0	62	**47	0.4	7.9	51	*146	0.7	24.6	90
SELF	2089	*137	3.7	6.6	142	**70	2.6	3.4	103	460	3.7	22.0	142	542	2.5	25.9	95
SEVENTEEN	2411	*181	4.8	7.5	163	**61	2.3	2.5	78	377	3.0	15.6	101	674	3.1	28.0	103
SKI	480	**17	0.5	3.5	77	**8	0.3	1.7	51	**112	0.9	23.3	150	*999	0.4	20.6	76
SMITHSONIAN	2760	*127	3.4	4.6	100	**79	3.0	2.9	88	409	3.2	14.8	95	733	3.3	26.6	98
SOAP OPERA DIGEST	3013	*292	7.8	9.7	210	**89	3.4	3.0	91	531	4.2	17.6	113	763	3.5	25.3	93
SOUTHERN LIVING	4184	*183	4.9	4.4	95	*166	6.3	4.0	122	684	5.4	16.3	105	1505	6.8	36.0	132
SPORT	559	**75	2.0	13.4	291	**20	0.8	3.6	110	**87	0.7	15.6	100	*125	0.6	22.4	82
THE SPORTING NEWS	436	**44	1.2	10.1	219	**19	0.7	4.4	134	**44	0.3	10.1	65	**144	0.7	33.0	121
SPORTS AFIELD	493	**31	0.8	6.3	136	**1	0.0	0.2	6	**71	0.6	14.4	93	*184	0.8	37.3	137
SPORTS ILLUSTRATED	2758	*213	5.7	7.7	167	**123	4.7	4.5	137	510	4.1	18.5	119	858	3.9	31.1	114
STAR	7456	510	13.6	6.8	148	268	10.1	3.6	110	1384	11.0	18.6	119	2167	9.8	29.1	107
SUNDAY	24936	1184	31.7	4.7	103	770	29.1	3.1	95	3951	31.4	15.8	102	6684	30.3	26.8	98
SUNSET	2124	**119	3.2	5.6	121	**174	6.6	8.2	251	259	2.1	12.2	78	627	2.8	29.5	108
TV GUIDE	21661	1258	33.6	5.8	126	783	29.6	3.6	111	3662	29.1	16.9	109	5786	26.2	26.7	98
TENNIS	550	**21	0.6	3.8	83	**15	0.6	2.7	84	**99	0.8	18.0	116	*145	0.7	26.4	97
TIME	8880	488	13.0	5.5	119	*260	9.8	2.9	90	1235	9.8	13.9	89	2397	10.9	27.0	99
TOHN & COUNTRY	917	**64	1.7	7.0	151	**26	1.0	2.8	87	*127	1.0	13.8	89	273	1.2	29.8	109
TRAVEL & LEISURE	972	**71	1.9	7.3	158	**42	1.6	4.3	132	*128	1.0	13.2	85	*223	1.0	22.9	84
TRUE STORY	3356	*244	6.5	7.3	157	*137	5.2	4.1	125	660	5.2	19.7	127	864	3.9	25.7	95
U.S. NEWS & WORLD REPORT	3410	284	7.6	8.3	180	**115	4.4	3.4	103	568	4.5	16.7	107	1078	4.9	31.6	116
USA TODAY	1759	*149	4.0	8.5	183	**48	1.8	2.7	84	321	2.6	18.2	117	547	2.5	31.1	114
US	1873	*133	3.6	7.1	154	**90	3.4	4.8	147	263	2.1	14.0	90	641	2.9	34.2	126
VOGUE	3909	*187	5.0	4.8	104	**83	3.1	2.1	65	577	4.6	14.8	95	1066	4.8	27.3	100
WALL STREET JOURNAL	1886	**77	2.1	4.1	88	**109	4.1	5.8	177	282	2.2	15.0	96	471	2.1	25.0	92
WEIGHT WATCHERS	2120	**88	2.4	4.2	90	**138	5.2	6.5	200	267	2.1	12.6	81	662	3.0	31.2	115
WOMAN'S DAY	14172	755	20.2	5.3	115	604	22.9	4.3	131	2506	19.9	17.7	114	4064	18.4	28.7	105
WORKING MOTHER	1146	*59	1.6	5.1	111	**49	1.9	4.3	131	**112	0.9	9.8	63	307	1.4	26.8	98
WORKING WOMAN	1322	**76	2.0	5.7	124	**72	2.7	5.4	167	*238	1.9	18.0	116	311	1.4	23.5	86
WORLD TENNIS	*163	**4	0.1	2.5	53	**1	0.0	0.6	19	*38	0.3	23.3	150	*8	0.0	4.9	18
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*148	4.0	5.8	127	*53	2.0	2.1	64	409	3.2	16.2	104	725	3.3	28.6	105
BLAIR INSERTS	43657	2111	56.4	4.8	105	1405	53.2	3.2	99	6860	54.5	15.7	101	12125	55.0	27.8	102
DAILY NEWSPAPERS																	
READ ANY	51633	2288	61.2	4.4	96	1619	61.3	3.1	96	8242	65.5	16.0	103	14381	65.2	27.9	102
READ ONE	43463	1793	47.9	4.1	89	1406	53.2	3.2	99	6771	53.8	15.6	100	11790	53.5	27.1	100
READ TWO OR MORE	8170	495	13.2	6.1	131	*213	8.1	2.6	80	1471	11.7	18.0	116	2591	11.7	31.7	116
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2522	67.4	4.8	104	1721	65.1	3.3	100	8426	66.9	16.0	103	14694	66.6	27.9	102
READ ONE	46126	2099	56.1	4.6	99	1558	59.0	3.4	104	7376	58.6	16.0	103	12811	58.1	27.8	102
READ TWO OR MORE	6552	423	11.3	6.5	140	*163	6.2	2.5	76	1050	8.3	16.0	103	1883	8.5	28.7	106
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.14				26.39				27.26				26.67			
30 DAY REACH	71455	3300	88.2	4.6	100	2358	89.3	3.3	101	11118	88.3	15.6	100	19344	87.7	27.1	99
50 SHWG - 30 DAY AV FREQ	14.56	14.23				13.97				14.47				13.97			
30 DAY REACH	67742	3143	84.0	4.6	100	2225	84.2	3.3	101	10508	83.5	15.5	100	18505	83.9	27.3	100
25 SHWG - 30 DAY AV FREQ	7.94	7.48				7.62				7.90				7.56			
30 DAY REACH	62117	2989	79.9	4.8	104	2031	76.9	3.3	100	9557	75.9	15.4	99	17045	77.3	27.4	101
CABLE TV: HOME WIRED	32077	1463	39.1	4.6	99	1152	43.6	3.6	110	5182	41.2	16.2	104	8815	40.0	27.5	101
HOME NOT WIRED	48909	2277	60.9	4.7	101	1490	56.4	3.0	93	7404	58.8	15.1	97	13241	60.0	27.1	99
HAVE PAY CABLE	15935	791	21.1	5.0	107	574	21.7	3.6	110	2555	20.3	16.0	103	4333	19.6	27.2	100

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION

**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	GLADE SOLID				GLADE SPIN FRESH				GLADE SPRAY				LYSOL SPRAY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3740	100.0	4.6	100	2642	100.0	3.3	100	12586	100.0	15.5	100	22057	100.0	27.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2129	56.9	4.8	105	1457	55.1	3.3	102	6965	55.3	15.9	102	12026	54.5	27.4	101
10:00 AM - 3:00 PM	30659	1700	45.5	5.5	120	1074	40.7	3.5	107	4918	39.1	16.0	103	8895	40.3	29.0	107
3:00 PM - 7:00 PM	31045	1636	43.7	5.3	114	1110	42.0	3.6	110	5022	39.9	16.2	104	8657	39.2	27.9	102
7:00 PM - MIDNIGHT	15767	902	24.1	5.7	124	484	18.3	3.1	94	2491	19.8	15.8	102	4375	19.8	27.7	102
MIDNIGHT - 6:00 AM	9120	513	13.7	5.6	122	383	14.5	4.2	129	1534	12.2	16.8	108	2521	11.4	27.6	101
6:00 AM - MIDNIGHT	58527	2906	77.7	5.0	108	1931	73.1	3.3	101	9133	72.6	15.6	100	16070	72.9	27.5	101
ENTIRE DAY	59311	2960	79.1	5.0	108	1955	74.0	3.3	101	9318	74.0	15.7	101	16265	73.7	27.4	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	769	20.6	4.8	103	546	20.7	3.4	103	2529	20.1	15.6	101	4478	20.3	27.7	102
ALL NEWS	2256	**161	4.3	7.1	155	**63	2.4	2.8	86	348	2.8	15.4	99	634	2.9	28.1	103
AOR/PROGRESSIVE	3874	*243	6.5	6.3	136	*131	5.0	3.4	104	571	4.5	14.7	95	939	4.3	24.2	89
BEAUTIFUL MUSIC	5660	325	8.7	5.7	124	*134	5.1	2.4	73	1030	8.2	18.2	117	1581	7.2	27.9	103
BLACK	2204	*190	5.1	8.6	187	**103	3.9	4.7	143	428	3.4	19.4	125	534	2.4	24.2	89
CLASSICAL	1418	**38	1.0	2.7	58	**26	1.0	1.8	56	*207	1.6	14.6	94	325	1.5	22.9	84
CHR/ROCK	9538	*48	13.0	5.1	111	299	11.3	3.1	96	1508	12.0	15.8	102	2525	11.4	26.5	97
COUNTRY	12648	719	19.2	5.7	123	456	17.3	3.6	111	1904	15.1	15.1	97	3827	17.4	30.3	111
GOLDEN OLDIES	1191	**97	2.6	8.1	176	**80	3.0	6.7	206	*158	1.3	13.3	85	303	1.4	25.4	93
MOR/NOSTALGIA	4757	*148	4.0	3.1	67	*191	7.2	4.0	123	758	6.0	15.9	103	1266	5.7	26.6	98
NEWS/TALK	3863	*106	2.8	2.7	59	*167	6.3	4.3	133	585	4.6	15.1	97	997	4.5	25.8	95
RELIGIOUS	3084	*183	4.9	5.9	128	**98	3.7	3.2	97	572	4.5	18.5	119	905	4.1	29.3	108
SOFT ROCK	521	**20	0.5	3.8	83	**7	0.3	1.3	41	**68	0.5	13.1	84	*148	0.7	28.4	104
URBAN CONTEMPORARY	1585	*139	3.7	8.8	190	**48	1.8	3.0	93	229	1.8	14.4	93	486	2.2	30.7	113
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*178	4.8	5.5	118	**47	1.8	1.4	44	396	3.1	12.1	78	1058	4.8	32.4	119
ABC DIRECTION	2316	**115	3.1	5.0	108	**93	3.5	4.0	123	502	4.0	21.7	139	639	2.9	27.6	101
ABC ENTERTAINMENT	4834	*140	3.7	2.9	63	*161	6.1	3.3	102	592	4.7	12.2	79	1299	5.9	26.9	99
ABC FM	2202	*200	5.3	9.1	197	**64	2.4	2.9	89	281	2.2	12.8	82	608	2.8	27.6	101
ABC INFORMATION	5425	*158	4.2	2.9	63	*184	7.0	3.4	104	880	7.0	16.2	104	1509	6.8	27.8	102
ABC ROCK	1677	**88	2.4	5.2	114	**79	3.0	4.7	144	276	2.2	16.5	106	516	2.3	30.8	113
CBS	4430	257	6.9	5.8	126	*180	6.8	4.1	125	700	5.6	15.8	102	1181	5.4	26.7	98
MUTUAL	4992	307	8.2	6.1	133	*168	6.4	3.4	103	759	6.0	15.2	98	1433	6.5	28.7	105
NBC	4679	*352	9.4	7.5	163	*218	8.3	4.7	143	646	5.1	13.8	89	1357	6.2	29.0	106
RADIORADIO	1994	**108	2.9	5.4	117	**59	2.2	3.0	91	370	2.9	18.6	119	488	2.2	24.5	90
RKO ONE	2298	**83	2.2	3.6	78	**75	2.8	3.3	100	363	2.9	15.8	102	601	2.7	26.2	96
RKO TWO	3311	*151	4.0	4.6	99	**110	4.2	3.3	102	519	4.1	15.7	101	1102	5.0	33.3	122
THE SOURCE	2114	**136	3.6	6.4	139	**55	2.1	2.6	80	397	3.2	18.8	121	515	2.3	24.4	89
NON-WIRED : BLAIR	8654	352	10.2	4.4	96	270	10.2	3.1	96	1348	10.7	15.6	100	2615	11.9	30.2	111
INTERNET	12025	702	18.8	5.8	126	519	19.6	4.3	132	2066	16.4	17.2	111	3323	15.1	27.6	101
KATZ RADIO GROUP	15359	695	18.6	4.5	98	479	18.1	3.1	96	2323	18.5	15.1	97	4119	18.7	26.8	98
SUPERNET	10628	616	16.5	5.8	126	346	13.1	3.3	100	1924	15.3	18.1	116	2913	13.2	27.4	101
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	401	10.7	4.6	100	342	12.9	3.9	121	1396	11.1	16.1	104	2359	10.7	27.2	100
WKDAY 9:00 AM - 1:00 PM	12163	620	16.6	5.1	110	371	14.0	3.1	93	1925	15.3	15.8	102	3300	15.0	27.1	100
WKDAY 1:00 PM - 4:30 PM	16150	738	19.7	4.6	99	481	18.2	3.0	91	2473	19.6	15.3	99	4501	20.4	27.9	102
WKDAY 4:30 PM - 7:30 PM	22463	1079	28.9	4.8	104	690	26.1	3.1	94	3388	26.9	15.1	97	6295	28.5	28.0	103
WKDAY 7:30 PM - 8:00 PM	31795	1610	43.0	5.1	110	1024	38.8	3.2	99	5062	40.2	15.9	102	9118	41.3	28.7	105
WKDAY 11:00 PM - 11:30 PM	23977	1304	34.9	5.4	118	692	26.2	2.9	88	3919	31.1	16.3	105	6781	30.7	28.3	104
WKDAY 11:30 PM - 1:00 AM	7703	460	12.3	6.0	129	233	8.8	3.0	93	1128	9.0	14.6	94	2245	10.2	29.1	107
M-SAT 8-11 PM-SUN 7-11 PM	33800	1695	45.3	5.0	109	1071	40.5	3.2	97	5335	42.4	15.8	102	9388	42.6	27.8	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	333	8.9	5.1	110	257	9.7	3.9	120	899	7.1	13.8	88	1906	8.6	29.2	107
ANOTHER WORLD	N 4620	200	5.3	4.3	94	110	4.2	2.4	73	701	5.6	15.2	98	1359	6.2	29.4	108
AS THE WORLD TURNS	C 5614	216	5.8	3.8	83	163	6.2	2.9	89	835	6.6	14.9	96	1499	6.8	26.7	98
CAPITOL	C 3396	122	3.3	3.6	78	*74	2.8	2.2	67	460	3.7	13.5	87	944	4.3	27.8	102
CBS MORN. NEWS 1	C 1446	*48	1.3	3.3	72	*73	2.8	5.0	155	251	2.0	17.4	112	428	1.9	29.6	109
CBS MORN. NEWS 2	C 1207	*45	1.2	3.7	81	**35	1.3	2.9	89	151	1.2	12.5	80	350	1.6	29.0	106
DAYS OF OUR LIVES	N 5877	311	8.3	5.3	115	203	7.7	3.5	106	917	7.3	15.6	100	1740	7.9	29.6	109
FACTS OF LIFE - DAYTIME	N 2290	134	3.6	5.9	127	**37	1.4	1.6	50	316	2.5	13.8	89	553	2.5	24.1	89
FAMILY FEUD	A 3023	130	3.5	4.3	93	*120	4.5	4.0	122	507	4.0	16.8	108	701	3.2	23.2	85
GENERAL HOSPITAL	A 6097	244	6.5	4.0	87	173	6.5	2.8	87	941	7.5	15.4	99	1721	7.8	28.2	104
GOOD MORNING, AMERICA-730 A	A 3515	230	6.1	6.5	142	207	7.8	5.9	181	652	5.2	18.5	119	896	4.1	25.5	94
GOOD MORNING, AMERICA-830 A	A 2818	180	4.8	6.4	138	176	6.7	6.2	191	523	4.2	18.6	119	793	3.6	28.1	103
GUDING LIGHT	C 5339	190	5.1	3.6	77	110	4.2	2.1	63	773	6.1	14.5	93	1461	6.6	27.4	100
ONE LIFE TO LIVE	A 4478	163	4.4	3.6	79	138	5.2	3.1	94	732	5.8	16.3	105	1328	6.0	29.7	109
PRESS YOUR LUCK	C 2244	154	4.1	6.9	149	*60	2.3	2.7	82	455	3.6	20.3	130	594	2.7	26.5	97
PRICE IS RIGHT 1	C 4348	246	6.6	5.7	123	111	4.2	2.6	78	850	6.8	19.5	126	1178	5.3	27.1	99
PRICE IS RIGHT 2	C 5014	311	8.3	6.2													

		TOTAL	GLADE SOLID				GLADE SPIN FRESH				GLADE SPRAY				LYSOL SPRAY			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
80986 3740 100.0 4.6 100 2642 100.0 3.3 100 12586 100.0 15.5 100 22057 100.0 27.2 100																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY	A	26063	1191	31.8	4.6	99	855	32.7	3.3	102	3998	31.8	15.3	99	7546	34.2	29.0	106
NETWORK AFFILIATES - LATE	A	20261	1111	29.7	5.5	119	597	22.6	2.9	90	3366	26.7	16.6	107	5639	25.6	27.8	102
INDEPENDENTS - LATE	A	2076	110	2.9	5.3	115	*39	1.5	1.9	58	308	2.4	14.8	95	599	2.7	28.9	106
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	683	18.3	6.5	141	301	11.4	2.9	88	1465	11.6	14.0	90	2876	13.0	27.5	101
ABC MONDAY NIGHT MOVIE	A	6412	291	7.8	4.5	98	*246	9.3	3.8	118	931	7.4	14.5	93	1794	8.1	28.0	103
ABC SUNDAY NIGHT MOVIE	A	12407	649	17.4	5.2	113	333	12.6	2.7	82	1863	14.8	15.0	97	3452	15.7	27.8	102
ABC WORLD NEWS TONIGHT	A	6176	326	8.7	5.3	114	278	10.5	4.5	138	997	7.9	16.1	104	1799	8.2	29.1	107
AFTERMASH	C	5863	*336	9.0	5.7	124	*256	9.7	4.4	134	890	7.1	15.2	98	1730	7.8	29.5	108
ALICE	C	9594	448	12.0	4.7	101	363	13.7	3.8	116	1421	11.3	14.8	95	2735	12.4	28.5	105
AMERICAN PARADE	C	6622	317	8.5	4.8	104	213	8.1	3.2	99	934	7.4	14.1	91	1888	8.6	28.5	105
BENSON	A	10886	556	14.9	5.1	111	376	14.2	3.5	106	1739	13.8	16.0	103	3001	13.6	27.6	101
BLUE THUNDER	A	5036	331	8.9	6.6	142	*135	5.1	2.7	82	808	6.4	16.0	103	1606	7.3	31.9	117
CAGNEY & LACEY	C	9965	536	14.3	5.4	116	338	12.8	3.4	104	1465	11.6	14.7	95	2752	12.5	27.6	101
CBS EVENING NEWS-DEAN	C	3491	*223	6.0	6.4	138	*132	5.0	3.8	116	541	4.3	15.5	100	970	4.4	27.8	102
CBS EVENING NEWS-RATHER	C	7123	306	8.2	4.3	93	192	7.3	2.7	83	1135	9.0	15.9	103	2171	9.8	30.5	112
CBS SAT. NEWS-SCHIEFFER	C	3621	163	4.4	4.5	97	146	5.5	4.0	124	572	4.5	15.8	102	944	4.3	26.1	96
CBS SATURDAY NIGHT MOVIE	C	5436	281	7.5	5.2	112	165	6.2	3.0	93	870	6.9	16.0	103	1446	6.6	26.6	98
CBS WEDNESDAY NIGHT MOVIE	C	6100	297	7.9	4.9	105	178	6.7	2.9	89	841	6.7	13.8	89	1684	7.6	27.6	101
CHEERS	N	8889	422	11.3	4.7	103	313	11.8	3.5	108	1432	11.4	16.1	104	2408	10.9	27.1	99
DALLAS	C	22109	1017	27.2	4.6	100	807	30.5	3.7	112	3686	29.3	16.7	107	6218	28.2	28.1	103
DIFF'RENT STROKES	N	6940	327	8.7	4.7	102	233	8.8	3.4	103	1178	9.4	17.0	109	1926	8.7	27.8	102
DOUBLE TROUBLE	N	7223	463	12.4	6.4	139	*266	10.1	3.7	113	1152	9.2	15.9	103	1908	8.7	26.4	97
DUCK FACTORY	N	5595	303	8.1	5.4	117	*180	6.8	3.2	99	969	7.7	17.3	111	1550	7.0	27.7	102
DUKES OF HAZZARD	C	5768	279	7.5	4.8	105	*178	6.7	3.1	95	911	7.2	15.8	102	1596	7.2	27.7	102
DYNASTY	A	20053	922	24.7	4.6	100	669	25.3	3.3	102	3151	25.0	15.7	101	5517	25.0	27.5	101
FACTS OF LIFE	N	8087	414	11.1	5.1	111	266	10.1	3.3	101	1239	9.8	15.3	99	2294	10.4	28.4	104
FALCON CREST	C	20046	877	23.4	4.4	95	752	28.5	3.8	115	3396	27.0	16.9	109	5535	25.1	27.6	101
FALL GUY	A	9084	505	13.5	5.6	120	294	11.1	3.2	99	1304	10.4	14.4	92	2756	12.5	30.3	111
FAMILY TIES	N	7964	410	11.0	5.1	111	*191	7.2	2.4	74	1184	9.4	14.9	96	2120	9.6	26.6	98
FANTASY ISLAND	A	7687	335	9.0	4.4	94	272	10.3	3.5	108	1059	8.4	13.8	89	2105	9.5	27.4	101
FOULUPS, BLEEPS & BLUNDERS	A	8861	394	10.5	4.4	96	279	10.6	3.1	97	1435	11.4	16.2	104	2598	11.8	29.3	108
FOUR SEASONS	C	5095	*240	6.4	4.7	102	*221	8.4	4.3	133	723	5.7	14.2	91	1487	6.7	29.2	107
GIMME A BREAK	N	8838	468	12.5	5.3	115	*236	8.9	2.7	82	1401	11.1	15.9	102	2364	10.7	26.7	98
HART TO HART	A	8978	389	10.4	4.3	94	*195	7.4	2.2	67	1380	11.0	15.4	99	2555	11.6	28.5	104
HILL STREET BLUES	N	8590	459	12.3	5.3	116	*210	7.9	2.4	75	1346	10.7	15.7	101	2139	9.7	24.9	91
HOTEL	A	14085	717	19.2	5.1	110	491	18.6	3.5	107	2243	17.8	15.9	102	3847	17.4	27.3	100
JEFFERSONS	C	9360	571	15.3	6.1	132	377	14.3	4.0	123	1481	11.8	15.8	102	2678	12.1	28.6	105
JENNIFER SLEPT HERE	N	5841	371	9.9	6.4	138	*225	8.5	3.9	118	951	7.6	16.3	105	1480	6.7	25.3	93
KATE & ALLIE	C	9206	447	12.0	4.9	105	345	13.1	3.7	115	1482	11.8	16.1	104	2610	11.8	28.4	104
KNIGHT RIDER	N	7076	344	9.2	4.9	105	*274	10.4	3.9	119	1172	9.3	16.6	107	1954	8.9	27.6	101
LOVE BOAT	A	12219	530	14.2	4.3	94	376	14.2	3.1	94	1800	14.3	14.7	95	3333	15.1	27.3	100
MAGNUM PI	C	11199	450	12.0	4.0	87	416	15.7	3.7	114	1739	13.8	15.5	100	3250	14.7	29.0	107
MAMA'S FAMILY	N	6057	*292	7.8	4.8	104	*163	6.2	2.7	82	1050	8.3	17.3	112	1754	8.0	29.0	106
MASTER, THE	N	3598	*177	4.7	4.9	107	*124	4.7	3.4	106	502	4.0	14.0	90	1092	5.0	30.4	111
MATT HOUSTON	A	6344	309	8.3	4.9	105	*134	5.1	2.1	65	934	7.4	14.7	95	1738	7.9	27.4	101
NBC MONDAY NIGHT MOVIE	N	11994	535	14.3	4.5	97	399	15.1	3.3	102	1832	14.6	15.3	98	3171	14.4	26.4	97
NBC NIGHTLY NEWS	N	5132	218	5.8	4.2	92	172	6.5	3.4	103	761	6.0	14.8	95	1516	6.9	29.5	108
NBC NIGHTLY NEWS-SAT	N	3375	*125	3.3	3.7	80	*108	4.1	3.2	98	540	4.3	16.0	103	904	4.1	26.8	98
NBC NIGHTLY NEWS-SUN	N	3130	*126	3.4	4.0	87	*85	3.2	2.7	83	491	3.9	15.7	101	833	3.8	26.6	98
NBC SUNDAY NIGHT MOVIE	N	8284	509	13.6	6.1	133	*366	13.9	4.4	135	1451	11.5	17.5	113	2140	9.7	25.8	95
NEWSHART	C	9240	523	14.0	5.7	123	365	13.8	4.0	121	1389	11.0	15.0	97	2539	11.5	27.5	101
ONE DAY AT A TIME	C	7288	328	8.8	4.5	97	250	9.5	3.4	105	1190	9.5	16.3	105	2004	9.1	27.5	101
PEOPLE ARE FUNNY	N	4855	*272	7.3	5.6	121	*142	5.4	2.9	90	803	6.4	16.5	106	1471	6.7	30.3	111
REAL PEOPLE	N	8869	388	10.4	4.4	95	294	11.1	3.3	102	1465	11.6	16.5	106	2542	11.5	28.7	105
REMINGTON STEELE	N	7743	282	7.5	3.6	79	*233	8.8	3.0	92	1086	8.6	14.0	90	2286	10.4	29.5	108
RIPLY'S BELIEVE IT - NOT	A	5345	299	8.0	5.6	121	*237	9.0	4.4	136	846	6.7	15.8	102	1505	6.8	28.2	103
RIP TIDE	N	6988	251	6.7	3.6	78	*207	7.8	3.0	91	908	7.2	13.0	84	2059	9.3	29.5	108
SCARECROW & MRS. KING	C	10002	329	8.8	3.3	71	319	12.1	3.2	98	1622	12.9	16.2	104	2602	11.8	26.0	96
SIMON & SIMON	C	10638	379	10.1	3.6	77	359	13.6	3.4	103	1577	12.5	14.8	95	2870	13.0	27.0	99
60 MINUTES	C	13293	688	18.4	5.2	112	465	17.6	3.5	107	2129	16.9	16.0	103	3768	17.1	28.3	104
ST. ELSEWHERE	N	7017	404	10.8	5.8	125	*250	9.5	3.									

	TOTAL U.S. '000	RENUZIT SOLID				RENUZIT SPRAY				TWICE AS FRESH SOLID				WIZARD SOLID			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	5916	100.0	7.3	100	4101	100.0	5.1	100	3302	100.0	4.1	100	2147	100.0	2.7	100
18 - 24	9282	638	10.8	6.9	94	*424	10.3	4.6	90	*325	9.8	3.5	86	*339	15.8	3.7	138
25 - 34	19072	1481	25.0	7.8	106	762	18.6	4.0	79	782	23.7	4.1	101	698	32.5	3.7	138
35 - 44	14591	1348	22.8	9.2	126	919	22.4	6.3	124	688	20.8	4.7	116	*373	17.4	2.6	96
45 - 54	11345	1086	18.4	9.6	131	619	15.1	5.5	108	544	16.5	4.8	118	*339	15.8	3.0	113
55 - 64	11635	730	12.3	6.3	86	618	15.1	5.3	105	*430	13.0	3.7	91	**229	10.7	2.0	74
65 OR OLDER	15061	632	10.7	4.2	57	759	18.5	5.0	100	533	16.1	3.5	87	*169	7.9	1.1	42
18 - 34	28354	2119	35.8	7.5	102	1186	28.9	4.2	83	1107	33.5	3.9	96	1037	48.3	3.7	138
18 - 49	48339	3953	66.8	8.2	112	2363	57.6	4.9	97	1993	60.4	4.1	101	1508	70.2	3.1	118
25 - 54	45008	3916	66.2	8.7	119	2301	56.1	5.1	101	2014	61.0	4.5	110	1411	65.7	3.1	118
35 - 49	19985	1834	31.0	9.2	126	1177	28.7	5.9	116	886	26.8	4.4	109	*471	21.9	2.4	89
50 OR OLDER	32647	1962	33.2	6.0	82	1738	42.4	5.3	105	1310	39.7	4.0	98	640	29.8	2.0	74
GRADUATED COLLEGE	11155	834	14.1	7.5	102	*431	10.5	3.9	76	*418	12.7	3.7	92	**188	8.8	1.7	64
ATTENDED COLLEGE	13682	1088	18.4	8.0	109	648	15.8	4.7	94	*485	14.7	3.5	87	*417	19.4	3.0	115
GRADUATED HIGH SCHOOL	33880	2683	45.4	7.9	108	1900	46.3	5.6	111	1538	46.6	4.5	111	932	43.4	2.8	104
DID NOT GRADUATE HIGH SCHOOL	22270	1311	22.2	5.9	81	1122	27.4	5.0	99	860	26.0	3.9	95	611	28.5	2.7	103
EMPLOYED	40306	2803	47.4	7.0	95	1978	48.2	4.9	97	1652	50.0	4.1	101	1186	55.2	2.9	111
EMPLOYED FULL-TIME	32850	2283	38.6	6.9	95	1623	39.6	4.9	98	1277	38.7	3.9	95	1001	46.6	3.0	115
EMPLOYED PART-TIME	7456	*520	8.8	7.0	95	*355	8.7	4.8	94	*374	11.3	5.0	123	**186	8.7	2.5	94
NOT EMPLOYED	40680	3112	52.6	7.6	105	2123	51.8	5.2	103	1651	50.0	4.1	100	961	44.8	2.4	89
PROFESSIONAL/MANAGER	10392	724	12.2	7.0	95	*359	8.8	3.5	68	*549	16.6	5.3	130	**256	11.9	2.5	93
TECH/CLERICAL/SALES	17574	1289	21.8	7.3	100	845	20.6	4.8	95	643	19.5	3.7	90	585	27.2	3.3	126
PRECISION/CRAFT	985	**48	0.8	4.9	67	**153	3.7	15.5	307	*36	1.1	3.7	90	**16	0.7	1.6	61
OTHER EMPLOYED	11354	742	12.5	6.5	89	621	15.1	5.5	108	*424	12.8	3.7	92	*329	15.3	2.9	109
SINGLE	9863	880	14.9	8.9	122	509	12.4	5.2	102	*347	10.5	3.5	86	*254	11.8	2.6	97
MARRIED	51375	4063	68.7	7.9	108	2530	61.7	4.9	97	2308	69.9	4.5	110	1481	69.0	2.9	109
DIVORCED/SEPARATED/WIDOWED	19748	973	16.4	4.9	67	1063	25.9	5.4	106	648	19.6	3.3	80	413	19.2	2.1	79
PARENTS	32590	2690	45.5	8.3	113	1664	40.6	5.1	101	1452	44.0	4.5	109	1144	53.3	3.5	132
WHITE	70416	5092	86.1	7.2	99	3395	82.8	4.8	95	2744	83.1	3.9	96	1789	83.3	2.5	96
BLACK	8778	536	9.1	6.1	84	622	15.2	7.1	140	*427	12.9	4.9	119	*351	16.3	4.0	151
OTHER	1791	**288	4.9	16.1	220	**85	2.1	4.7	94	**131	4.0	7.3	179	*7	0.3	0.4	15
NORTHEAST-CENSUS	17786	872	14.7	4.9	67	825	20.1	4.6	92	629	19.0	3.5	87	*372	17.3	2.1	79
NORTH CENTRAL	20741	2025	34.2	9.8	134	965	23.5	4.7	92	1200	36.3	5.8	142	525	24.5	2.5	95
SOUTH	27775	2094	35.4	7.5	103	1850	45.1	6.7	132	871	26.4	3.1	77	941	43.8	3.4	128
WEST	14683	925	15.6	6.3	86	*461	11.2	3.1	62	603	18.3	4.1	101	*309	14.4	2.1	79
NORTHEAST-MKTG.	17961	806	13.6	4.5	61	931	22.7	5.2	102	596	18.0	3.3	81	*355	16.5	2.0	75
EAST CENTRAL	11885	739	12.5	6.2	85	432	10.5	3.6	72	456	13.8	3.8	94	*291	13.6	2.4	92
WEST CENTRAL	14090	1668	28.2	11.8	162	698	17.0	5.0	98	904	27.4	6.4	157	*392	18.3	2.8	105
SOUTH	24081	1934	32.7	8.0	110	1647	40.2	6.8	135	781	23.7	3.2	80	851	39.6	3.5	133
PACIFIC	12969	769	13.0	5.9	81	*393	9.6	3.0	60	*565	17.1	4.4	107	*259	12.1	2.0	75
COUNTY SIZE A	32439	2153	36.4	6.6	91	1537	37.5	4.7	94	1444	43.7	4.5	109	846	39.4	2.6	98
COUNTY SIZE B	24915	1712	28.9	6.9	94	1324	32.3	5.3	105	978	29.6	3.9	96	707	32.9	2.8	107
COUNTY SIZE C	12930	1023	17.3	7.9	108	732	17.8	5.7	112	*497	15.1	3.8	94	*303	14.1	2.3	88
COUNTY SIZE D	10703	1028	17.4	9.6	131	*508	12.4	4.7	94	*384	11.6	3.6	88	*292	13.6	2.7	103
METRO CENTRAL CITY	24518	1548	26.2	6.3	86	1075	26.2	4.4	87	1002	30.3	4.1	100	693	32.3	2.8	107
METRO SUBURBAN	35919	2547	43.1	7.1	97	1910	46.6	5.3	105	1680	50.9	4.7	115	943	43.9	2.6	99
NON METRO	20549	1820	30.8	8.9	121	1116	27.2	5.4	107	621	18.8	3.0	74	*511	23.8	2.5	94
TOP 5 ADI'S	18341	1279	21.6	7.0	95	905	22.1	4.9	97	843	25.5	4.6	113	*470	21.9	2.6	97
TOP 10 ADI'S	25378	1549	26.2	6.1	84	1291	31.5	5.1	100	1081	32.7	4.3	104	660	30.7	2.6	98
TOP 20 ADI'S	36488	2336	39.5	6.4	88	1822	44.4	5.0	99	1642	49.7	4.5	110	940	43.8	2.6	97
HSHLD INC. \$50,000 OR MORE	6612	*708	12.0	10.7	147	*419	10.2	6.3	125	*296	9.0	4.5	110	**198	9.2	3.0	113
\$40,000 OR MORE	12659	1114	18.8	8.8	120	*649	15.8	5.1	101	*554	16.8	4.4	107	**353	16.4	2.8	105
\$30,000 OR MORE	24698	1971	33.3	8.0	109	1159	28.3	4.7	93	1131	34.3	4.6	112	*734	34.2	3.0	112
\$25,000 OR MORE	32077	2550	43.1	7.9	109	1530	37.3	4.8	94	1437	43.5	4.5	110	902	42.0	2.8	106
\$20,000 - \$24,999	9144	*616	10.4	6.7	92	*496	12.1	5.4	107	*320	9.7	3.5	86	**251	11.7	2.7	104
\$15,000 - \$19,999	8728	586	9.9	6.7	92	563	13.7	6.5	127	*267	8.1	3.1	75	*256	11.9	2.9	111
\$10,000 - \$14,999	12562	961	16.2	7.7	105	544	13.3	4.3	86	604	18.3	4.8	118	*271	12.6	2.2	81
UNDER \$10,000	18475	1204	20.4	6.5	89	969	23.6	5.2	104	674	20.4	3.6	89	467	21.8	2.5	95
HOUSEHOLD OF 1 PERSON	11987	791	13.4	6.6	90	480	11.7	4.0	79	474	14.4	4.0	97	*210	9.8	1.8	66
2 PEOPLE	26577	1743	29.5	6.6	90	1210	29.5	4.6	90	1069	32.4	4.0	99	612	28.5	2.3	87
3 OR 4 PEOPLE	30617	2350	39.7	7.7	105	1873	45.7	6.1	121	1260	38.2	4.1	101	882	41.1	2.9	109
5 OR MORE PEOPLE	11804	1031	17.4	8.7	120	*539	13.1	4.6	90	*501	15.2	4.2	104	*443	20.6	3.8	142
NO CHILD IN HSHLD	46165	3090	52.2	6.7	92	2352	57.4	5.1	101	1778	53.8	3.9	94	962	44.8	2.1	79
CHILD(REN) UNDER 2 YRS	5325	*421	7.1	7.9	108	**271	6.6	5.1	101	**204	6.2	3.8	94	**202	9.4	3.8	143
2 - 5 YEARS	14221	1049	17.7	7.4	101	626	15.3	4.4	87	*562	17.0	4.0	97	553	25.8	3.9	147
6 - 11 YEARS	15117	1217	20.6	8.1	110	691	16.8	4.6	90	706	21.4	4.7	115	*504	23.5	3.3	126
12 - 17 YEARS	16611	1503	25.4	9.0	124	857	20.9	5.2	102	813	24.6	4.9	120	*616	28.7	3.7	140
RESIDENCE OWNED	55884	4199	71.0	7.5	103	3127	76.2	5.6	110	2312	70.0	4.1	101	1406	65.5	2.5	95
VALUE: \$50,000 OR MORE	31744	2284	38.6	7.2	98	1736	42.3	5.5	108	1331	40.3	4.2	103	691	32.2	2.2	82
VALUE: UNDER \$50,000	24140	1915	32.4	7.9	109	1391	33.9	5.8	114	981	29.7	4.1	100	715	33.3	3.0	112

		TOTAL	RENUZIT SOLID				RENUZIT SPRAY				TWICE AS FRESH SOLID				WIZARD SOLID			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	5916	100.0	7.3	100	4101	100.0	5.1	100	3302	100.0	4.1	100	2147	100.0	2.7	100
MAGAZINES	QUINTILE 1	15799	1311	22.2	8.3	114	1041	25.4	6.6	130	942	28.5	6.0	146	587	27.3	3.7	140
	QUINTILE 2	17259	1405	23.7	8.1	111	785	19.1	4.5	90	844	25.6	4.9	120	*451	21.0	2.6	99
	QUINTILE 3	13545	934	15.8	6.9	94	606	14.8	4.5	88	*482	14.6	3.6	87	*341	15.9	2.5	95
	QUINTILE 4	15133	1038	17.5	6.9	94	698	17.0	4.6	91	485	14.7	3.2	79	*373	17.4	2.5	93
	QUINTILE 5	19250	1227	20.7	6.4	87	972	23.7	5.0	100	551	16.7	2.9	70	*395	18.4	2.1	77
NEWSPAPERS	QUINTILE 1	12413	683	11.5	5.5	75	577	14.1	4.6	92	571	17.3	4.6	113	*396	18.4	3.2	120
	QUINTILE 2	24116	1907	32.2	7.9	108	1415	34.5	5.9	116	1065	32.3	4.4	108	*482	22.4	2.0	75
	QUINTILE 3	11261	903	15.3	8.0	110	659	16.1	5.9	116	558	16.9	5.0	122	*338	15.7	3.0	111
	QUINTILE 4	20255	1444	24.4	7.1	98	936	22.8	4.6	91	607	18.4	3.0	74	648	30.2	3.2	121
	QUINTILE 5	12940	980	16.6	7.6	104	*514	12.5	4.0	78	*501	15.2	3.9	95	*283	13.2	2.2	82
OUTDOOR	QUINTILE 1	14852	917	15.5	6.2	85	858	20.9	5.8	114	630	19.1	4.2	104	*334	15.6	2.2	85
	QUINTILE 2	15725	1367	23.1	8.7	119	647	15.8	4.1	81	710	21.5	4.5	111	*405	18.9	2.6	97
	QUINTILE 3	16330	1445	24.4	8.8	121	723	17.6	4.4	87	821	24.9	5.0	123	*503	23.4	3.1	116
	QUINTILE 4	16744	1031	17.4	6.2	84	886	21.6	5.3	104	556	16.8	3.3	81	*502	23.4	3.0	113
	QUINTILE 5	17334	1156	19.5	6.7	91	987	24.1	5.7	112	585	17.7	3.4	83	*404	18.8	2.3	88
RADIO-DRIVE TIME	QUINTILE 1	15911	1423	24.1	8.9	122	885	21.6	5.6	110	614	18.6	3.9	95	*454	21.1	2.9	108
	QUINTILE 2	14837	1008	17.0	6.8	93	725	17.7	4.9	96	673	20.4	4.5	111	*438	20.4	3.0	111
	QUINTILE 3	15339	1100	18.6	7.2	98	801	19.5	5.2	103	*465	14.1	3.0	74	*357	16.6	2.3	88
	QUINTILE 4	16723	1084	18.3	6.5	89	819	20.0	4.9	97	732	22.2	4.4	107	*548	25.5	3.3	124
	QUINTILE 5	18176	1300	22.0	7.2	98	872	21.3	4.8	95	818	24.8	4.5	110	*352	16.4	1.9	73
RADIO-MID-DAY	TERCILE 1	21020	1695	28.7	8.1	110	1023	24.9	4.9	96	1004	30.4	4.8	117	620	28.9	2.9	111
	TERCILE 2	21610	1622	27.4	7.5	103	1203	29.3	5.6	110	803	24.3	3.7	91	650	30.3	3.0	113
	TERCILE 3	38355	2599	43.9	6.8	93	1876	45.7	4.9	97	1495	45.3	3.9	96	878	40.9	2.3	86
RADIO-TOTAL	QUINTILE 1	15988	1404	23.7	8.8	120	849	20.7	5.3	105	662	20.0	4.1	102	*506	23.6	3.2	119
	QUINTILE 2	15626	1083	18.3	6.9	95	824	20.1	5.3	104	694	21.0	4.4	109	*553	25.8	3.5	133
	QUINTILE 3	16723	1167	19.7	7.0	96	824	20.1	4.9	97	792	24.0	4.7	116	*401	18.7	2.4	90
	QUINTILE 4	16342	1062	18.0	6.5	89	817	19.9	5.0	99	576	17.4	3.5	86	*432	20.1	2.6	100
	QUINTILE 5	16306	1200	20.3	7.4	101	788	19.2	4.8	95	578	17.5	3.5	87	*255	11.9	1.6	59
TV-PRIME TIME	QUINTILE 1	15953	1448	24.5	9.1	124	1037	25.3	6.5	128	799	24.2	5.0	123	*423	19.7	2.7	100
	QUINTILE 2	16137	1245	21.0	7.7	106	817	19.9	5.1	100	777	23.5	4.8	118	*520	24.2	3.2	122
	QUINTILE 3	16420	796	13.5	4.8	66	833	20.3	5.1	100	556	16.8	3.4	83	*388	18.1	2.4	89
	QUINTILE 4	16687	1291	21.8	7.7	106	820	20.0	4.9	97	657	19.9	3.9	97	*450	21.0	2.7	102
	QUINTILE 5	15789	1136	19.2	7.2	98	595	14.5	3.8	74	514	15.6	3.3	80	*366	17.0	2.3	87
TV-DAYTIME	TERCILE 1	27736	1996	33.7	7.2	99	1626	39.6	5.9	116	1151	34.9	4.1	102	833	38.8	3.0	113
	TERCILE 2	26489	1749	29.6	6.6	90	1231	30.0	4.6	92	1053	31.9	4.0	97	646	30.1	2.4	92
	TERCILE 3	26761	2171	36.7	8.1	111	1245	30.4	4.7	92	1099	33.3	4.1	101	669	31.2	2.5	94
TV-TOTAL	QUINTILE 1	16345	1182	20.0	7.2	99	1159	28.3	7.1	140	847	25.7	5.2	127	*428	19.9	2.6	99
	QUINTILE 2	16447	1165	19.7	7.1	97	885	21.6	5.4	106	725	22.0	4.4	108	*423	19.7	2.6	97
	QUINTILE 3	15980	1272	21.5	8.0	109	785	19.1	4.9	97	449	13.6	2.8	69	*518	24.1	3.2	122
	QUINTILE 4	15887	1065	18.0	6.7	92	*489	11.9	3.1	61	629	19.0	4.0	97	*399	18.6	2.5	95
	QUINTILE 5	16326	1232	20.8	7.5	103	784	19.1	4.8	95	653	19.8	4.0	98	*380	17.7	2.3	88
MAGAZINES-NEWSPAPERS: DUAL		20721	1554	26.3	7.5	103	1164	28.4	5.6	111	1156	35.0	5.6	137	*526	24.5	2.5	96
MAGAZINE IMPERATIVE		19186	1643	27.8	8.6	117	976	23.8	5.1	100	831	25.2	4.3	106	663	30.9	3.5	130
NEWSPAPER IMPERATIVE		21899	1419	24.0	6.5	89	1151	28.1	5.3	104	723	21.9	3.3	81	*517	24.1	2.4	89
MAGAZINES-OUTDOOR: DUAL		15451	1294	21.9	8.4	115	800	19.5	5.2	102	862	26.1	5.6	137	*426	19.8	2.8	104
MAGAZINE IMPERATIVE		25953	2003	33.9	7.7	106	1446	35.3	5.6	110	1254	38.0	4.8	119	819	38.1	3.2	119
OUTDOOR IMPERATIVE		24400	1775	30.0	7.3	100	976	23.8	4.0	79	820	24.8	3.4	82	555	25.9	2.3	86
MAGAZINES-RADIO: DUAL		18049	1457	24.6	8.1	111	997	24.3	5.5	109	968	29.3	5.4	132	638	29.7	3.5	133
MAGAZINE IMPERATIVE		23571	1820	30.8	7.7	106	1262	30.8	5.4	106	1182	35.8	5.0	123	584	27.2	2.5	93
RADIO IMPERATIVE		23278	1702	28.8	7.3	100	1158	28.2	5.0	98	743	22.5	3.2	78	645	30.0	2.8	105
MAGAZINES-TELEVISION: DUAL		15459	1190	20.1	7.7	105	958	23.4	6.2	122	815	24.7	5.3	129	*448	20.9	2.9	109
MAGAZINE IMPERATIVE		25829	2082	35.2	8.1	110	1145	27.9	4.4	88	1201	36.4	4.6	114	771	35.9	3.0	113
TELEVISION IMPERATIVE		26039	1795	30.3	6.9	94	1454	35.5	5.6	110	908	27.5	3.5	86	630	29.3	2.4	91
NEWSPAPERS-OUTDOOR: DUAL		16605	1421	24.0	8.6	117	901	22.0	5.4	107	812	24.6	4.9	120	*464	21.6	2.8	105
NEWSPAPER IMPERATIVE		26834	1730	29.2	6.4	88	1565	38.2	5.8	115	1228	37.2	4.6	112	691	32.2	2.6	97
OUTDOOR IMPERATIVE		23346	1744	29.5	7.5	102	951	23.2	4.1	80	932	28.2	4.0	98	630	29.3	2.7	102
NEWSPAPERS-RADIO: DUAL		17133	1447	24.5	8.4	116	936	22.8	5.5	108	784	23.7	4.6	112	*497	23.1	2.9	109
NEWSPAPER IMPERATIVE		25892	1650	27.9	6.4	87	1407	34.3	5.4	107	1142	34.6	4.4	108	*527	24.5	2.0	77
RADIO IMPERATIVE		23167	1751	29.6	7.6	103	1094	26.7	4.7	93	989	30.0	4.3	105	745	34.7	3.2	121
NEWSPAPERS-TELEVISION: DUAL		17159	1258	21.3	7.3	100	1061	25.9	6.2	122	756	22.9	4.4	108	*330	15.4	1.9	73
NEWSPAPER IMPERATIVE		26214	1888	31.9	7.2	99	1210	29.5	4.6	91	1193	36.1	4.6	112	751	35.0	2.9	108
TELEVISION IMPERATIVE		23412	1806	30.5	7.7	106	1257	30.7	5.4	106	1014	30.7	4.3	106	783	36.5	3.3	126
OUTDOOR-RADIO: DUAL		15303	1216	20.6	7.9	109	659	16.1	4.3	85	779	23.6	5.1	125	*443	20.6	2.9	109
OUTDOOR IMPERATIVE		24901	1934	32.7	7.8	106	1202	29.3	4.8	95	1032	31.3	4.1	102	509	23.7	2.0	77
RADIO IMPERATIVE		26492	1877	31.7	7.1	97	1524	37.2	5.									

	TOTAL U.S. '000	RENUZIT SOLID				RENUZIT SPRAY				TWICE AS FRESH SOLID				WIZARD SOLID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	5916	100.0	7.3	100	4101	100.0	5.1	100	3302	100.0	4.1	100	2147	100.0	2.7	100
ATLANTIC MONTHLY	415	**56	0.9	13.5	185	**12	0.3	2.9	57	**12	0.4	2.9	71	**33	1.5	8.0	300
BARRON'S	453	**89	1.5	19.6	269	**20	0.5	4.4	87	**76	2.3	16.8	411	**10	0.5	2.2	83
BETTER HOMES & GARDENS	16256	1446	24.4	8.9	122	907	22.1	5.6	110	974	29.5	6.0	147	426	19.8	2.6	99
BON APPETIT	2535	**93	1.6	3.7	50	**134	3.3	5.3	104	**133	4.0	5.2	129	**30	1.4	1.2	45
BUSINESS WEEK	1278	**148	2.5	11.6	159	**45	1.1	3.5	70	**84	2.5	6.6	161	**32	1.5	2.5	94
CAR AND DRIVER	378	**10	0.2	2.6	36	**32	0.8	8.5	167	**26	0.8	6.9	169	**26	1.2	6.9	259
CBS MAGAZINE NETWORK (GROSS)	1498	**99	1.7	6.6	90	**38	0.9	2.5	50	**53	1.6	3.5	87	**63	2.9	4.2	159
CHANGING TIMES	1505	**94	1.6	6.2	86	**71	1.7	4.7	93	**58	1.8	3.9	95	**13	0.6	0.9	33
COLONIAL HOMES	1231	**58	1.0	4.7	64	**48	1.2	3.9	77	**54	1.6	4.4	108	**52	2.4	4.2	159
CONDE NAST MAG. PKG. (GROSS)	14146	863	14.6	6.1	84	819	20.0	5.8	114	503	15.2	3.6	87	365	17.0	2.6	97
CONSUMERS DIGEST	1323	**73	1.2	5.5	76	**31	0.8	2.3	46	**49	1.5	3.7	91	**47	2.2	3.6	134
COSMOPOLITAN	7102	593	10.0	8.3	114	409	10.0	5.8	114	320	9.7	4.5	111	278	12.9	3.9	148
COUNTRY LIVING	2481	**21	3.7	8.9	122	**113	2.8	4.6	90	**127	3.8	5.1	126	**52	2.4	2.1	79
CUISINE	1472	**52	0.9	3.5	48	**82	2.0	5.6	110	**56	1.7	3.8	93	**13	0.6	0.9	33
CYCLE WORLD	425	**29	0.5	6.8	93	**10	0.2	2.4	46	**27	0.8	6.4	156	**28	1.3	6.6	249
DCI:CREATIVE IDEAS FOR LIV	2510	**276	4.7	11.0	151	**148	3.6	5.9	116	**129	3.9	5.1	126	**94	4.4	3.7	141
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	608	10.3	9.1	124	583	14.2	8.7	172	389	11.8	5.8	143	**210	9.8	3.1	118
DISCOVER	894	**50	0.8	5.6	77	**12	0.3	1.3	27	**32	1.0	3.6	88	**32	1.5	3.6	135
EBONY	3507	249	4.2	7.1	97	339	8.3	9.7	191	**138	4.2	3.9	97	**189	8.8	5.4	203
ESQUIRE	1083	**87	1.5	8.0	110	**65	1.6	6.0	119	**74	2.2	6.8	168	**49	2.3	4.5	171
ESSENCE	1830	**105	1.8	5.7	79	**183	4.5	10.0	197	**73	2.2	4.0	98	**131	6.1	7.2	270
FAMILY CIRCLE	15930	1221	20.6	7.7	105	771	18.8	4.8	96	823	24.9	5.2	127	445	20.7	2.8	105
THE FAMILY HANDYMAN	1126	**156	2.6	13.9	190	**41	1.0	3.6	72	**107	3.2	9.5	233	**49	2.3	4.4	164
FAMILY WEEKLY	11468	673	11.4	5.9	80	564	13.8	4.9	97	502	15.2	4.4	107	323	15.0	2.8	106
FIELD & STREAM	2234	**23	3.8	10.0	137	**101	2.5	4.5	89	**159	4.8	7.1	175	**86	4.0	3.8	145
FOOD & WINE	579	**23	0.4	4.0	54	**43	1.0	7.4	147	**18	0.5	3.1	76	**18	0.8	3.1	117
FORBES	728	**96	1.6	13.2	181	**45	1.1	6.2	122	**54	1.6	7.4	182	**7	0.3	1.0	36
FORTUNE	906	**189	3.2	20.9	286	**54	1.3	6.0	118	**135	4.1	14.9	365	**70	3.3	7.7	291
GENLEMEN'S QUARTERLY	791	**67	1.1	8.5	116	**62	1.5	7.8	155	**32	1.0	4.0	99	**29	1.4	3.7	138
GLAMOUR	5265	**404	6.8	7.7	105	350	8.5	6.6	131	**233	7.1	4.4	109	**152	7.1	2.9	109
GOLF DIGEST	636	**26	0.4	4.1	56	**61	1.5	9.6	189	**33	1.0	5.2	127	**22	1.0	3.5	130
GOLF DIGEST/TENNIS (GROSS)	1186	**103	1.7	8.7	119	**94	2.3	7.9	157	**91	2.8	7.7	188	**27	1.3	2.3	86
GOLF MAGAZINE	441	**2	0.0	0.5	6	**62	1.5	14.1	278	**29	0.9	6.6	161	**5	0.2	1.1	43
GOLF MAGAZINE/SKI (GROSS)	922	**14	0.2	1.5	21	**72	1.8	7.8	154	**53	1.6	5.7	141	**16	0.7	1.7	65
GOOD HOUSEKEEPING	16487	1398	23.6	8.5	116	1044	25.5	6.3	125	1010	30.6	6.1	150	521	24.3	3.2	119
HARPER'S BAZAAR	2423	**194	3.3	8.0	110	**190	4.6	7.8	155	**125	3.8	5.2	127	**86	4.0	3.5	134
HEALTH	1994	**157	2.7	7.9	108	**126	3.1	6.3	125	**203	6.1	10.2	250	**106	4.9	5.3	201
HEARST MAG CORP. BUY (GROSS)	44101	3647	61.6	8.3	113	2597	63.3	5.9	116	2413	73.1	5.5	134	1291	60.1	2.9	110
HEARST MAN POWER (GROSS)	1993	**194	3.3	9.7	133	**56	1.4	2.8	55	**114	3.5	5.7	140	**41	1.9	2.1	78
HEARST WOMAN POWER (GROSS)	31274	2634	44.5	8.4	115	1904	46.4	6.1	120	1770	53.6	5.7	139	986	45.9	3.2	119
HOUSE BEAUTIFUL	3623	**261	4.4	7.2	99	**195	4.8	5.4	106	**166	5.0	4.6	112	**65	3.0	1.8	68
INC.	283	**65	1.1	23.0	314	**22	0.5	7.8	154	**53	1.6	18.7	459	**17	0.8	6.0	227
JET	2928	**188	3.2	6.4	88	**233	5.7	8.0	157	**120	3.6	4.1	101	**143	6.7	4.9	184
LADIES' HOME JOURNAL	11918	995	16.8	8.3	114	533	13.0	4.5	88	627	19.0	5.3	129	340	15.8	2.9	108
LHJ FAMILY GRP COMBO(GROSS)	16764	1386	23.4	8.3	113	765	18.7	4.6	90	1028	31.1	6.1	150	527	24.5	3.1	119
LIFE	4254	**200	3.4	4.7	64	**260	6.3	6.1	121	**183	5.5	4.3	106	**182	8.5	4.3	161
L.A. TIMES HOME MAGAZINE	1145	**93	1.6	8.1	111	**58	1.4	5.1	100	**66	2.0	5.8	141	**14	0.7	1.2	46
MADMOISELLE	2884	**156	2.6	5.4	74	**144	3.5	5.0	99	**133	4.0	4.6	113	**104	4.8	3.6	136
MC CALL'S	13460	1066	18.0	7.9	108	773	18.8	5.7	113	806	24.4	6.0	147	392	18.3	2.9	110
MC CALL'S/WRK MOTHER (GROSS)	14606	1142	19.3	7.8	107	831	20.3	5.7	112	884	26.8	6.1	148	464	21.6	3.2	120
MECHANIX ILLUSTRATED	772	**56	0.9	7.3	99	**59	1.4	7.6	151	**52	1.6	6.7	165	**39	1.8	5.1	191
METROPOLITAN HOME	967	**47	0.8	4.9	67	**59	1.4	6.1	120	**19	0.6	2.0	48	**15	0.7	1.6	59
MONEY	1588	**145	2.5	9.1	125	**31	0.8	2.0	39	**162	4.9	10.2	250	**28	1.3	1.8	67
MOTHER EARTH NEWS	1002	**85	1.4	8.5	116	**44	1.1	4.4	87	**19	0.6	1.9	47	**16	0.7	1.6	60
MS.	825	**74	1.3	9.0	123	**51	1.2	6.2	122	**36	1.1	4.4	107	**25	1.2	3.0	114
NATIONAL ENQUIRER	10336	919	15.5	8.9	122	641	15.6	6.2	122	539	16.3	5.2	128	327	15.2	3.2	119
NATIONAL GEOGRAPHIC	9597	707	12.0	7.4	101	535	13.0	5.6	110	488	14.8	5.1	125	**161	7.5	1.7	63
NATIONAL SUNDAY MAGAZINE PKG	49558	3601	60.9	7.3	99	2610	63.6	5.3	104	2180	66.0	4.4	108	1296	60.4	2.6	99
NATURAL HISTORY	573	**23	0.4	4.0	55	**24	0.6	4.2	83	**22	0.7	3.8	94	**11	0.5	1.9	72
NEW WOMAN	1699	**56	0.9	3.3	45	**95	2.3	5.6	110	**59	1.8	3.5	85	**37	1.7	2.2	82
NEW YORK INCLUDING CUE	443	**22	0.4	5.0	68	**22	0.5	5.0	98	**6	0.2	1.4	33	**18	0.8	4.1	153
THE NEW YORKER	1270	**53	0.9	4.2	57	**75	1.8	5.9	117	**51	1.5	4.0	98	**34	1.6	2.7	101
NEWSWEEK	6277	409	6.9	6.5	89	317	7.7	5.1	100	**279	8.4	4.4	109	**172	8.0	2.7	103
THE N.Y. TIMES DAILY EDITION	1205	**96	1.6	8.0	109	**112	2.7	9.3	184	**64	1.9	5.3	130	**18	0.8	1.5	56
THE N.Y. TIMES MAGAZINE	2801	**160	2.7	7.7	105	**117	2.9	5.6	111	**140	4.2	6.7	165	**23	1.1	1.1	42
OMNI	788	**37	0.6	4.7	64	**39	1.0	4.9	98	**76	2.3	9.6	237	**23	1.1	2.9	110
ON CABLE	1158	**103	1.7	8.9	122	**55	1.3	4.7	94	**65	2.0	5.6	138	**28	1.3	2.4	91
1001 HOME IDEAS	2852	**234	4.0	8.2	112	**106	2.6	3.7	73	**199	6.0	7.0	171	**80	3.7	2.8	106
ORGANIC GARDENING	1658	**150	2.5	9.0	124	**84	2.0	5.1	100	**87	2.6	5.2	129	**48	2.2	2.9	109
OUTDOOR LIFE	896	**50	0.8	5.6	76	**45	1.1	5.0	99	**15	0.5	1.7	41	**38	1.8	4.2	160
PARADE MAGAZINE	24275	1807	30.5	7.4	102	1198	29.2	4.9	97	1065	32.3	4.4	108	623	29.0	2.6	97

	TOTAL U.S. '000	RENUZIT SOLID				RENUZIT SPRAY				TWICE AS FRESH SOLID				WIZARD SOLID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	5916	100.0	7.3	100	4101	100.0	5.1	100	3302	100.0	4.1	100	2147	100.0	2.7	100
PARENTS	3845	285	4.8	7.4	101	*175	4.3	4.6	90	*196	5.9	5.1	125	*128	6.0	3.3	126
PENTHOUSE	831	**34	0.6	4.1	56	**75	1.8	9.0	178	**58	1.8	7.0	171	**31	1.4	3.7	141
PEOPLE	11645	926	15.7	8.0	109	575	14.0	4.9	98	596	18.0	5.1	126	335	15.6	2.9	109
PLAYBOY	2006	**97	1.6	4.8	66	**93	2.3	4.6	92	**115	3.5	5.7	141	**47	2.2	2.3	88
POPULAR HOT RODDING	297	**9	0.2	3.0	41	**12	0.3	4.0	80	**14	0.4	4.7	116	**20	0.9	6.7	254
POPULAR MECHANICS	1018	**134	2.3	13.2	180	**25	0.6	2.5	48	**92	2.8	9.0	222	**10	0.5	1.0	37
POPULAR SCIENCE	878	**90	1.5	10.3	140	**50	1.2	5.7	112	**26	0.8	3.0	73	**52	2.4	5.9	223
PREVENTION	3913	260	4.4	6.6	91	*222	5.4	5.7	112	*225	6.8	5.8	141	*79	3.7	2.0	76
PSYCHOLOGY TODAY	1710	*90	1.5	5.3	72	**111	2.7	6.5	128	**60	1.8	3.5	86	**79	3.7	4.6	174
READER'S DIGEST	22204	1749	29.6	7.9	108	1148	28.0	5.2	102	994	30.1	4.5	110	676	31.5	3.0	115
REDBOOK	7684	643	10.9	8.4	115	451	11.0	5.9	116	440	13.3	5.7	140	*187	8.7	2.4	92
ROAD & TRACK	410	**35	0.6	8.5	117	**3	0.1	0.7	14	*7	0.2	1.7	42	**0	0.0	0.0	0
ROLLING STONE	969	**95	1.6	9.8	134	**84	2.0	8.7	171	*67	2.0	6.9	170	*26	1.2	2.7	101
RUNNER'S WORLD	298	**25	0.4	8.4	115	*8	0.2	2.7	53	*34	1.0	11.4	280	*1	0.0	0.3	13
SATURDAY EVENING POST	1169	**87	1.5	7.4	102	**50	1.2	4.3	84	*47	1.4	4.0	99	*29	1.4	2.5	94
SCIENCE 84	587	**78	1.3	13.3	182	**28	0.7	4.8	94	*2	0.1	0.3	8	**28	1.3	4.8	180
SCIENCE DIGEST	482	**33	0.6	6.8	94	**6	0.1	1.2	25	*17	0.5	3.5	87	**20	0.9	4.1	157
SCIENTIFIC AMERICAN	594	**63	1.1	10.6	145	*37	0.9	6.2	123	*15	0.5	2.5	62	*13	0.6	2.2	83
SELF	2089	**89	1.5	4.3	58	**59	1.4	2.8	56	*53	1.6	2.5	62	*29	1.4	1.4	52
SEVENTEEN	2411	**144	2.4	6.0	82	*172	4.2	7.1	141	*80	2.4	3.3	81	*57	2.7	2.4	89
SMITHSONIAN	480	**12	0.2	2.5	34	*10	0.2	2.1	41	*24	0.7	5.0	123	*11	0.5	2.3	86
SOAP OPERA DIGEST	2760	*194	3.3	7.0	96	*70	1.7	2.5	50	*104	3.1	3.8	92	*51	2.4	1.8	70
SOUTHERN LIVING	3013	297	5.0	9.9	135	*234	5.7	7.8	153	*163	4.9	5.4	133	*151	7.0	5.0	189
SPORT	4184	332	5.6	7.9	109	436	10.6	10.4	206	*260	7.9	6.2	152	*117	5.4	2.8	105
SPORT	559	**50	0.8	8.9	122	*14	0.3	2.5	49	*37	1.1	6.6	162	*47	2.2	8.4	317
THE SPORTING NEWS	436	**27	0.5	6.2	85	*44	1.1	10.1	199	*51	1.5	11.7	287	*16	0.7	3.7	138
SPORTS AFIELD	493	**26	0.4	5.3	72	*25	0.6	5.1	100	*5	0.2	1.0	25	*11	0.5	2.2	84
SPORTS ILLUSTRATED	2758	*230	3.9	8.3	114	*154	3.8	5.6	110	*165	5.0	6.0	147	*146	6.8	5.3	200
STAR	7456	693	11.7	9.3	127	476	11.6	6.4	126	367	11.1	4.9	121	263	12.2	3.5	133
SUNDAY	24936	1729	29.2	6.9	95	1313	32.0	5.3	104	1112	33.7	4.5	109	572	26.6	2.3	87
SUNSET	2124	**115	1.9	5.4	74	**73	1.8	3.4	68	*144	4.4	6.8	166	*40	1.9	1.9	71
TV GUIDE	21661	1666	28.2	7.7	105	1225	29.9	5.7	112	1062	32.2	4.9	120	792	36.9	3.7	138
TENNIS	550	*77	1.3	14.0	192	*33	0.8	6.0	118	*57	1.7	10.4	254	*6	0.3	1.1	41
TIME	8880	731	12.4	8.2	113	447	10.9	5.0	99	362	11.0	4.1	100	256	11.9	2.9	109
TOWN & COUNTRY	917	*78	1.3	8.5	116	*78	1.9	8.5	168	*37	1.1	4.0	99	*8	0.4	0.9	33
TRAVEL & LEISURE	972	*26	0.4	2.7	37	*38	0.9	3.9	77	*68	2.1	7.0	172	*11	0.5	1.1	43
TRUE STORY	3356	287	4.9	8.6	117	*270	6.6	8.0	159	*242	7.3	7.2	177	*159	7.4	4.7	179
U.S. NEWS & WORLD REPORT	3410	252	4.3	7.4	101	*134	3.3	3.9	78	*135	4.1	4.0	97	*130	6.1	3.8	144
USA TODAY	1759	*179	3.0	10.2	139	*150	3.7	8.5	168	*94	2.8	5.3	131	*59	2.7	3.4	127
W	1873	*148	2.5	7.9	108	*119	2.9	6.4	125	*91	2.8	4.9	119	*97	4.5	5.2	195
VOGUE	3909	*214	3.6	5.5	75	*266	6.5	6.8	134	*84	2.5	2.1	53	*81	3.8	2.1	78
MALL STREET JOURNAL	1886	*217	3.7	11.5	158	*126	3.1	6.7	132	*164	5.0	8.7	213	*26	1.2	1.4	52
WEIGHT WATCHERS	2120	*215	3.6	10.1	139	*112	2.7	5.3	104	*82	2.5	3.9	95	*53	2.5	2.5	94
WOMAN'S DAY	14172	1312	22.2	9.3	127	796	19.4	5.6	111	750	22.7	5.3	130	380	17.7	2.7	101
WORKING MOTHER	1146	*76	1.3	6.6	91	*59	1.4	5.1	102	*79	2.4	6.9	169	*72	3.4	6.3	237
WORKING WOMAN	1322	*121	2.0	9.2	125	*70	1.7	5.3	105	*104	3.1	7.9	193	*48	2.2	3.6	137
WORLD TENNIS	*163	*113	0.2	8.0	109	*1	0.0	0.6	12	*7	0.2	4.3	105	*0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*130	2.2	5.1	70	*153	3.7	6.0	119	*113	3.4	4.5	109	*111	5.2	4.4	165
BLAIR INSERTS	43657	3225	54.5	7.4	101	2279	55.6	5.2	103	1901	57.6	4.4	107	1111	51.7	2.5	96
DAILY NEWSPAPERS																	
READ ANY	51633	3647	61.6	7.1	97	2789	68.0	5.4	107	2240	67.8	4.3	106	1339	62.4	2.6	98
READ ONE	43463	3178	53.7	7.3	100	2343	57.1	5.4	106	1878	56.9	4.3	106	1078	50.2	2.5	94
READ TWO OR MORE	8170	469	7.9	5.7	79	446	10.9	5.5	108	363	11.0	4.4	109	*261	12.2	3.2	121
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3911	66.1	7.4	102	2762	67.3	5.2	104	2319	70.2	4.4	108	1347	62.7	2.6	96
READ ONE	46126	3430	58.0	7.4	102	2381	58.1	5.2	102	2006	60.8	4.3	107	1146	53.4	2.5	94
READ TWO OR MORE	6552	481	8.1	7.3	100	381	9.3	5.8	115	313	9.5	4.8	117	*201	9.4	3.1	116
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.21				28.37				27.40				22.96			
30 DAY REACH	71455	5227	88.4	7.3	100	3508	85.5	4.9	97	2909	88.1	4.1	100	1896	88.3	2.7	100
50 SHWG - 30 DAY AV FREQ	14.56	13.76				15.09				14.21				12.06			
30 DAY REACH	67742	4977	84.1	7.3	101	3305	80.6	4.9	96	2800	84.8	4.1	101	1801	83.9	2.7	100
25 SHWG - 30 DAY AV FREQ	7.94	7.34				8.03				7.50				6.48			
30 DAY REACH	62117	4644	78.5	7.5	102	3096	75.5	5.0	98	2656	80.4	4.3	105	1678	78.2	2.7	102
CABLE TV: HOME WIRED	32077	2676	45.2	8.3	114	1745	42.6	5.4	107	1459	44.2	4.5	112	1045	48.7	3.3	123
HOME NOT WIRED	48909	3239	54.7	6.6	91	2357	57.5	4.8	95	1843	55.8	3.8	92	1103	51.4	2.3	85
HAVE PAY CABLE	15935	1502	25.4	9.4	129	882	21.5	5.5	109	850	25.7	5.3	131	*601	28.0	3.8	142

	TOTAL U.S. '000	RENUZIT SOLID				RENUZIT SPRAY				TWICE AS FRESH SOLID				WIZARD SOLID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	5916	100.0	7.3	100	4101	100.0	5.1	100	3302	100.0	4.1	100	2147	100.0	2.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3279	55.4	7.5	102	2297	56.0	5.2	103	1729	52.4	3.9	97	1286	59.9	2.9	110
10:00 AM - 3:00 PM	30659	2519	42.6	8.2	112	1572	38.3	5.1	101	1329	40.2	4.3	106	918	42.8	3.0	113
3:00 PM - 7:00 PM	31045	2420	40.9	7.8	107	1527	37.2	4.9	97	1262	38.2	4.1	100	915	42.6	2.9	111
7:00 PM - MIDNIGHT	15767	1153	19.5	7.3	100	912	22.2	5.8	114	653	19.8	4.1	102	560	26.1	3.6	134
MIDNIGHT - 6:00 AM	9120	622	10.5	6.8	93	583	14.2	6.4	126	418	12.7	4.6	112	283	13.2	3.1	117
6:00 AM - MIDNIGHT	58527	4322	73.1	7.4	101	2937	71.6	5.0	99	2449	74.2	4.2	103	1709	79.6	2.9	110
ENTIRE DAY	59311	4369	73.9	7.4	101	3021	73.7	5.1	101	2481	75.1	4.2	103	1749	81.5	2.9	111
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1309	22.1	8.1	111	741	18.1	4.6	90	678	20.5	4.2	103	537	25.0	3.3	125
ALL NEWS	2256	**779	1.3	3.5	48	**774	1.8	3.3	65	**995	2.9	4.2	103	**664	3.0	2.8	107
AOR/PROGRESSIVE	3874	289	4.9	7.5	102	*257	6.3	6.6	131	*152	4.6	3.9	96	**998	4.6	2.5	95
BEAUTIFUL MUSIC	5660	418	7.1	7.4	101	326	7.9	5.8	114	*142	4.3	2.5	62	**669	3.2	1.2	46
BLACK	2204	*191	3.2	8.7	119	*126	3.1	5.7	113	**113	3.4	5.1	126	*127	5.9	5.8	217
CLASSICAL	1418	**90	1.5	6.3	87	**38	0.9	2.7	53	**97	2.9	6.8	168	**5	0.2	0.4	13
CHR/ROCK	9538	713	12.1	7.5	102	457	11.1	4.8	95	467	14.1	4.9	120	372	17.3	3.9	147
COUNTRY	12648	1160	19.6	9.2	126	726	17.7	5.7	113	543	16.4	4.3	105	401	18.7	3.2	120
GOLDEN OLDIES	1191	**58	1.0	4.9	67	**102	2.5	8.6	169	**35	1.1	2.9	72	**20	0.9	1.7	63
MOR/NOSTALGIA	4757	353	6.0	7.4	102	*192	4.7	4.0	80	*207	6.3	4.4	107	**132	6.1	2.8	105
NEWS/TALK	3863	*208	3.5	5.4	74	**136	3.3	3.5	70	*173	5.2	4.5	110	**97	4.5	2.5	95
RELIGIOUS	3084	*163	2.8	5.3	72	**136	3.3	4.4	87	*195	5.9	6.3	155	**76	3.5	2.5	93
SOFT ROCK	521	**9	0.2	1.7	24	**38	0.9	7.3	144	**19	0.6	3.6	89	**6	0.3	1.2	43
URBAN CONTEMPORARY	1585	**109	1.8	6.9	94	*150	3.7	9.5	187	**83	2.5	5.2	128	**73	3.4	4.6	174
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*285	4.8	8.7	120	**127	3.1	3.9	77	*123	3.7	3.8	93	**102	4.8	3.1	118
ABC DIRECTION	2316	*181	3.1	7.8	107	**133	3.2	5.7	113	**72	2.2	3.1	75	**36	1.7	1.6	59
ABC ENTERTAINMENT	4834	437	7.4	9.0	124	*215	5.2	4.4	88	*248	7.5	5.1	126	**142	6.6	2.9	111
ABC FM	2202	*187	3.2	8.5	116	*139	3.4	6.3	125	**111	3.4	5.0	124	**95	4.4	4.3	163
ABC INFORMATION	5425	409	6.9	7.5	103	*299	7.3	5.5	109	*205	6.2	3.8	93	**111	5.2	2.0	77
ABC ROCK	1677	**124	2.1	7.4	101	*139	3.4	8.3	164	**108	3.3	6.4	158	**56	2.6	3.3	126
CBS	4430	331	5.6	7.5	102	*219	5.3	4.9	98	*195	5.9	4.4	108	**110	5.1	2.5	94
MUTUAL	4992	353	6.0	7.1	97	*232	5.7	4.6	92	*226	6.8	4.5	111	*154	7.2	3.1	116
NBC	4679	*287	4.9	6.1	84	*186	4.5	4.0	79	*226	6.8	4.8	118	**155	7.2	3.3	125
RADIORADIO	1994	**110	1.9	5.5	76	**113	2.8	5.7	112	**77	2.3	3.9	95	**60	2.8	3.0	114
RKO ONE	2298	*132	2.2	5.7	79	**104	2.5	4.5	89	**111	3.4	4.8	118	**121	5.6	5.3	199
RKO TWO	3311	*197	3.3	5.9	81	*156	3.8	4.7	93	*146	4.4	4.4	108	**131	6.1	4.0	149
THE SOURCE	2114	*194	3.3	9.2	126	**206	5.0	9.7	192	**109	3.3	5.2	126	**61	2.8	2.9	109
NON-WIRED : BLAIR																	
INTERNET	8654	720	12.2	8.3	114	405	9.9	4.7	92	*09	12.4	4.7	116	*331	15.4	3.8	144
KATZ RADIO GROUP	12025	1004	17.0	8.3	114	702	17.1	5.8	115	597	18.1	5.0	122	367	17.1	3.1	115
SUPERNET	15359	998	16.9	6.5	89	854	20.8	5.6	110	605	18.3	3.9	97	332	15.5	2.2	82
	10628	754	12.7	7.1	97	616	15.0	5.8	114	441	13.4	4.1	102	378	17.6	3.6	134
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	552	9.3	6.4	87	561	13.7	6.5	128	415	12.6	4.8	118	162	7.5	1.9	71
MKDAY 9:00 AM - 1:00 PM	12163	853	14.4	7.0	96	722	17.6	5.9	117	536	16.2	4.4	108	315	14.7	2.6	98
MKDAY 1:00 PM - 4:30 PM	16150	1156	19.5	7.2	98	959	23.4	5.9	117	697	21.1	4.3	106	471	21.9	2.9	110
MKDAY 4:30 PM - 7:30 PM	22463	1522	25.7	6.8	93	1261	30.7	5.6	111	990	30.0	4.4	108	589	27.4	2.6	99
MKDAY 7:30 PM - 8:00 PM	31795	2293	38.8	7.2	99	1805	44.0	5.7	112	1433	43.4	4.5	111	912	42.5	2.9	108
MKDAY 11:00 PM - 11:30 PM	23977	1972	33.3	8.2	113	1290	31.5	5.4	106	1222	37.0	5.1	125	616	28.7	2.6	97
MKDAY 11:30 PM - 1:00 AM	7703	567	9.6	7.4	101	386	9.4	5.0	99	466	14.1	6.0	148	246	11.5	3.2	120
M-SAT 8-11 PM-SUN 7-11 PM	33800	2590	43.8	7.7	105	1876	45.7	5.6	110	1520	46.0	4.5	110	947	44.1	2.8	106
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	442	7.5	6.8	93	454	11.1	6.9	137	262	7.9	4.0	98	198	9.2	3.0	114
ANOTHER WORLD	N 4620	363	6.1	7.9	108	311	7.6	6.7	133	195	5.9	4.2	104	*88	4.1	1.9	72
AS THE WORLD TURNS	C 5614	397	6.7	7.1	97	328	8.0	5.8	115	231	7.0	4.1	101	*148	6.9	2.6	99
CAPITOL	C 3396	182	3.1	5.4	73	189	4.6	5.6	110	*126	3.8	3.7	91	*95	4.4	2.8	106
CBS MORN. NEWS 1	C 1446	*85	1.4	5.9	80	*96	2.3	6.6	131	*69	2.1	4.8	117	**29	1.4	2.0	76
CBS MORN. NEWS 2	C 1207	*62	1.0	5.1	70	*77	1.9	6.4	126	*76	2.3	6.3	154	**38	1.8	3.1	119
DAYS OF OUR LIVES	N 5877	459	7.8	7.8	107	303	7.4	5.2	102	269	8.1	4.6	112	*154	7.2	2.6	99
FACTS OF LIFE - DAYTIME	N 2290	152	2.6	6.6	91	150	3.7	6.6	129	*76	2.3	3.3	81	*56	2.6	2.4	92
FAMILY FEUD	A 3023	191	3.2	6.3	86	141	3.4	4.7	92	*112	3.4	3.7	91	*84	3.9	2.8	105
GENERAL HOSPITAL	A 6097	436	7.4	7.2	98	312	7.6	5.1	101	292	8.8	4.8	117	189	8.8	3.1	117
GOOD MORNING, AMERICA-730	A 3515	180	3.0	5.1	70	261	6.4	7.4	147	122	3.7	3.5	85	*59	2.7	1.7	63
GOOD MORNING, AMERICA-830	A 2818	186	3.1	6.6	90	208	5.1	7.4	146	99	3.0	3.5	86	*63	2.9	2.2	84
GUIDING LIGHT	C 5339	312	5.3	5.8	80	331	8.1	6.2	122	206	6.2	3.9	95	*146	6.8	2.7	103
ONE LIFE TO LIVE	A 4478	356	6.0	7.9	109	269	6.6	6.0	119	182	5.5	4.1	100	150	7.0	3.3	126
PRESS YOUR LUCK	C 2244	220	3.7	9.8	134	*107	2.6	4.8	94	*133	4.0	5.9	145	*87	4.1	3.9	146
PRICE IS RIGHT 1	C 4348	389	6.6	8.9	122	295	7.2	6.8	134	165	5.0	3.8	93	102	4.8	2.3	88
PRICE IS RIGHT 2	C 5014	419	7.1	8.4	114	305	7.4	6.1	120	228	6.9	4.5	112	101	4.7	2.0	76
RYAN'S HOPE	A 3150	228	3.9	7.2	99	170	4.1										

	TOTAL U.S. '000	RENUZIT SOLID				RENUZIT SPRAY				TWICE AS FRESH SOLID				WIZARD SOLID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	5916	100.0	7.3	100	4101	100.0	5.1	100	3302	100.0	4.1	100	2147	100.0	2.7	100
MONDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1781	30.1	6.8	94	1430	34.9	5.5	108	1011	30.6	3.9	95	629	29.3	2.4	91
NETWORK AFFILIATES - LATE	20261	1681	28.4	8.3	114	1070	26.1	5.3	104	1012	30.6	5.0	123	496	23.1	2.4	92
INDEPENDENTS - LATE	2076	110	1.9	5.3	73	*116	2.8	5.6	110	79	2.4	3.8	93	*39	1.8	1.9	71
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 10453	928	15.7	8.9	122	473	11.5	4.5	89	511	15.5	4.9	120	336	15.6	3.2	121
ABC MONDAY NIGHT MOVIE	A 6412	569	9.6	8.9	121	346	8.4	5.4	107	254	7.7	4.0	97	*160	7.5	2.5	94
ABC SUNDAY NIGHT MOVIE	A 12407	1009	17.1	8.1	111	649	15.8	5.2	103	526	15.9	4.2	104	346	16.1	2.8	105
ABC WORLD NEWS TONIGHT	A 6176	457	7.7	7.4	101	286	7.0	4.6	91	288	8.7	4.7	114	155	7.2	2.5	95
AFTERMASH	C 5863	381	6.4	6.5	89	*285	6.9	4.9	96	*295	8.9	5.0	123	*263	12.2	4.5	169
ALICE	C 9594	653	11.0	6.8	93	509	12.4	5.3	105	349	10.6	3.6	89	355	16.5	3.7	140
AMERICAN PARADE	C 6622	443	7.5	6.7	92	302	7.4	4.6	90	333	10.1	5.0	123	*176	8.2	2.7	100
BENSON	A 10886	720	12.2	6.6	91	550	13.4	5.1	100	481	14.6	4.4	108	256	11.9	2.4	89
BLUE THUNDER	A 5036	498	8.4	9.9	135	298	7.3	5.9	117	*245	7.4	4.9	119	*126	5.9	2.5	94
CAGNEY & LACEY	C 9965	851	14.4	8.5	117	508	12.4	5.1	101	608	18.4	6.1	150	273	12.7	2.7	103
CBS EVENING NEWS-DEAN	C 3491	*186	3.1	5.3	73	*184	4.5	5.3	104	*100	3.0	2.9	70	*66	3.1	1.9	71
CBS EVENING NEWS-RATHER	C 7123	484	8.2	6.8	93	388	9.5	5.4	108	313	9.5	4.4	108	152	7.1	2.1	80
CBS SAT. NEWS-SCHIEFFER	C 3621	226	3.8	6.2	85	183	4.5	5.1	100	154	4.7	4.3	104	*101	4.7	2.8	105
CBS SATURDAY NIGHT MOVIE	C 5436	413	7.0	7.6	104	238	5.8	4.4	86	200	6.1	3.7	90	162	7.5	3.0	112
CBS WEDNESDAY NIGHT MOVIE	C 6100	441	7.5	7.2	99	268	6.5	4.4	87	337	10.2	5.5	135	172	8.0	2.8	106
CHEERS	M 8889	709	12.0	8.0	109	436	10.6	4.9	97	480	14.5	5.4	132	267	12.4	3.0	113
DALLAS	C 22109	1793	30.3	8.1	111	1259	30.7	5.7	112	947	28.7	4.3	105	630	29.3	2.8	107
DIFF'RENT STROKES	M 6940	510	8.6	7.3	101	406	9.9	5.9	116	255	7.7	3.7	90	*239	11.1	3.4	130
DOUBLE TROUBLE	M 7223	719	12.2	10.0	136	441	10.8	6.1	121	519	15.7	7.2	176	*220	10.2	3.0	115
DUCK FACTORY	N 5595	507	8.6	9.1	124	*311	7.6	5.6	110	285	8.6	5.1	125	*205	9.5	3.7	138
DUKES OF HAZZARD	C 5768	386	6.5	6.7	92	389	9.5	6.7	133	*234	7.1	4.1	100	*185	8.6	3.2	121
DYNASTY	A 20053	1577	26.7	7.9	108	1096	26.7	5.5	108	774	23.4	3.9	95	550	25.6	2.7	103
FACTS OF LIFE	N 8087	692	11.7	8.6	117	524	12.8	6.5	128	523	15.8	6.5	159	*260	12.1	3.2	121
FALCON CREST	C 20046	1749	29.6	8.7	119	1201	29.3	6.0	118	940	28.5	4.7	115	593	27.6	3.0	112
FALL GUY	A 9084	977	16.5	10.8	147	525	12.8	5.8	114	400	12.1	4.4	108	342	15.9	3.8	142
FAMILY TIES	N 7964	727	12.3	9.1	125	461	11.2	5.8	114	471	14.3	5.9	145	*232	10.8	2.9	110
FANTASY ISLAND	A 7687	461	7.8	6.0	82	376	9.2	4.9	97	263	8.0	3.4	84	*210	9.8	2.7	103
FOULUPS,BLEEPS & BLUNDERS	A 8861	616	10.4	7.0	95	498	12.1	5.6	111	323	9.8	3.6	89	*203	9.5	2.3	86
FOUR SEASONS	C 5095	*334	5.6	6.6	90	*220	5.4	4.3	85	*218	6.6	4.3	105	*207	9.6	4.1	153
GIMME A BREAK	N 8838	797	13.5	9.0	123	561	13.7	6.3	125	486	14.7	5.5	135	*255	11.9	2.9	109
HART TO HART	A 8978	624	10.5	7.0	95	417	10.2	4.6	92	328	9.9	3.7	90	191	8.9	2.1	80
HILL STREET BLUES	N 8590	629	10.6	7.3	100	318	7.8	3.7	73	401	12.1	4.7	114	303	14.1	3.5	133
HOTEL	A 14085	1135	19.2	8.1	110	782	19.1	5.6	110	585	17.7	4.2	102	343	16.0	2.4	92
JEFFERSONS	C 9360	625	10.6	6.7	91	538	13.1	5.7	114	386	11.7	4.1	101	341	15.9	3.6	137
JENNIFER SLEPT HERE	N 5841	430	7.3	7.4	101	290	7.1	5.0	98	*208	6.3	3.6	87	*219	10.2	3.7	141
KATE & ALLIE	C 9206	742	12.5	8.1	110	462	11.3	5.0	99	603	18.3	6.6	161	251	11.7	2.7	103
KNIGHT RIDER	N 7076	555	9.4	7.8	107	432	10.5	6.1	121	302	9.1	4.3	105	*252	11.7	3.6	134
LOVE BOAT	A 12219	822	13.9	6.7	92	674	16.4	5.5	109	406	12.3	3.3	81	291	13.6	2.4	90
MAGNUM PI	C 11199	987	16.7	8.8	121	692	16.9	6.2	122	532	16.1	4.8	117	369	17.2	3.3	124
MAMA'S FAMILY	N 6057	457	7.7	7.5	103	336	8.2	5.5	110	*207	6.3	3.4	84	*147	6.8	2.4	92
MASTER, THE	N 3598	312	5.3	8.7	119	*189	4.6	5.3	104	*136	4.1	3.8	93	*80	3.7	2.2	84
MATT HOUSTON	A 6344	467	7.9	7.4	101	326	7.9	5.1	101	*229	6.9	3.6	89	*139	6.5	2.2	83
NBC MONDAY NIGHT MOVIE	N 11994	946	16.0	7.9	108	514	12.5	4.3	85	589	17.8	4.9	120	394	18.4	3.3	124
NBC NIGHTLY NEWS	N 5132	338	5.7	6.6	90	282	6.9	5.5	109	173	5.2	3.4	83	133	6.2	2.6	98
NBC NIGHTLY NEWS-SAT	N 3375	*211	3.6	6.3	86	*151	3.7	4.5	88	*84	2.5	2.5	61	*70	3.3	2.1	78
NBC NIGHTLY NEWS-SUN	N 3130	*176	3.0	5.6	77	*184	4.5	5.9	116	*134	4.1	4.3	105	*67	3.1	2.1	81
NBC SUNDAY NIGHT MOVIE	N 8284	595	10.1	7.2	98	463	11.3	5.6	110	417	12.6	5.0	123	*235	10.9	2.8	107
NEWMART	C 9240	750	12.7	8.1	111	468	11.4	5.1	100	574	17.4	6.2	152	270	12.6	2.9	110
ONE DAY AT A TIME	C 7288	526	8.9	7.2	99	434	10.6	6.0	118	365	11.1	5.0	123	*223	10.4	3.1	115
PEOPLE ARE FUNNY	N 4855	361	6.1	7.4	102	*292	7.1	6.0	119	*174	5.3	3.6	88	*157	7.3	3.2	122
REAL PEOPLE	N 8869	572	9.7	6.4	88	430	10.5	4.8	96	377	11.4	4.3	104	*218	10.2	2.5	93
REMINGTON STEELE	N 7743	622	10.5	8.0	110	456	11.1	5.9	116	333	10.1	4.3	105	*152	7.1	2.0	74
RIPLEY'S BELIEVE IT - NOT	A 5345	449	7.6	8.4	115	268	6.5	5.0	99	238	7.2	4.5	109	*161	7.5	3.0	114
RIPTIDE	N 6988	511	8.6	7.3	100	305	7.4	4.4	86	303	9.2	4.3	106	*173	8.1	2.5	93
SCARECROW & MRS. KING	C 10002	731	12.4	7.3	100	617	15.0	6.2	122	514	15.6	5.1	126	*266	12.4	2.7	100
SIMON & SIMON	C 10638	784	13.3	7.4	101	612	14.9	5.8	114	511	15.5	4.8	118	266	12.4	2.5	94
60 MINUTES	C 13293	823	13.9	6.2	85	749	18.3	5.6	111	525	15.9	3.9	97	355	16.5	2.7	101
ST. ELSEWHERE	N 7017	622	10.5	8.9	121	380	9.3	5.4	107	498	15.1	7.1	174	*232	10.8	3.3	125
THREE'S COMPANY	A 10917	943	15.9	8.6	118	582	14.2	5.3	105	386	11.7	3.5	87	*189	8.8	1.7	65
T.J. HOOKER	A 9204	608	10.3	6													

	TOTAL U.S. '000	WIZARD SPRAY				WIZARD STICK-ONS				ALL AIRWICK				ALL AVON			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% ACROSS	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4517	100.0	5.6	100	3613	100.0	4.5	100	9528	100.0	11.8	100	6173	100.0	7.6	100
18 - 24	9282	*574	12.7	6.2	111	*435	12.0	4.7	105	959	10.1	10.3	88	*448	7.3	4.8	63
25 - 34	19072	974	21.6	5.1	92	907	25.1	4.8	107	1942	20.4	10.2	87	1376	22.3	7.2	95
35 - 44	14591	761	16.8	5.2	94	*734	20.3	5.0	113	1748	18.3	12.0	102	1080	17.5	7.4	97
45 - 54	11345	761	16.8	6.7	120	632	17.5	5.6	125	1344	14.1	11.8	101	878	14.2	7.7	102
55 - 64	11635	*562	12.4	4.8	87	*517	14.3	4.4	100	1696	17.8	14.6	124	1099	17.8	9.4	124
65 OR OLDER	15061	886	19.6	5.9	105	*388	10.7	2.6	58	1839	19.3	12.2	104	1293	20.9	8.6	113
18 - 34	28354	1548	34.3	5.5	98	1342	37.1	4.7	106	2901	30.4	10.2	87	1824	29.5	6.4	84
18 - 49	48339	2784	61.6	5.8	103	2291	63.4	4.7	106	5247	55.1	10.9	92	3316	53.7	6.9	90
25 - 54	45008	2495	55.2	5.5	99	2273	62.9	5.1	113	5035	52.8	11.2	95	3334	54.0	7.4	97
35 - 49	19985	1236	27.4	6.2	111	949	26.3	4.7	106	2346	24.6	11.7	100	1493	24.2	7.5	98
50 OR OLDER	32647	1733	38.4	5.3	95	1321	36.6	4.0	91	4281	44.9	13.1	111	2857	46.3	8.8	115
GRADUATED COLLEGE	11155	*444	9.8	4.0	71	*296	8.2	2.7	59	1047	11.0	9.4	80	664	10.8	6.0	78
ATTENDED COLLEGE	13682	706	15.6	5.2	93	633	17.5	4.6	104	1804	18.9	13.2	112	987	16.0	7.2	95
GRADUATED HIGH SCHOOL	33880	1998	44.2	5.9	106	1753	48.5	5.2	116	4002	42.0	11.8	100	3010	48.8	8.9	117
DID NOT GRADUATE HIGH SCHOOL	22270	1370	30.3	6.2	110	931	25.8	4.2	94	2676	28.1	12.0	102	1512	24.5	6.8	89
EMPLOYED	40306	2039	45.1	5.1	91	1988	55.0	4.9	111	4687	49.2	11.6	99	2922	47.3	7.2	95
EMPLOYED FULL-TIME	32850	1584	35.1	4.8	86	1731	47.9	5.3	118	3846	40.4	11.7	100	2423	39.3	7.4	97
EMPLOYED PART-TIME	7456	*454	10.1	6.1	109	*256	7.1	3.4	77	840	8.8	11.3	96	499	8.1	6.7	88
NOT EMPLOYED	40680	2478	54.9	6.1	109	1625	45.0	4.0	90	4841	50.8	11.9	101	3251	52.7	8.0	105
PROFESSIONAL/MANAGER	10392	*626	13.9	6.0	108	*428	11.8	4.1	92	1086	11.4	10.5	89	*548	8.9	5.3	69
TECH/CLERICAL/SALES	17574	701	15.5	4.0	72	825	22.8	4.7	105	2141	22.5	12.2	104	1476	23.9	8.4	110
PRECISION/CRAFT	985	*335	0.8	3.6	64	*770	1.9	7.1	159	*138	1.4	14.0	119	*89	1.4	9.0	119
OTHER EMPLOYED	11354	678	15.0	6.0	107	666	18.4	5.9	131	1322	13.9	11.6	99	808	13.1	7.1	93
SINGLE	9863	584	12.9	5.9	106	*342	9.5	3.5	78	1159	12.2	11.8	100	624	10.1	6.3	83
MARRIED	51375	2805	62.1	5.5	98	2461	68.1	4.8	107	5903	62.0	11.5	98	4026	65.2	7.8	103
DIVORCED/SEPARATED/WIDOWED	19748	1128	25.0	5.7	102	810	22.4	4.1	92	2465	25.9	12.5	106	1524	24.7	7.7	101
PARENTS	32590	1982	43.9	6.1	109	1847	51.1	5.7	127	3434	36.0	10.5	90	2371	38.4	7.3	95
WHITE	70416	3580	79.3	5.1	91	2972	82.3	4.2	95	8143	85.5	11.6	98	5379	87.1	7.6	100
BLACK	8778	825	18.3	9.4	169	520	14.4	5.9	133	1213	12.7	13.8	117	629	10.2	7.2	94
OTHER	1791	*113	2.5	6.3	113	*121	3.3	6.8	151	*172	1.8	9.6	82	*166	2.7	9.3	122
NORTHEAST-CENSUS	17786	752	16.6	4.2	76	615	17.0	3.5	78	2726	28.6	15.3	130	1166	18.9	6.6	86
NORTH CENTRAL	20741	708	15.7	3.4	61	878	24.3	4.2	95	2505	26.3	12.1	103	1955	31.7	9.4	124
SOUTH	27775	1614	35.7	5.8	104	1371	37.9	4.9	111	3163	33.2	11.4	97	2130	34.5	7.7	101
WEST	14683	1444	32.0	9.8	176	749	20.7	5.1	114	1134	11.9	7.7	66	922	14.9	6.3	82
NORTHEAST-MKTG.	17961	823	18.2	4.6	82	553	15.3	3.1	69	2600	27.3	14.5	123	1283	20.8	7.1	94
EAST CENTRAL	11885	*237	5.2	2.0	36	681	18.8	5.7	128	1446	15.2	12.2	103	940	15.2	7.9	104
WEST CENTRAL	14090	651	14.4	4.6	83	479	13.3	3.4	76	1722	18.1	12.2	104	1412	22.9	10.0	131
SOUTH	24081	1509	33.4	6.3	112	1227	34.0	5.1	114	2724	28.6	11.3	96	1782	28.9	7.4	97
PACIFIC	12969	1297	28.7	10.0	179	*673	18.6	5.2	116	1037	10.9	8.0	68	758	12.3	5.8	77
COUNTY SIZE A	32439	1896	42.0	5.8	105	1417	39.2	4.4	98	4025	42.2	12.4	105	2391	38.7	7.4	97
COUNTY SIZE B	24915	1254	27.8	5.0	90	975	27.0	3.9	88	2804	29.4	11.3	96	1576	25.5	6.3	83
COUNTY SIZE C	12930	749	16.6	5.8	104	*576	15.9	4.5	100	1499	15.7	11.6	99	986	16.0	7.6	100
COUNTY SIZE D	10703	617	13.7	5.8	103	*644	17.8	6.0	135	1200	12.6	11.2	95	1220	19.8	11.4	150
METRO CENTRAL CITY	24518	1586	35.1	6.5	116	958	26.5	3.9	88	2808	29.5	11.5	97	1465	23.7	6.0	78
METRO SUBURBAN	35919	1856	41.1	5.2	93	1613	44.6	4.5	101	4377	45.9	12.2	104	2660	43.1	7.4	97
NON METRO	20549	1074	23.8	5.2	94	1042	28.8	5.1	114	2344	24.6	11.4	97	2048	33.2	10.0	131
TOP 5 ADI'S	18341	1195	26.5	6.5	117	693	19.2	3.8	85	2474	26.0	13.5	115	1222	19.8	6.7	87
TOP 10 ADI'S	25378	1450	32.1	5.7	102	950	26.3	3.7	84	3218	33.8	12.7	108	1715	27.8	6.8	89
TOP 20 ADI'S	36488	2096	46.4	5.7	103	1566	43.3	4.3	96	4542	47.7	12.4	106	2694	43.6	7.4	97
HSHLD INC. \$50,000 OR MORE	6612	*293	6.5	4.4	79	*337	9.3	5.1	114	989	10.4	15.0	127	*462	7.5	7.0	92
\$40,000 OR MORE	12659	*591	13.1	4.7	84	*574	15.9	4.5	102	1745	18.3	13.8	117	838	13.6	6.6	87
\$30,000 OR MORE	24698	1188	26.3	4.8	86	1093	30.3	4.4	99	3025	31.7	12.2	104	1817	29.4	7.4	97
\$25,000 OR MORE	32077	1655	36.6	5.2	93	1413	39.1	4.4	99	3742	39.3	11.7	99	2627	42.6	8.2	107
\$20,000 - \$24,999	9144	*409	9.1	4.5	80	*430	11.9	4.7	105	914	9.6	10.0	85	678	11.0	7.4	97
\$15,000 - \$19,999	8728	*497	11.0	5.7	102	*260	7.2	3.0	67	899	9.4	10.3	88	490	7.9	5.6	74
\$10,000 - \$14,999	12562	724	16.0	5.8	103	746	20.6	5.9	133	1863	19.6	14.8	126	1066	17.3	8.5	111
UNDER \$10,000	18475	1232	27.3	6.7	120	765	21.2	4.1	93	2110	22.1	11.4	97	1313	21.3	7.1	93
HOUSEHOLD OF 1 PERSON	11987	476	10.5	4.0	71	345	9.5	2.9	65	1464	15.4	12.2	104	849	13.8	7.1	93
2 PEOPLE	26577	1358	30.1	5.1	92	1005	27.8	3.8	85	3255	34.2	12.2	104	1990	32.2	7.5	98
3 OR 4 PEOPLE	30617	1860	41.2	6.1	109	1515	41.9	4.9	111	3268	34.3	10.7	91	2355	38.1	7.7	101
5 OR MORE PEOPLE	11804	823	18.2	7.0	125	*748	20.7	6.3	142	1541	16.2	13.1	111	980	15.9	8.3	109
NO CHILD IN HSHLD	46165	2353	52.1	5.1	91	1607	44.5	3.5	78	5642	59.2	12.2	104	3670	59.5	7.9	104
CHILD(REN) UNDER 2 YRS	5325	*290	6.4	5.4	98	*268	7.4	5.0	113	*426	4.5	8.0	68	*331	5.4	6.2	82
2 - 5 YEARS	14221	753	16.7	5.3	95	798	22.1	5.6	126	1483	15.6	10.4	89	881	14.3	6.2	81
6 - 11 YEARS	15117	994	22.0	6.6	118	859	23.8	5.7	127	1718	18.0	11.4	97	1312	21.3	8.7	114
12 - 17 YEARS	16611	1040	23.0	6.3	112	1014	28.1	6.1	137	2033	21.3	12.2	104	1254	20.3	7.5	99
RESIDENCE OWNED	55884	2931	64.9	5.2	94	2443	67.6	4.4	98	6871	72.1	12.3	105	4797	77.7	8.6	113
VALUE: \$50,000 OR MORE	31744	1571	34.8	4.9	89	1314	36.4	4.1	93	3783	39.7	11.9	101	2284	37.0	7.2	94
VALUE: UNDER \$50,000	24140	1360	30.1	5.6	101	1129	31.2	4.7	105	3088	32.4	12.8	109	2513	40.7	10.4	137

		TOTAL U.S. '000	WIZARD SPRAY				WIZARD STICK-ONS				ALL AIRMICK				ALL AVON			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS		80986	4517	100.0	5.6	100	3613	100.0	4.5	100	9528	100.0	11.8	100	6173	100.0	7.6	100
MAGAZINES	QUINTILE 1	15799	980	21.7	6.2	111	780	21.6	4.9	111	2156	22.6	13.6	116	1483	24.0	9.4	123
	QUINTILE 2	17259	694	15.4	4.0	72	934	25.9	5.4	121	2276	23.9	13.2	112	1449	23.5	8.4	110
	QUINTILE 3	13545	781	17.3	5.8	103	*519	14.4	3.8	86	1427	15.0	10.5	90	914	14.8	6.7	89
	QUINTILE 4	15133	801	17.7	5.3	95	623	17.2	4.1	92	1646	17.3	10.9	92	1046	16.9	6.9	91
	QUINTILE 5	19250	1260	27.9	6.5	117	756	20.9	3.9	88	2023	21.2	10.5	89	1282	20.8	6.7	87
NEWSPAPERS	QUINTILE 1	12413	*532	11.8	4.3	77	617	17.1	5.0	111	1975	20.7	15.9	135	855	13.9	6.9	90
	QUINTILE 2	24116	1368	30.3	5.7	102	890	24.6	3.7	83	2713	28.5	11.2	96	1863	30.2	7.7	101
	QUINTILE 3	11261	700	15.5	6.2	111	679	18.8	6.0	135	1319	13.8	11.7	100	1018	16.5	9.0	111
	QUINTILE 4	20255	927	20.5	4.6	82	912	25.2	4.5	101	2176	22.8	10.7	91	1555	25.2	7.7	101
	QUINTILE 5	12940	989	21.9	7.6	137	*516	14.3	4.0	89	1344	14.1	10.4	88	883	14.3	6.8	90
OUTDOOR	QUINTILE 1	14852	717	15.9	4.8	87	*484	13.4	3.3	73	1792	18.8	12.1	103	1071	17.3	7.2	95
	QUINTILE 2	15725	926	20.5	5.9	106	816	22.6	5.2	116	2007	21.1	12.8	108	1003	16.2	6.4	84
	QUINTILE 3	16330	1145	25.3	7.0	126	695	19.2	4.3	95	1990	20.9	12.2	104	1292	20.9	7.9	104
	QUINTILE 4	16744	837	18.5	5.0	90	829	22.9	5.0	111	1765	18.5	10.5	90	1302	21.1	7.8	102
	QUINTILE 5	17334	891	19.7	5.1	92	788	21.8	4.5	102	1973	20.7	11.4	97	1506	24.4	8.7	114
RADIO-DRIVE TIME	QUINTILE 1	15911	806	17.8	5.1	91	702	19.4	4.4	99	1814	19.0	11.4	97	1258	20.4	7.9	104
	QUINTILE 2	14837	706	15.6	4.8	85	796	22.0	5.4	120	1861	19.5	12.5	107	1103	17.9	7.4	98
	QUINTILE 3	15339	830	18.4	5.4	97	593	16.4	3.9	87	1730	18.2	11.3	96	1063	17.2	6.9	91
	QUINTILE 4	16723	907	20.1	5.4	97	843	23.3	5.0	113	2150	22.6	12.9	109	1308	21.2	7.8	103
	QUINTILE 5	18176	1267	28.0	7.0	125	678	18.8	3.7	84	1974	20.7	10.9	92	1443	23.4	7.9	104
RADIO-MID- DAY	TERCILE 1	21020	1012	22.4	4.8	86	1093	30.3	5.2	117	2483	26.1	11.8	100	1669	27.0	7.9	104
	TERCILE 2	21610	1135	25.1	5.3	94	1032	28.6	4.8	107	2689	28.2	12.4	106	1701	27.6	7.9	103
	TERCILE 3	38355	2369	52.4	6.2	111	1489	41.2	3.9	87	4356	45.7	11.4	97	2804	45.4	7.3	96
RADIO-TOTAL	QUINTILE 1	15988	794	17.6	5.0	89	763	21.1	4.8	107	1856	19.5	11.6	99	1361	22.0	8.5	112
	QUINTILE 2	15626	781	17.3	5.0	90	732	20.3	4.7	105	1832	19.2	11.7	100	1161	18.8	7.4	97
	QUINTILE 3	16723	947	21.0	5.7	102	892	24.7	5.3	120	2264	23.8	13.5	115	1208	19.6	7.2	95
	QUINTILE 4	16342	871	19.3	5.3	96	680	18.8	4.2	93	1959	20.6	12.0	102	1233	20.0	7.5	99
	QUINTILE 5	16306	1124	24.9	6.9	124	*546	15.1	3.3	75	1617	17.0	9.9	84	1211	19.6	7.4	97
TV-PRIME TIME	QUINTILE 1	15953	824	18.2	5.2	93	759	21.0	4.8	107	2169	22.8	13.6	116	1289	20.9	8.1	106
	QUINTILE 2	16137	857	19.0	5.3	95	811	22.4	5.0	113	2095	22.0	13.0	110	1133	18.4	7.0	92
	QUINTILE 3	16420	1082	24.0	6.6	118	831	23.0	5.1	113	1662	17.4	10.1	86	1369	22.2	8.3	109
	QUINTILE 4	16687	902	20.0	5.4	97	730	20.2	4.4	98	1852	19.4	11.1	94	1319	21.4	7.9	104
	QUINTILE 5	15789	852	18.9	5.4	97	*482	13.3	3.1	68	1749	18.4	11.1	94	1065	17.3	6.7	88
TV-DAYTIME	TERCILE 1	27736	1626	36.0	5.9	105	1205	33.4	4.3	97	3337	35.0	12.0	102	2258	36.6	8.1	107
	TERCILE 2	26489	1320	29.2	5.0	89	1489	41.2	5.6	126	3077	32.3	11.6	99	1984	32.1	7.5	98
	TERCILE 3	26761	1571	34.8	5.9	105	919	25.4	3.4	77	3113	32.7	11.6	99	1931	31.3	7.2	95
TV-TOTAL	QUINTILE 1	16345	833	18.4	5.1	91	803	22.2	4.9	110	2105	22.1	12.9	109	1303	21.1	8.0	105
	QUINTILE 2	16447	949	21.0	5.8	103	801	22.2	4.9	109	1911	20.1	11.6	99	1452	23.5	8.8	116
	QUINTILE 3	15980	890	19.7	5.6	100	681	18.8	4.3	96	2012	21.1	12.6	107	1098	17.8	6.9	90
	QUINTILE 4	15887	1072	23.7	6.7	121	736	20.4	4.6	104	1839	19.3	11.6	98	1194	19.3	7.5	99
	QUINTILE 5	16326	773	17.1	4.7	85	592	16.4	3.6	81	1661	17.4	10.2	86	1126	18.2	6.9	90
MAGAZINES-NEWSPAPERS: DUAL		20721	957	21.2	4.6	83	1026	28.4	5.0	111	2714	28.5	13.1	111	1576	25.5	7.6	100
MAGAZINE IMPERATIVE		19186	1069	23.7	5.6	100	1026	28.4	5.3	120	2391	25.1	12.5	106	1783	28.9	9.3	122
NEWSPAPER IMPERATIVE		21899	1359	30.1	6.2	111	850	23.5	3.9	87	2670	28.0	12.2	104	1631	26.4	7.4	98
MAGAZINES-OUTDOOR: DUAL		15451	796	17.6	5.2	92	713	19.7	4.6	103	1994	20.9	12.9	110	1016	16.5	6.6	86
MAGAZINE IMPERATIVE		25953	1341	29.7	5.2	93	1307	36.2	5.0	113	3273	34.4	12.6	107	2410	39.0	9.3	122
OUTDOOR IMPERATIVE		24400	1464	32.4	6.0	108	964	26.7	4.0	89	2768	29.1	11.3	96	1629	26.4	6.7	88
MAGAZINES-RADIO: DUAL		18049	870	19.3	4.8	86	791	21.9	4.4	98	2249	23.6	12.5	106	1612	26.1	8.9	117
MAGAZINE IMPERATIVE		23571	1395	30.9	5.9	106	1150	31.8	4.9	109	3117	32.7	13.2	112	1854	30.0	7.9	103
RADIO IMPERATIVE		23278	1276	28.2	5.5	98	1192	33.0	5.1	115	2680	28.1	11.5	98	1628	26.4	7.0	92
MAGAZINES-TELEVISION: DUAL		15459	891	19.7	5.8	103	888	24.6	5.7	129	2165	22.7	14.0	119	1490	24.1	9.6	126
MAGAZINE IMPERATIVE		25829	1309	29.0	5.1	91	1075	29.8	4.2	93	3170	33.3	12.3	104	2093	33.9	8.1	106
TELEVISION IMPERATIVE		26039	1349	29.9	5.2	93	1044	28.9	4.0	90	2778	29.2	10.7	91	1882	30.5	7.2	95
NEWSPAPERS-OUTDOOR: DUAL		16605	872	19.3	5.3	94	714	19.8	4.3	96	2346	24.6	14.1	120	1280	20.7	7.7	101
NEWSPAPER IMPERATIVE		26834	1444	32.0	5.4	96	1168	32.3	4.4	98	3171	33.3	11.8	100	2180	35.3	8.1	107
OUTDOOR IMPERATIVE		23346	1458	32.3	6.2	112	1085	30.0	4.6	104	2553	26.8	10.9	93	1562	25.3	6.7	88
NEWSPAPERS-RADIO: DUAL		17133	817	18.1	4.8	85	763	21.1	4.5	100	2075	21.8	12.1	103	1357	22.0	7.9	104
NEWSPAPER IMPERATIVE		25892	1554	34.4	6.0	108	1154	31.9	4.5	100	3357	35.2	13.0	110	1860	30.1	7.2	94
RADIO IMPERATIVE		23167	1274	28.2	5.5	99	1222	33.8	5.3	118	2769	29.1	12.0	102	1807	29.3	7.8	102
NEWSPAPERS-TELEVISION: DUAL		17159	946	20.9	5.5	99	842	23.3	4.9	110	2172	22.8	12.7	108	1237	20.0	7.2	95
NEWSPAPER IMPERATIVE		26214	1363	30.2	5.2	93	917	25.4	3.5	78	3310	34.7	12.6	107	2009	32.5	7.7	101
TELEVISION IMPERATIVE		23412	1300	28.8	5.6	100	1143	31.6	4.9	109	2668	28.0	11.4	97	1988	32.2	8.5	111
OUTDOOR-RADIO: DUAL		15303	831	18.4	5.4	97	713	19.7	4.7	104	1949	20.5	12.7	108	1119	18.1	7.3	96
OUTDOOR IMPERATIVE		24901	1565	34.6	6.3	113	988	27.3	4.0	89	2971	31.2	11.9	101	1774	28.7	7.1	93
RADIO IMPERATIVE		26492	1397	30.9	5.3													

	TOTAL U.S. '000	WIZARD SPRAY				WIZARD STICK-ONS				ALL AIRWICK				ALL AVON			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	4517	100.0	5.6	100	3613	100.0	4.5	100	9528	100.0	11.8	100	6173	100.0	7.6	100
ATLANTIC MONTHLY	415	**32	0.7	7.7	138	**9	0.2	2.2	49	**43	0.5	10.4	88	**16	0.3	3.9	51
BARRON'S	453	**10	0.2	2.2	40	**78	2.2	17.2	386	**65	0.7	14.3	122	**45	0.7	9.9	130
BETTER HOMES & GARDENS	16256	920	20.4	5.7	101	798	22.1	4.9	110	2086	21.9	12.8	109	1563	25.3	9.6	126
BON APPETIT	2535	**74	1.6	2.9	52	**78	2.2	3.1	69	326	3.4	12.9	109	**205	3.3	8.1	106
BUSINESS WEEK	1278	**48	1.1	3.8	67	**74	2.0	5.8	130	*192	2.0	15.0	128	**76	1.2	5.9	78
CAR AND DRIVER	378	**1	0.0	0.3	5	**46	1.3	12.2	273	**54	0.6	14.3	121	**13	0.2	3.4	45
CBS MAGAZINE NETWORK (GROSS)	1498	**75	1.7	5.0	90	**91	2.5	6.1	136	*136	1.4	9.1	77	**56	0.9	3.7	49
CHANGING TIMES	1505	**49	1.1	3.3	58	**96	2.7	6.4	143	*167	1.8	11.1	94	*150	2.4	10.0	131
COLONIAL HOMES	1231	**51	1.1	4.1	74	**74	2.0	6.0	135	*167	1.8	13.6	115	**122	2.0	9.9	130
CONDE NAST MAG. PKG. (GROSS)	14146	830	18.4	5.9	105	798	22.1	5.6	126	1665	17.5	11.8	100	827	13.4	5.8	77
CONSUMERS DIGEST	1323	**39	0.9	2.9	53	**87	2.4	6.6	147	*206	2.2	15.6	132	**40	0.6	3.0	40
COSMOPOLITAN	7102	336	7.4	4.7	85	408	11.3	5.7	129	959	10.1	13.5	115	478	7.7	6.7	88
COUNTRY LIVING	2481	**93	2.1	3.7	67	**123	3.4	5.0	111	272	2.9	11.0	93	*281	4.6	11.3	149
CUISINE	1472	**100	2.2	6.8	122	**48	1.3	3.3	73	**149	1.6	10.1	86	**134	2.2	9.1	119
CYCLE WORLD	425	**26	0.6	6.1	110	**35	1.0	8.2	185	**22	0.2	5.2	44	**37	0.6	8.7	114
DCI:CREATIVE IDEAS FOR LIV	2510	*177	3.9	7.1	126	**115	3.2	4.6	103	317	3.3	12.6	107	*263	4.3	10.5	137
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	451	10.0	6.7	121	*269	7.4	4.0	90	801	8.4	12.0	102	480	7.8	7.2	94
DISCOVER	894	**72	1.6	8.1	144	**33	0.9	3.7	83	*150	1.6	16.8	143	**49	0.8	5.5	72
EBONY	3507	327	7.2	9.3	167	238	6.6	6.8	152	465	4.9	13.3	113	252	4.1	7.2	94
ESQUIRE	1083	**67	1.5	6.2	111	**87	2.4	8.0	180	*131	1.4	12.1	103	**98	1.6	9.0	119
ESSENCE	1830	*206	4.6	11.3	202	*144	4.0	7.9	176	237	2.5	13.0	110	*133	2.2	7.3	95
FAMILY CIRCLE	15930	748	16.6	4.7	84	835	23.1	5.2	117	2148	22.5	13.5	115	1605	26.0	10.1	132
THE FAMILY HANDYMAN	1126	**35	0.8	3.1	56	*665	1.8	5.8	129	*131	1.4	11.6	99	**96	1.6	8.5	112
FAMILY WEEKLY	11468	663	14.7	5.8	104	423	11.7	3.7	83	1251	13.1	10.9	93	927	15.0	8.1	106
FIELD & STREAM	2234	**152	3.4	6.8	122	**149	4.1	6.7	150	*241	2.5	10.8	92	*168	2.7	7.5	99
FOOD & WINE	579	**31	0.7	5.4	96	**32	0.9	5.5	124	**91	1.0	15.7	134	**55	0.9	9.5	125
FORBES	728	**43	1.0	5.9	106	**83	2.3	11.4	256	**71	0.7	9.8	83	**39	0.6	5.4	70
FORTUNE	906	**50	1.1	5.5	99	**115	3.2	12.7	285	*152	1.6	16.8	143	**126	2.0	13.9	182
GENTLEMEN'S QUARTERLY	791	**25	0.6	3.2	57	**112	3.1	14.2	317	*125	1.3	15.8	134	**57	0.9	7.2	95
GLAMOUR	5265	342	7.6	6.5	116	*263	7.3	5.0	112	645	6.8	12.3	104	356	5.8	6.8	89
GOLF DIGEST	636	**39	0.9	6.1	110	**41	1.1	6.4	145	**109	1.1	17.1	146	**57	0.9	9.0	118
GOLF DIGEST/TENNIS (GROSS)	1186	**69	1.5	5.8	104	**68	1.9	5.7	129	*180	1.9	15.2	129	**78	1.3	6.6	86
GOLF MAGAZINE	441	**9	0.2	2.0	37	**5	0.1	1.1	25	**67	0.7	15.2	129	**35	0.6	7.9	104
GOLF MAGAZINE/SKI (GROSS)	922	**61	1.4	6.6	119	**5	0.1	0.5	12	**116	1.2	12.6	107	**78	1.3	8.5	111
GOOD HOUSEKEEPING	16487	903	20.0	5.5	98	893	24.7	5.4	121	2200	23.1	13.3	113	1431	23.2	8.7	114
HARPER'S BAZAAR	2423	**95	2.1	3.9	70	**159	4.4	6.6	147	313	3.3	12.9	110	*207	3.4	8.5	112
HEALTH	1994	*112	2.5	5.6	101	**164	4.5	8.2	184	318	3.3	15.9	136	*173	2.8	8.7	114
HEARST MAG CORP. BUY (GROSS)	44101	2068	45.8	4.7	84	2359	65.3	5.3	120	5591	58.7	12.7	108	3783	61.3	8.6	113
HEARST MAN POWER (GROSS)	1993	**79	1.7	4.0	71	**134	3.7	6.7	151	*229	2.4	11.5	98	*195	3.2	9.8	128
HEARST WOMAN POWER (GROSS)	31274	1581	35.0	5.1	91	1686	46.7	5.4	121	4003	42.0	12.8	109	2629	42.6	8.4	110
HOUSE BEAUTIFUL	3623	*116	2.6	3.2	57	*113	3.1	3.1	70	500	5.2	13.8	117	*244	4.0	6.7	88
INC.	283	**8	0.2	2.8	51	**44	1.2	15.5	349	**71	0.7	25.1	213	**9	0.1	3.2	42
JET	2928	249	5.5	8.5	152	*188	5.2	6.4	144	350	3.7	12.0	102	*202	3.3	6.9	91
LADIES' HOME JOURNAL	11918	578	12.8	4.8	87	600	16.6	5.0	113	1594	16.7	13.4	114	976	15.8	8.2	107
LHJ FAMILY GRP COMBO(GROSS)	16764	813	18.0	4.8	87	900	24.9	5.4	120	2253	23.6	13.4	114	1501	24.3	9.0	117
LIFE	4254	*187	4.1	4.4	79	272	7.5	6.4	143	592	6.2	13.9	118	317	5.1	7.5	98
L.A. TIMES HOME MAGAZINE	1145	*146	3.2	12.8	229	**92	2.5	8.0	180	**103	1.1	9.0	76	**89	1.4	7.8	102
MADAMOISELLE	2884	*161	3.6	5.6	100	**199	5.5	6.9	155	311	3.3	10.8	92	*143	2.3	5.0	65
MC CALL'S	13460	782	17.3	5.8	104	626	17.3	4.7	104	1789	18.8	13.3	113	1212	19.6	9.0	118
MC CALL'S/WRK MOTHER (GROSS)	14606	827	18.3	5.7	102	659	18.2	4.5	101	1983	20.8	13.6	115	1284	20.8	8.8	115
MECHANIX ILLUSTRATED	772	**12	0.3	1.6	28	**59	1.6	7.6	171	**90	0.9	11.7	99	**114	1.8	14.8	194
METROPOLITAN HOME	967	**49	1.1	5.1	91	**42	1.2	4.3	97	*165	1.7	17.1	145	**20	0.3	2.1	27
MONEY	1588	**54	1.2	3.4	61	**120	3.3	7.6	169	*245	2.6	15.4	131	**95	1.5	6.0	78
MOTHER EARTH NEWS	1002	**38	0.8	3.8	68	**39	1.1	3.9	87	*121	1.3	12.1	103	**92	1.5	9.2	120
MS.	825	**20	0.4	2.4	43	**47	1.3	5.7	128	*130	1.4	15.8	134	**72	1.2	8.7	114
NATIONAL ENQUIRER	10336	689	15.3	6.7	120	617	17.1	6.0	134	1412	14.8	13.7	116	819	13.3	7.9	104
NATIONAL GEOGRAPHIC	9597	383	8.5	4.0	72	481	13.3	5.0	112	1044	11.0	10.9	92	786	12.7	8.2	107
NATIONAL SUNDAY MAGAZINE PKG	49558	2620	58.0	5.3	95	2213	61.3	4.5	100	6194	65.0	12.5	106	3796	61.5	7.7	100
NATURAL HISTORY	573	**2	0.0	0.3	6	**16	0.4	2.8	63	**78	0.8	13.6	116	**35	0.6	6.1	80
NEW WOMAN	1699	**100	2.2	5.9	106	**76	2.1	4.5	100	*211	2.2	12.4	106	**119	1.9	7.0	92
NEW YORK INCLUDING CUE	443	**0	0.0	0.0	0	**18	0.5	4.1	91	**37	0.4	8.4	71	**39	0.6	8.8	115
THE NEW YORKER	1270	**51	1.1	4.0	72	**29	0.8	2.3	51	*130	1.4	10.2	87	**96	1.6	7.6	99
NEWSWEEK	6277	*291	6.4	4.6	83	287	7.9	4.6	102	683	7.2	10.9	92	437	7.1	7.0	91
THE N.Y. TIMES DAILY EDITION	1205	**38	0.8	3.2	57	**46	1.3	3.8	86	259	2.7	21.5	183	**61	1.0	5.1	66
THE N.Y. TIMES MAGAZINE	2081	**61	1.4	2.9	53	**51	1.4	2.5	55	433	4.5	20.8	177	**79	1.3	3.8	50
OMNI	788	**90	2.0	11.4	205	**34	0.9	4.3	97	**63	0.7	8.0	68	**62	1.0	7.9	103
ON CABLE	1158	**41	0.9	3.5	63	**67	1.9	5.8	130	**142	1.5	12.3	104	**56	0.9	4.8	63
1001 HOME IDEAS	2852	**123	2.7	4.3	77	**137	3.8	4.8	108	341	3.6	12.0	102	352	5.7	12.3	162
ORGANIC GARDENING	1658	**68	1.5	4.1	74	**119	3.3	7.2	161	*204	2.1	12.3	105	*159	2.6	9.6	126
OUTDOOR LIFE	896	**66	1.5	7.4	132	**87	2.4	9.7	218	**127	1.3	14.2	120	**100	1.6	11.2	146
PARADE MAGAZINE	24275	1200	26.6	4.9	89	1135	31.4	4.7	105	3213	33.7	13.2	113	1721	27.9	7.1	93

AIR-FRESHENER SPRAYS & ROOM DEODORIZERS: BRANDS
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	WIZARD SPRAY				WIZARD STICK-ONS				ALL AIRMICK				ALL AVON			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOME MAKERS	80986	4517	100.0	5.6	100	3613	100.0	4.5	100	9528	100.0	11.8	100	6173	100.0	7.6	100
PARENTS	3845	286	6.3	7.4	133	*136	3.8	3.5	79	438	4.6	11.4	97	*229	3.7	6.0	78
PENTHOUSE	831	**35	0.8	4.2	76	**41	1.1	4.9	111	**101	1.1	12.2	103	**36	0.6	4.3	57
PEOPLE	11645	591	13.1	5.1	91	594	16.4	5.1	114	1532	16.1	13.2	112	851	13.8	7.3	96
PLAYBOY	2006	**94	2.1	4.7	84	**94	2.6	4.7	105	*218	2.3	10.9	92	*170	2.8	8.5	111
POPULAR HOT RODDING	297	**55	1.2	18.5	332	**15	0.4	5.1	113	**51	0.5	17.2	146	**34	0.6	11.4	150
POPULAR MECHANICS	1018	**31	0.7	3.0	55	**71	2.0	7.0	156	**92	1.0	9.0	77	**145	2.3	14.2	187
POPULAR SCIENCE	878	**26	0.6	3.0	53	**30	0.8	3.4	77	**139	1.5	15.8	135	**94	1.5	10.7	140
PREVENTION	3913	*170	3.8	4.3	78	*124	3.4	3.2	71	539	5.7	13.8	117	403	6.5	10.3	135
PSYCHOLOGY TODAY	1710	**63	1.4	3.7	66	**64	1.8	3.7	84	*188	2.0	11.0	93	*100	1.6	5.8	77
READER'S DIGEST	22204	1207	26.7	5.4	97	1029	28.5	4.6	104	2794	29.3	12.6	107	1928	31.2	8.7	114
REDBOOK	7684	342	7.6	4.5	80	385	10.7	5.0	112	844	8.9	11.0	93	720	11.7	9.4	123
ROAD & TRACK	410	**35	0.8	8.5	153	**51	1.4	12.4	279	**50	0.5	12.2	104	**6	0.1	1.5	19
ROLLING STONE	969	**43	1.0	4.4	80	**49	1.4	5.1	113	*152	1.6	15.7	133	**45	0.7	4.6	61
RUNNER'S WORLD	298	**37	0.8	12.4	223	**2	0.1	0.7	15	**35	0.4	11.7	100	**19	0.3	6.4	84
SATURDAY EVENING POST	1169	**18	0.4	1.5	28	**88	2.4	7.5	169	*214	2.2	18.3	156	**95	1.5	8.1	107
SCIENCE 84	587	**55	1.2	9.4	168	**20	0.6	3.4	76	**79	0.8	13.5	114	**17	0.3	2.9	38
SCIENCE DIGEST	482	**18	0.4	3.7	67	**9	0.2	1.9	42	**77	0.8	16.0	136	**20	0.3	4.1	54
SCIENTIFIC AMERICAN	594	**39	0.9	6.6	118	**24	0.7	4.0	91	**81	0.9	13.6	116	**40	0.6	6.7	88
SELF	2089	**88	1.9	4.2	76	**130	3.6	6.2	139	*196	2.1	9.4	80	**100	1.6	4.8	63
SEVENTEEN	2411	**96	2.1	4.0	71	**138	3.8	5.7	128	302	3.2	12.5	106	*192	3.1	8.0	104
SKI	480	**52	1.2	10.8	194	**0	0.0	0.0	0	**49	0.5	10.2	87	**43	0.7	9.0	118
SMITHSONIAN	2760	**98	2.2	3.6	64	*130	3.6	4.7	106	342	3.6	12.4	105	234	3.8	8.5	111
SOAP OPERA DIGEST	3013	*219	4.8	7.3	130	*194	5.4	6.4	144	533	5.6	17.7	150	*214	3.5	7.1	93
SOUTHERN LIVING	4184	*274	6.1	6.5	117	*154	4.3	3.7	83	484	5.1	11.6	98	*217	3.5	5.2	68
SPORT	559	**28	0.6	5.0	90	**25	0.7	4.5	100	**70	0.7	12.5	106	**93	1.5	16.6	218
THE SPORTING NEWS	436	**42	0.9	9.6	173	**22	0.6	5.0	113	**28	0.3	6.4	55	**17	0.3	3.9	51
SPORTS AFIELD	493	**31	0.7	6.3	113	**54	1.5	11.0	246	**61	0.6	12.4	105	**30	0.5	6.1	80
SPORTS ILLUSTRATED	2758	**135	3.0	4.9	88	*145	4.0	5.3	118	379	4.0	13.7	117	*199	3.2	7.2	95
STAR	7456	589	13.0	7.9	142	481	13.3	6.5	145	972	10.2	13.0	111	629	10.2	8.4	111
SUNDAY	24936	1178	26.1	4.7	85	1289	35.7	5.2	116	3255	34.2	13.1	111	1865	30.2	7.5	98
SUNSET	2124	**104	2.3	4.9	88	**93	2.6	4.4	98	*262	2.7	12.3	105	*180	2.9	8.5	111
TV GUIDE	21661	1490	33.0	6.9	123	1254	34.7	5.8	130	2971	31.2	13.7	117	1977	32.0	9.1	120
TENNIS	550	**30	0.7	5.5	98	**27	0.7	4.9	110	**71	0.7	12.9	110	**20	0.3	3.6	48
TIME	8880	448	9.9	5.0	90	524	14.5	5.9	132	1217	12.8	13.7	116	750	12.1	8.4	111
TOWN & COUNTRY	917	**50	1.1	5.5	98	**62	1.7	6.8	152	*104	1.1	11.3	96	**78	1.3	8.5	112
TRAVEL & LEISURE	972	**40	0.9	4.1	74	**80	2.2	8.2	184	*140	1.5	14.4	122	**78	1.3	8.0	105
TRUE STORY	3356	*235	5.2	7.0	126	*189	5.2	5.6	126	457	4.8	13.6	116	*290	4.7	8.6	113
U.S. NEWS & WORLD REPORT	3410	*230	5.1	6.7	121	*127	3.5	3.7	83	508	5.3	14.9	127	273	4.4	8.0	105
USA TODAY	1759	**103	2.3	5.9	105	**79	2.2	4.5	101	*231	2.4	13.1	112	**104	1.7	5.9	78
US	1873	**78	1.7	4.2	75	**111	3.1	5.9	133	343	3.6	18.3	156	*199	3.2	10.6	139
VOGUE	3909	*239	5.3	6.1	110	*207	5.7	5.3	119	512	5.4	13.1	111	*228	3.7	5.8	77
HALL STREET JOURNAL	1886	**53	1.2	2.8	50	**83	2.3	4.4	99	*266	2.8	14.1	120	**88	1.4	4.7	61
WEIGHT WATCHERS	2120	*141	3.1	6.7	119	*114	3.2	5.4	121	276	2.9	13.0	111	*249	4.0	11.7	154
WOMAN'S DAY	14172	653	14.5	4.6	83	512	14.2	3.6	81	1958	20.5	13.8	117	1318	21.4	9.3	122
WORKING MOTHER	1146	**45	1.0	3.9	70	**33	0.9	2.9	65	*194	2.0	16.9	144	**72	1.2	6.3	82
WORKING WOMAN	1322	**82	1.8	6.2	111	**88	2.4	6.7	149	*187	2.0	14.1	120	*120	1.9	9.1	119
WORLD TENNIS	*163	**1	0.0	0.6	11	**2	0.1	1.2	28	**8	0.1	4.9	42	**5	0.1	3.1	40
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**64	1.4	2.5	45	**122	3.4	4.8	108	303	3.2	12.0	102	*197	3.2	7.8	102
BLAIR INSERTS	43657	2239	49.6	5.1	92	2021	55.9	4.6	104	5495	57.7	12.6	107	3221	52.2	7.4	97
DAILY NEWSPAPERS																	
READ ANY	51633	2680	59.3	5.2	93	2294	63.5	4.4	100	6292	66.0	12.2	104	4059	65.8	7.9	103
READ ONE	43463	2315	51.3	5.3	95	1942	53.8	4.5	100	5077	53.3	11.7	99	3422	55.4	7.9	103
READ TWO OR MORE	8170	365	8.1	4.5	80	352	9.7	4.3	97	1215	12.8	14.9	126	636	10.3	7.8	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2786	61.7	5.3	95	2360	65.3	4.5	100	6545	68.7	12.4	106	4019	65.1	7.6	100
READ ONE	46126	2499	55.3	5.4	97	2024	56.0	4.4	98	5456	57.3	11.8	101	3626	58.7	7.9	103
READ TWO OR MORE	5552	287	6.4	4.4	79	336	9.3	5.1	115	1089	11.4	16.6	141	394	6.4	6.0	79
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	25.82				24.91				28.15				27.24			
30 DAY REACH	71455	4017	88.9	5.6	101	3081	85.3	4.3	97	8334	87.5	11.7	99	5201	84.3	7.3	95
50 SHWG - 30 DAY AV FREQ	14.56	13.45				12.83				14.66				14.19			
30 DAY REACH	67742	3863	85.5	5.7	102	3000	83.0	4.4	99	8002	84.0	11.8	100	5008	81.1	7.4	97
25 SHWG - 30 DAY AV FREQ	7.94	7.23				6.90				7.96				7.75			
30 DAY REACH	62117	3584	79.3	5.8	103	2772	76.7	4.5	100	7358	77.2	11.8	101	4578	74.2	7.4	97
CABLE TV: HOME WIRED	32077	1585	35.1	4.9	89	1698	47.0	5.3	119	4034	42.3	12.6	107	2365	38.4	7.4	97
HOME NOT WIRED	48909	2931	64.9	6.0	107	1915	53.0	3.9	88	5494	57.7	11.2	95	3806	61.7	7.8	102
HAVE PAY CABLE	15935	681	15.1	4.3	77	901	24.9	5.7	127	1851	19.4	11.6	99	1216	19.7	7.6	100

	TOTAL U.S. '000	WIZARD SPRAY				WIZARD STICK-ONS				ALL AIRNICK				ALL AVON			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4517	100.0	5.6	100	3613	100.0	4.5	100	9528	100.0	11.8	100	6173	100.0	7.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2386	52.8	5.4	97	2067	57.2	4.7	105	5528	58.0	12.6	107	3265	52.9	7.4	98
10:00 AM - 3:00 PM	30659	1545	34.2	5.0	90	1572	43.5	5.1	115	3778	39.7	12.3	105	2388	38.7	7.8	102
3:00 PM - 7:00 PM	31045	1503	33.3	4.8	87	1558	43.1	5.0	112	3674	38.6	11.8	101	2459	39.8	7.9	104
7:00 PM - MIDNIGHT	15767	789	17.5	5.0	90	845	23.4	5.4	120	1853	19.4	11.8	100	1233	20.0	7.8	103
MIDNIGHT - 6:00 AM	9120	470	10.4	5.2	92	490	13.6	5.4	120	1011	10.6	11.1	94	760	12.3	8.3	109
6:00 AM - MIDNIGHT	58527	3094	68.5	5.3	95	2788	77.2	4.8	107	7161	75.2	12.2	104	4505	73.0	7.7	101
ENTIRE DAY	59311	3119	69.1	5.3	94	2815	77.9	4.7	106	7309	76.7	12.3	105	4547	73.7	7.7	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	798	17.7	4.9	88	862	23.9	5.3	119	1990	20.9	12.3	105	1145	18.5	7.1	93
ALL NEWS	2256	**164	3.6	7.3	130	*145	4.0	6.4	144	267	2.8	11.8	101	*148	2.4	6.6	86
AOR/PROGRESSIVE	3874	*182	4.0	4.7	84	*255	7.1	6.6	148	422	4.4	10.9	93	*303	4.9	7.8	103
BEAUTIFUL MUSIC	5660	*208	4.6	3.7	66	*128	3.5	2.3	51	729	7.7	12.9	109	397	6.4	7.0	92
BLACK	2204	*214	4.7	9.7	174	**113	3.1	5.1	115	285	3.0	12.9	110	*147	2.4	6.7	88
CLASSICAL	1418	**54	1.2	3.8	68	**26	0.7	1.8	41	**86	0.9	6.1	52	**111	1.8	7.8	103
CHR/ROCK	9538	464	10.3	4.9	87	410	11.3	4.3	96	1211	12.7	12.7	108	727	11.8	7.6	100
COUNTRY	12648	542	12.0	4.3	77	623	17.2	4.9	110	1534	16.1	12.1	103	1025	16.6	8.1	106
GOLDEN OLDIES	1191	**121	2.7	10.2	182	**100	2.8	8.4	188	**112	1.2	9.4	80	**39	0.6	3.3	43
MOR/NOSTALGIA	4757	*249	5.5	5.2	94	*283	7.8	5.9	133	699	7.3	14.7	125	441	7.1	9.3	122
NEWS/TALK	3863	*237	5.2	6.1	110	*132	3.7	3.4	77	454	4.8	11.8	100	*303	4.9	7.8	103
RELIGIOUS	3084	*174	3.9	5.6	101	**168	4.6	5.4	122	328	3.4	10.6	90	*234	3.8	7.6	100
SOFT ROCK	521	**74	1.6	14.2	255	**8	0.2	1.5	34	**62	0.7	11.9	101	**34	0.6	6.5	86
URBAN CONTEMPORARY	1585	*123	2.7	7.8	139	**87	2.4	5.5	123	268	2.8	16.9	144	*143	2.3	9.0	118
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**160	3.5	4.9	88	**122	3.4	3.7	84	488	5.1	15.0	127	*160	2.6	4.9	64
ABC DIRECTION	2316	*137	3.0	5.9	106	**189	5.2	8.2	183	347	3.6	15.0	127	*252	4.1	10.9	143
ABC ENTERTAINMENT	4834	*192	4.3	4.0	71	*215	6.0	4.4	100	707	7.4	14.6	124	366	5.9	7.6	99
ABC FM	2202	**124	2.7	5.6	101	**100	2.8	4.5	102	308	3.2	14.0	119	*185	3.0	8.4	110
ABC INFORMATION	5425	268	5.9	4.9	89	281	7.8	5.2	116	648	6.8	11.9	102	554	9.0	10.2	134
ABC ROCK	1677	**38	0.8	2.3	41	**102	2.8	6.1	136	*244	2.6	14.5	124	**165	2.7	9.8	129
CBS	4430	288	6.4	6.5	117	*197	5.5	4.4	100	497	5.2	11.2	95	381	6.2	8.6	113
MUTUAL	4992	320	7.1	6.4	115	*253	7.0	5.1	114	880	9.2	17.6	150	432	7.0	8.7	114
NBC	4679	*143	3.2	3.1	55	*280	7.7	6.0	134	527	5.5	11.3	96	299	4.8	6.4	84
RADIORADIO	1994	**115	2.5	5.8	103	**96	2.7	4.8	108	260	2.7	13.0	111	**114	1.8	5.7	75
RKO ONE	2298	**73	1.6	3.2	57	**61	1.7	2.7	60	260	2.7	11.3	96	*227	3.7	9.9	130
RKO TWO	3311	*200	4.4	6.0	108	*157	4.3	4.7	106	429	4.5	13.0	110	*193	3.1	5.8	76
THE SOURCE	2114	**77	1.7	3.6	65	**145	4.0	6.9	154	256	2.7	12.1	103	**152	2.5	7.2	94
NON-WIRED: BLAIR	8654	454	10.1	5.2	94	399	11.0	4.6	103	1011	10.6	11.7	99	650	10.5	7.5	99
INTERNET	12025	676	15.0	5.6	101	626	17.3	5.2	117	1311	13.8	10.9	93	849	13.8	7.1	93
KATZ RADIO GROUP	15359	845	18.7	5.5	99	610	16.9	4.0	89	2039	21.4	13.3	113	1227	19.9	8.0	105
SUPERNET	10628	531	11.8	5.0	90	693	19.2	6.5	146	1361	14.3	12.8	109	721	11.7	6.8	89
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	468	10.4	5.4	97	346	9.6	4.0	90	1029	10.8	11.9	101	665	10.8	7.7	101
WKDAY 9:00 AM - 1:00 PM	12163	694	15.4	5.7	102	532	14.7	4.4	98	1428	15.0	11.7	100	946	15.3	7.8	102
WKDAY 1:00 PM - 4:30 PM	16150	885	19.6	5.5	98	737	20.4	4.6	102	1958	20.5	12.1	103	1292	20.9	8.0	105
WKDAY 4:30 PM - 7:30 PM	22463	1271	28.1	5.7	101	973	26.9	4.3	97	2728	28.6	12.1	103	1740	28.2	7.7	102
WKDAY 7:30 PM - 8:00 PM	31795	1695	37.5	5.3	96	1391	38.5	4.4	98	3753	39.4	11.8	100	2528	41.0	8.0	104
WKDAY 11:00 PM - 11:30 PM	23977	1192	26.4	5.0	89	1238	34.3	5.2	116	2917	30.6	12.2	103	1907	30.9	8.0	104
WKDAY 11:30 PM - 1:00 AM	7703	369	8.2	4.8	86	431	11.9	5.6	125	994	10.4	12.9	110	721	11.7	9.4	123
M-SAT 8-11 PM-SUN 7-11 PM	33800	1885	41.7	5.6	100	1637	45.3	4.8	109	4190	44.0	12.4	105	2629	42.6	7.8	102
WKDAY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	360	8.0	5.5	99	352	9.7	5.4	121	837	8.8	12.8	109	484	7.8	7.4	97
ANOTHER WORLD	N 4620	239	5.3	5.2	93	*186	5.1	4.0	90	513	5.4	11.1	94	365	5.9	7.9	104
AS THE WORLD TURNS	C 5614	308	6.8	5.5	98	186	5.1	3.3	74	659	6.9	11.7	100	492	8.0	8.8	115
CAPITOL	C 3396	201	4.4	5.9	106	*133	3.7	3.9	88	394	4.1	11.6	99	329	5.3	9.7	127
CBS MORN. NEWS 1	C 1446	**62	1.4	4.3	77	*35	1.0	2.4	54	168	1.8	11.6	99	138	2.2	9.5	125
CBS MORN. NEWS 2	C 1207	*70	1.5	5.8	104	*39	1.1	3.2	72	137	1.4	11.4	96	105	1.7	8.7	114
DAYS OF OUR LIVES	N 5877	426	9.4	7.2	130	273	7.6	4.6	104	706	7.4	12.0	102	480	7.8	8.2	107
FACTS OF LIFE - DAYTIME	N 2290	*80	1.8	3.5	63	*77	2.1	3.4	75	292	3.1	12.8	108	152	2.5	6.6	87
FAMILY FEUD	A 3023	140	3.1	4.6	83	134	3.7	4.4	99	329	3.5	10.9	93	236	3.8	7.8	102
GENERAL HOSPITAL	A 6097	271	6.0	4.4	80	350	9.7	5.7	129	769	8.1	12.6	107	457	7.4	7.5	98
GOOD MORNING, AMERICA-730	A 3515	224	5.0	6.4	114	*109	3.0	3.1	70	488	5.1	13.9	118	255	4.1	7.3	95
GOOD MORNING, AMERICA-830	A 2818	157	3.5	5.6	100	135	3.7	4.8	107	396	4.2	14.1	119	262	4.2	9.3	122
GUIDING LIGHT	C 5339	330	7.3	6.2	111	236	6.5	4.4	99	688	7.2	12.9	110	433	7.0	8.1	106
ONE LIFE TO LIVE	A 4478	248	5.5	5.5	99	179	5.0	4.0	90	495	5.2	11.1	94	324	5.2	7.2	95
PRESS YOUR LUCK	C 2244	125	2.8	5.6	100	*83	2.3	3.7	83	269	2.8	12.0	102	202			

	TOTAL U.S. '000	WIZARD SPRAY				WIZARD STICK-ONS				ALL AIRWICK				ALL AVON			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	4517	100.0	5.6	100	3613	100.0	4.5	100	9528	100.0	11.8	100	6173	100.0	7.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1402	31.0	5.4	96	1013	28.0	3.9	87	3123	32.8	12.0	102	2184	35.4	8.4	110
NETWORK AFFILIATES - LATE	20261	992	22.0	4.9	88	993	27.5	4.9	110	2457	25.8	12.1	103	1628	26.4	8.0	105
INDEPENDENTS - LATE	2076	144	3.2	6.9	124	*72	2.0	3.5	78	260	2.7	12.5	106	170	2.8	8.2	107
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	760	16.8	7.3	130	604	16.7	5.8	130	1292	13.6	12.4	105	788	12.8	7.5	99
ABC MONDAY NIGHT MOVIE	A 6412	448	9.9	7.0	125	307	8.5	4.8	107	825	8.7	12.9	109	488	7.9	7.6	100
ABC SUNDAY NIGHT MOVIE	A 12407	706	15.6	5.7	102	654	18.1	5.3	118	1612	16.9	13.0	110	990	16.0	8.0	105
ABC WORLD NEWS TONIGHT	A 6176	282	6.2	4.6	82	266	7.4	4.3	97	900	9.4	14.6	124	549	8.9	8.9	111
AFTERMASH	C 5863	*384	8.5	6.5	117	*304	8.4	5.2	116	720	7.6	12.3	104	569	9.2	9.7	127
ALICE	C 9594	606	13.4	6.3	113	497	13.8	5.2	116	1155	12.1	12.0	102	743	12.0	7.7	102
AMERICAN PARADE	C 6622	297	6.6	4.5	80	301	8.3	4.5	102	755	7.9	11.4	97	616	10.0	9.3	122
BENSON	A 10886	492	10.9	4.5	81	513	14.2	4.7	106	1353	14.2	12.4	106	889	14.4	8.2	107
BLUE THUNDER	A 5036	319	7.1	6.3	114	312	8.6	6.2	139	578	6.1	11.5	98	435	7.0	8.6	113
CAGNEY & LACEY	C 9965	419	9.3	4.2	75	545	15.1	5.5	123	1321	13.9	13.3	113	745	12.1	7.5	98
CBS EVENING NEWS-DEAN	C 3491	*187	4.1	5.4	96	*194	5.4	5.6	125	454	4.8	13.0	111	329	5.3	9.4	124
CBS EVENING NEWS-RATHER	C 7123	395	8.7	5.5	99	341	9.4	4.8	107	851	8.9	11.9	102	548	8.9	7.7	101
CBS SAT. NEWS-SCHIEFFER	C 3621	266	5.9	7.3	132	119	3.3	3.3	74	486	5.1	13.4	114	238	3.9	6.6	86
CBS SATURDAY NIGHT MOVIE	C 5436	271	6.0	5.0	89	258	7.1	4.7	106	752	7.9	13.8	118	460	7.5	8.5	111
CBS WEDNESDAY NIGHT MOVIE	C 6100	256	5.7	4.2	75	214	5.9	3.5	79	700	7.3	11.5	98	442	7.2	7.2	95
CHEERS	N 8889	425	9.4	4.8	86	537	14.9	6.0	135	1054	11.1	11.9	101	530	8.6	6.0	78
DALLAS	C 22109	1276	28.2	5.8	103	999	27.7	4.5	101	2591	27.2	11.7	100	1863	30.2	8.4	111
DIFF'RENT STROKES	N 6940	304	6.7	4.4	79	376	10.4	5.4	121	777	8.2	11.2	95	457	7.4	6.6	86
DOUBLE TROUBLE	N 7223	469	10.4	6.5	116	346	9.6	4.8	107	901	9.5	12.5	106	508	8.2	7.0	92
DUCK FACTORY	N 5595	*254	5.6	4.5	81	*317	8.8	5.7	127	633	6.6	11.3	96	356	5.8	6.4	83
DUKES OF HAZZARD	C 5768	302	6.7	5.2	94	*217	6.0	3.8	84	779	8.2	13.5	115	465	7.5	8.1	106
DYNASTY	A 20053	1152	25.5	5.7	103	1049	29.0	5.2	117	2445	25.7	12.2	104	1503	24.3	7.5	98
FACTS OF LIFE	N 8087	567	12.6	7.0	126	361	10.0	4.5	100	958	10.1	11.8	101	529	8.6	6.5	86
FALCON CREST	C 20046	1167	25.8	5.8	104	942	26.1	4.7	105	2362	24.8	11.8	100	1850	30.0	9.2	121
FALL GUY	A 9084	578	12.8	6.4	114	407	11.3	4.5	100	1206	12.7	13.3	113	809	13.1	8.9	117
FAMILY TIES	N 7964	431	9.5	5.4	97	455	12.6	5.7	128	869	9.1	10.9	93	571	9.2	7.2	94
FANTASY ISLAND	A 7687	418	9.3	5.4	97	320	8.9	4.2	93	796	8.4	10.4	88	621	10.1	8.1	106
FOULUPS, BLEEPs & BLUNDERS	A 8861	478	10.6	5.4	97	280	7.7	3.2	71	934	9.8	10.5	90	720	11.7	8.1	107
FOUR SEASONS	C 5095	*372	8.2	7.3	131	*304	8.4	6.0	134	525	5.5	10.3	88	490	7.9	9.6	126
GIMME A BREAK	N 8838	433	9.6	4.9	88	484	13.4	5.5	123	953	10.0	10.8	92	601	9.7	6.8	89
HART TO HART	A 8978	470	10.4	5.2	94	422	11.7	4.7	105	1123	11.8	12.5	106	733	11.9	8.2	107
HILL STREET BLUES	N 8590	407	9.0	4.7	85	542	15.0	6.3	141	1153	12.1	13.4	114	549	8.9	6.4	84
HOTEL	A 14085	766	17.0	5.4	98	729	20.2	5.2	116	1774	18.6	12.6	107	1152	18.7	8.2	107
JEFFERSONS	C 9360	620	13.7	6.6	119	536	14.8	5.7	128	1091	11.5	11.7	99	737	11.9	7.9	103
JENNIFER SLEPT HERE	N 5841	273	6.0	4.7	84	*290	8.0	5.0	111	769	8.1	13.2	112	427	6.9	7.3	96
KATE & ALLIE	C 9206	495	11.0	5.4	96	503	13.9	5.5	122	1259	13.2	13.7	116	684	11.1	7.4	97
KNIGHT RIDER	N 7076	440	9.7	6.2	111	419	11.6	5.9	133	812	8.5	11.5	98	645	10.4	9.1	120
LOVE BOAT	A 12219	731	16.2	6.0	107	608	16.8	5.0	112	1356	14.2	11.1	94	949	15.4	7.8	102
MAGNUM PI	C 11199	698	15.5	6.2	112	434	12.0	3.9	87	1492	15.7	13.3	113	1060	17.2	9.5	124
MAMA'S FAMILY	N 6057	275	6.1	4.5	81	*265	7.3	4.4	98	820	8.6	13.5	115	473	7.7	7.8	102
MASTER, THE	N 3598	222	4.9	6.2	111	*245	6.8	6.8	153	478	5.0	13.3	113	315	5.1	8.8	115
MATT HOUSTON	A 6344	326	7.2	5.1	92	414	11.5	6.5	146	808	8.5	12.7	108	516	8.4	8.1	107
NBC MONDAY NIGHT MOVIE	N 11994	646	14.3	5.4	97	530	14.7	4.4	99	1213	12.7	10.1	86	714	11.6	6.0	78
NBC NIGHTLY NEWS	N 5132	290	6.4	5.7	101	149	4.1	2.9	65	503	5.3	9.8	83	374	6.1	7.3	96
NBC NIGHTLY NEWS-SAT	N 3375	*141	3.1	4.2	75	*94	2.6	2.8	62	328	3.4	9.7	83	229	3.7	6.8	89
NBC NIGHTLY NEWS-SUN	N 3130	*180	4.0	5.8	103	*83	2.3	2.7	59	322	3.4	10.3	87	*217	3.5	6.9	91
NBC SUNDAY NIGHT MOVIE	N 8284	430	9.5	5.2	93	510	14.1	6.2	138	1121	11.8	13.5	115	609	9.9	7.4	96
NEWHART	C 9240	540	12.0	5.8	105	521	14.4	5.6	126	1310	13.7	14.2	121	719	11.6	7.8	102
ONE DAY AT A TIME	C 7288	266	5.9	3.6	65	375	10.4	5.1	115	894	9.4	12.3	104	518	8.4	7.1	93
PEOPLE ARE FUNNY	N 4855	285	6.3	5.9	105	*234	6.5	4.8	108	603	6.3	12.4	106	375	6.1	7.7	101
REAL PEOPLE	N 8869	551	12.2	6.2	111	345	9.5	3.9	87	918	9.6	10.4	88	576	9.3	6.5	85
REMINGTON STEELE	N 7743	475	10.5	6.1	110	381	10.5	4.9	110	874	9.2	11.3	96	708	11.5	9.1	120
RIPLEY'S BELIEVE IT - NOT	A 5345	292	6.5	5.5	98	321	8.9	6.0	135	560	5.9	10.5	89	389	6.3	7.3	95
RIPTIDE	N 6988	402	8.9	5.8	103	429	11.9	6.1	138	849	8.9	12.1	103	607	9.8	8.7	114
SCARECROW & MRS. KING	C 10002	582	12.9	5.8	104	391	10.8	3.9	88	1313	13.8	13.1	112	874	14.2	8.7	115
SIMON & SIMON	C 10638	649	14.4	6.1	109	520	14.4	4.9	110	1388	14.6	13.0	111	891	14.4	8.4	110
60 MINUTES	C 13293	758	16.8	5.7	102	670	18.5	5.0	113	1572	16.5	11.8	101	1134	18.4	8.5	112
ST. ELSEWHERE	N 7017	387	8.6	5.5	99	365	10.1	5.2	117	811	8.5	11.6	98	484	7.8	6.9	90
THREE'S COMPANY	A 10917	705	15.6	6.5	116	586	16.2	5.4	120	1111	11.7	10.2	87	812	13.2	7.4	98

	TOTAL U.S. '000	ALL GLADE				ALL RENUZIT				ALL WIZARD				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	17506	100.0	21.6	100	9412	100.0	11.6	100	11009	100.0	13.6	100				
18 - 24	9282	2207	12.6	23.8	110	932	9.9	10.0	86	1400	12.7	15.1	111				
25 - 34	19072	4275	24.4	22.4	104	2135	22.7	11.2	96	2656	24.1	13.9	102				
35 - 44	14591	2779	15.9	19.0	88	2174	23.1	14.9	128	1921	17.4	13.2	97				
45 - 54	11345	2611	14.9	23.0	106	1553	16.5	13.7	118	1873	17.0	16.5	121				
55 - 64	11635	2596	14.8	22.3	103	1308	13.9	11.2	97	1543	14.0	13.3	98				
65 OR OLDER	15061	3037	17.3	20.2	93	1310	13.9	8.7	75	1615	14.7	10.7	79				
18 - 34	28354	6483	37.0	22.9	106	3067	32.6	10.8	93	4057	36.9	14.3	105				
18 - 49	48339	10341	59.1	21.4	99	5929	63.0	12.3	106	6870	62.4	14.2	105				
25 - 54	45008	9666	55.2	21.5	99	5862	62.3	13.0	112	6451	58.6	14.3	105				
35 - 49	19985	3858	22.0	19.3	89	2861	30.4	14.3	123	2813	25.6	14.1	104				
50 OR OLDER	32647	7165	40.9	21.9	102	3483	37.0	10.7	92	4139	37.6	12.7	93				
GRADUATED COLLEGE	11155	2308	13.2	20.7	96	1208	12.8	10.8	93	1086	9.9	9.7	72				
ATTENDED COLLEGE	13682	2892	16.5	21.1	98	1627	17.3	11.9	102	1813	16.5	13.3	97				
GRADUATED HIGH SCHOOL	33880	7791	44.5	23.0	106	4302	45.7	12.7	109	4870	44.2	14.4	106				
DID NOT GRADUATE HIGH SCHOOL	22270	4515	25.8	20.3	94	2274	24.2	10.2	88	3240	29.4	14.5	107				
EMPLOYED	40306	8499	48.5	21.1	98	4539	48.2	11.3	97	5475	49.7	13.6	100				
EMPLOYED FULL-TIME	32850	6892	39.4	21.0	97	3719	39.5	11.3	97	4519	41.0	13.8	101				
EMPLOYED PART-TIME	7456	1607	9.2	21.6	100	819	8.7	11.0	95	956	8.7	12.8	94				
NOT EMPLOYED	40680	9008	51.5	22.1	102	4873	51.8	12.0	103	5534	50.3	13.6	100				
PROFESSIONAL/MANAGER	10392	2011	11.5	19.4	90	1041	11.1	10.0	86	1372	12.5	13.2	97				
TECH/CLERICAL/SALES	17574	3876	22.1	22.1	102	2022	21.5	11.5	99	2289	20.8	13.0	96				
PRECISION/CRAFT	985	**182	1.0	18.5	85	**196	2.1	19.9	171	**125	1.1	12.7	93				
OTHER EMPLOYED	11354	2429	13.9	21.4	99	1280	13.6	11.3	97	1689	15.3	14.9	109				
SINGLE	9863	2099	12.0	21.3	98	1240	13.2	12.6	108	1414	12.8	14.3	105				
MARRIED	51375	11338	64.8	22.1	102	6219	66.1	12.1	104	7032	63.9	13.7	101				
DIVORCED/SEPARATED/WIDOWED	19748	4069	23.2	20.6	95	1952	20.7	9.9	85	2564	23.3	13.0	96				
PARENTS	32590	6889	39.4	21.1	98	4135	43.9	12.7	109	5057	45.9	15.5	114				
WHITE	70416	14899	85.1	21.2	98	7967	84.6	11.3	97	9090	82.6	12.9	95				
BLACK	8778	2186	12.5	24.9	115	1084	11.5	12.3	106	1683	15.3	19.2	141				
OTHER	1791	**421	2.4	23.5	109	**361	3.8	20.2	173	**236	2.1	13.2	97				
NORTHEAST-CENSUS	17786	3556	20.3	20.0	92	1615	17.2	9.1	78	1946	17.7	10.9	80				
NORTH CENTRAL	20741	5002	28.6	24.1	112	2826	30.0	13.6	117	2531	23.0	12.2	90				
SOUTH	27775	5850	33.4	21.1	97	3658	38.9	13.2	113	4044	36.7	14.6	107				
WEST	14683	3098	17.7	21.1	98	1312	13.9	8.9	77	2489	22.6	17.0	125				
NORTHEAST-MKTG.	17961	3554	20.3	19.8	92	1648	17.5	9.2	79	1900	17.3	10.6	78				
EAST CENTRAL	11885	2542	14.5	21.4	99	1084	11.5	9.1	78	1381	12.5	11.6	85				
WEST CENTRAL	14090	3362	19.2	23.9	110	2268	24.1	16.1	139	1832	16.6	13.0	96				
SOUTH	24081	5211	29.8	21.6	100	3317	35.2	13.8	119	3703	33.6	15.4	113				
PACIFIC	12969	2837	16.2	21.9	101	1094	11.6	8.4	73	2193	19.9	16.9	124				
COUNTY SIZE A	32439	7022	40.1	21.6	100	3456	36.7	10.7	92	4219	38.3	13.0	96				
COUNTY SIZE B	24915	5577	31.9	22.4	104	2853	30.3	11.5	99	3199	29.1	12.8	94				
COUNTY SIZE C	12930	2612	14.9	20.2	93	1653	17.6	12.8	110	1780	16.2	13.8	101				
COUNTY SIZE D	10703	2296	13.1	21.5	99	1450	15.4	13.5	117	1812	16.5	16.9	125				
METRO CENTRAL CITY	24518	5167	29.5	21.1	97	2472	26.3	10.1	87	3275	29.7	13.4	98				
METRO SUBURBAN	35919	7935	45.3	22.1	102	4171	44.3	11.6	100	4726	42.9	13.2	97				
NON METRO	20549	4404	25.2	21.4	99	2768	29.4	13.5	116	3009	27.3	14.6	108				
TOP 5 ADI'S	18341	3952	22.6	21.5	100	2099	22.3	11.4	98	2346	21.3	12.8	94				
TOP 10 ADI'S	25378	5572	31.8	22.0	102	2708	28.8	10.7	92	3119	28.3	12.3	90				
TOP 20 ADI'S	36488	7552	43.1	20.7	96	3921	41.7	10.7	92	4685	42.6	12.8	94				
HSILD INC. \$50,000 OR MORE	6612	1292	7.4	19.5	90	1073	11.4	16.2	140	856	7.8	12.9	95				
\$40,000 OR MORE	12659	2637	15.1	20.8	96	1653	17.6	13.1	112	1554	14.1	12.3	90				
\$30,000 OR MORE	24698	5176	29.6	21.0	97	2930	31.1	11.9	102	3096	28.1	12.5	92				
\$25,000 OR MORE	32077	6810	38.9	21.2	98	3833	40.7	11.9	103	4024	36.6	12.5	92				
\$20,000 - \$24,999	9144	2013	11.5	22.0	102	1052	11.2	11.5	99	1269	11.5	13.9	102				
\$15,000 - \$19,999	8728	2010	11.5	23.0	107	1088	11.6	12.5	107	1147	10.4	13.1	97				
\$10,000 - \$14,999	12562	2867	16.4	22.8	106	1438	15.3	11.4	98	1923	17.5	15.3	113				
UNDER \$10,000	18475	3806	21.7	20.6	95	2001	21.3	10.8	93	2645	24.0	14.3	105				
HOUSEHOLD OF 1 PERSON	11987	2254	12.9	18.8	87	1156	12.3	9.6	83	1189	10.8	9.9	73				
2 PEOPLE	26577	5794	33.1	21.8	101	2789	29.6	10.5	90	3225	29.3	12.1	89				
3 OR 4 PEOPLE	30617	6889	39.4	22.5	104	3955	42.0	12.9	111	4654	42.3	15.2	112				
5 OR MORE PEOPLE	11804	2569	14.7	21.8	101	1513	16.1	12.8	110	1942	17.6	16.5	121				
NO CHILD IN HSILD	46165	10159	58.0	22.0	102	5056	53.7	11.0	94	5520	50.1	12.0	88				
CHILD(REN) UNDER 2 YRS	5325	1265	7.2	23.8	110	*640	6.8	12.0	103	772	7.0	14.5	107				
2 - 5 YEARS	14221	3110	17.8	21.9	101	1557	16.5	10.9	94	2071	18.8	14.6	107				
6 - 11 YEARS	15117	3180	18.2	21.0	97	1846	19.6	12.2	105	2416	21.9	16.0	118				
12 - 17 YEARS	16611	3352	19.1	20.2	93	2289	24.3	13.8	119	2775	25.2	16.7	123				
RESIDENCE OWNED	55884	12053	68.9	21.6	100	6888	73.2	12.3	106	7438	67.6	13.3	98				
VALUE: \$50,000 OR MORE	31744	6641	37.9	20.9	97	3715	39.5	11.7	101	3762	34.2	11.9	87				
VALUE: UNDER \$50,000	24140	5412	30.9	22.4	104	3174	33.7	13.1	113	3676	33.4	15.2	112				

		TOTAL U.S. '000	ALL GLADE				ALL RENUZIT				ALL WIZARD				A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	17506	100.0	21.6	100	9412	100.0	11.6	100	11009	100.0	13.6	100				
MAGAZINES	QUINTILE 1	15799	3867	22.1	24.5	113	2209	23.5	14.0	120	2559	23.2	16.2	119				
	QUINTILE 2	17259	4015	22.9	23.3	108	2045	21.7	11.8	102	2211	20.1	12.8	94				
	QUINTILE 3	13545	2997	17.1	22.1	102	1463	15.5	10.8	93	1807	16.4	13.3	98				
	QUINTILE 4	15133	2909	16.6	19.2	89	1680	17.8	11.1	96	1887	17.1	12.5	92				
	QUINTILE 5	19250	3718	21.2	19.3	89	2016	21.4	10.5	90	2545	23.1	13.2	97				
NEWSPAPERS	QUINTILE 1	12413	2850	16.3	23.0	106	1208	12.8	9.7	84	1639	14.9	13.2	97				
	QUINTILE 2	24116	5232	29.9	21.7	100	3125	33.2	13.0	111	3031	27.5	12.6	92				
	QUINTILE 3	11261	2544	14.5	22.6	105	1454	15.4	12.9	111	1772	16.1	15.7	116				
	QUINTILE 4	20255	4255	24.3	21.0	97	2185	23.2	10.8	93	2683	24.4	13.2	97				
	QUINTILE 5	12940	2625	15.0	20.3	94	1440	15.3	11.1	96	1886	17.1	14.6	107				
OUTDOOR	QUINTILE 1	14852	3194	18.2	21.5	99	1697	18.0	11.4	98	1659	15.1	11.2	82				
	QUINTILE 2	15725	3515	20.1	22.4	103	1954	20.8	12.4	107	2346	21.3	14.9	110				
	QUINTILE 3	16330	3478	19.9	21.3	99	1981	21.0	12.1	104	2365	21.5	14.5	107				
	QUINTILE 4	16744	3640	20.8	21.7	101	1828	19.4	10.9	94	2327	21.1	13.9	102				
	QUINTILE 5	17334	3679	21.0	21.2	98	1952	20.7	11.3	97	2313	21.0	13.3	98				
RADIO-DRIVE TIME	QUINTILE 1	15911	3944	22.5	24.8	115	2138	22.7	13.4	116	2278	20.7	14.3	105				
	QUINTILE 2	14837	3449	19.7	23.2	108	1665	17.7	11.2	97	2045	18.6	13.8	101				
	QUINTILE 3	15339	3029	17.3	19.7	91	1797	19.1	11.7	101	1988	18.1	13.0	95				
	QUINTILE 4	16723	3139	17.9	18.8	87	1769	18.8	10.6	91	2237	20.3	13.4	98				
	QUINTILE 5	18176	3944	22.5	21.7	100	2043	21.7	11.2	97	2462	22.4	13.5	100				
RADIO-MID- DAY	TERCILE 1	21020	5039	28.8	24.0	111	2593	27.5	12.3	106	2972	27.0	14.1	104				
	TERCILE 2	21610	4661	26.6	21.6	100	2561	27.2	11.9	102	2962	26.9	13.7	101				
	TERCILE 3	38355	7806	44.6	20.4	94	4257	45.2	11.1	96	5076	46.1	13.2	97				
RADIO-TOTAL	QUINTILE 1	15988	4051	23.1	25.3	117	2096	22.3	13.1	113	2220	20.2	13.9	102				
	QUINTILE 2	15626	3355	19.2	21.5	99	1806	19.2	11.6	99	2331	21.2	14.9	110				
	QUINTILE 3	16723	3614	20.6	21.6	100	1874	19.9	11.2	96	2350	21.3	14.1	103				
	QUINTILE 4	16342	3254	18.6	19.9	92	1749	18.6	10.7	92	1961	17.8	12.0	88				
	QUINTILE 5	16306	3233	18.5	19.8	92	1888	20.1	11.6	100	2147	19.5	13.2	97				
TV-PRIME TIME	QUINTILE 1	15953	3762	21.5	23.6	109	2265	24.1	14.2	122	2060	18.7	12.9	95				
	QUINTILE 2	16137	3523	20.1	21.8	101	1911	20.3	11.8	102	2208	20.1	13.7	101				
	QUINTILE 3	16420	3309	18.9	20.2	93	1566	16.6	9.5	82	2481	22.5	15.1	111				
	QUINTILE 4	16687	3581	20.5	21.5	99	2012	21.4	12.1	104	2296	20.9	13.8	101				
	QUINTILE 5	15789	3331	19.0	21.1	98	1658	17.6	10.5	90	1965	17.8	12.4	92				
TV-DAYTIME	TERCILE 1	27736	6072	34.7	21.9	101	3390	36.0	12.2	105	3981	36.2	14.4	106				
	TERCILE 2	26489	5602	32.0	21.1	98	2792	29.7	10.5	91	3756	34.1	14.2	104				
	TERCILE 3	26761	5832	33.3	21.8	101	3229	34.3	12.1	104	3272	29.7	12.2	90				
TV-TOTAL	QUINTILE 1	16345	3729	21.3	22.8	106	2200	23.4	13.5	116	2174	19.7	13.3	98				
	QUINTILE 2	16447	3651	20.9	22.2	103	1843	19.6	11.2	96	2412	21.9	14.7	108				
	QUINTILE 3	15980	3452	19.7	21.6	100	1926	20.5	12.1	104	2213	20.1	13.8	102				
	QUINTILE 4	15887	3169	18.1	19.9	92	1516	16.1	9.5	82	2368	21.5	14.9	110				
	QUINTILE 5	16326	3506	20.0	21.5	99	1927	20.5	11.8	102	1841	16.7	11.3	83				
MAGAZINES-NEWSPAPERS: DUAL		20721	4900	28.0	23.6	109	2555	27.1	12.3	106	2839	25.8	13.7	101				
MAGAZINE IMPERATIVE		19186	4466	25.5	23.3	108	2442	25.9	12.7	110	2882	26.2	15.0	111				
NEWSPAPER IMPERATIVE		21899	4487	25.6	20.5	95	2444	26.0	11.2	96	2841	25.8	13.0	95				
MAGAZINES-OUTDOOR: DUAL		15451	3743	21.4	24.2	112	1998	21.2	12.9	111	2143	19.5	13.9	102				
MAGAZINE IMPERATIVE		25953	6028	34.4	23.2	107	3187	33.9	12.3	106	3689	33.5	14.2	105				
OUTDOOR IMPERATIVE		24400	4846	27.7	19.9	92	2640	28.0	10.8	93	3119	28.3	12.8	94				
MAGAZINES-RADIO: DUAL		18049	4345	24.8	24.1	111	2284	24.3	12.7	109	2560	23.3	14.2	104				
MAGAZINE IMPERATIVE		23571	5395	30.8	22.9	106	2900	30.8	12.3	106	3282	29.8	13.9	102				
RADIO IMPERATIVE		23278	4943	28.2	21.2	98	2700	28.7	11.6	100	3356	30.5	14.4	106				
MAGAZINES-TELEVISION: DUAL		15459	3961	22.6	25.6	119	1950	20.7	12.6	109	2386	21.7	15.4	114				
MAGAZINE IMPERATIVE		25829	5591	31.9	21.6	100	3103	33.0	12.0	103	3448	31.3	13.3	98				
TELEVISION IMPERATIVE		26039	5225	29.8	20.1	93	3006	31.9	11.5	99	3296	29.9	12.7	93				
NEWSPAPERS-OUTDOOR: DUAL		16605	3554	20.3	21.4	99	2215	23.5	13.3	115	2247	20.4	13.5	100				
NEWSPAPER IMPERATIVE		26834	6021	34.4	22.4	104	3050	32.4	11.4	98	3494	31.7	13.0	96				
OUTDOOR IMPERATIVE		23346	5131	29.3	22.0	102	2548	27.1	10.9	94	3241	29.4	13.9	102				
NEWSPAPERS-RADIO: DUAL		17133	4041	23.1	23.6	109	2254	23.9	13.2	113	2257	20.5	13.2	97				
NEWSPAPER IMPERATIVE		25892	5409	30.9	20.9	97	2872	30.5	11.1	95	3389	30.8	13.1	96				
RADIO IMPERATIVE		23167	5249	30.0	22.7	105	2637	28.0	11.4	98	3548	32.2	15.3	113				
NEWSPAPERS-TELEVISION: DUAL		17159	4190	23.9	24.4	113	2165	23.0	12.6	109	2329	21.2	13.6	100				
NEWSPAPER IMPERATIVE		26214	5459	31.2	20.8	96	2975	31.6	11.3	98	3291	29.9	12.6	92				
TELEVISION IMPERATIVE		23412	4715	26.9	20.1	93	2802	29.8	12.0	103	3406	30.9	14.5	107				
OUTDOOR-RADIO: DUAL		15303	3728	21.3	24.4	113	1753	18.6	11.5	99	2148	19.5	14.0	103				
OUTDOOR IMPERATIVE		24901	5005	28.6	20.1	93	3003	31.9	12.1	104	3235	29.4	13.0	96				
RADIO IMPERATIVE		26492	5779	33.0	21.8	101	3167	33.6	12.0	103	4035	36.7	15.2	112				
OUTDOOR-TELEVISION: DUAL		14794	3472	19.8	23.5	109	1856	19.7	12.5	108	2071	18.8	14.0	103				
OUTDOOR IMPERATIVE		25437	5413	30.9	21.3	98	2913	30.9	11.5	99	3347	30.4	13.2	97				
TELEVISION IMPERATIVE		27877	6056	34.6	21.7	100	3340	35.5	12.0	103	3940	35.8	14.1	104				
RADIO-TELEVISION: DUAL		15996	3661	20.9	22.9	106	2160	22.9	13.5	116	2499	22.7	15.6	115				
RADIO IMPERATIVE		25478	5707	32.6	22.4	104	2795	29.7	11.0	94	3440	31.2	13.5	99				
TELEVISION IMPERATIVE		26573	5709	32.6	21.5	99	2977	31.6	11.2	96	3438	31.2	12.9	95				

	TOTAL U.S. '000	ALL GLADE				ALL RENUZIT				ALL WIZARD				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	17506	100.0	21.6	100	9412	100.0	11.6	100	11009	100.0	13.6	100				
ATLANTIC MONTHLY	415	**68	0.4	16.4	76	**68	0.7	16.4	141	**104	0.9	25.1	184				
BARRON'S	453	**122	0.7	26.9	125	**109	1.2	24.1	207	**107	1.0	23.6	174				
BETTER HOMES & GARDENS	16256	3800	21.7	23.4	108	2155	22.9	13.3	114	2433	22.1	15.0	110				
BON APPETIT	2535	573	3.3	22.6	105	*209	2.2	8.2	71	*193	1.8	7.6	56				
BUSINESS WEEK	1278	*234	1.3	18.3	85	*193	2.1	15.1	130	*186	1.7	14.6	107				
CAR AND DRIVER	378	**94	0.5	24.9	115	**42	0.4	11.1	96	**69	0.6	18.3	134				
CBS MAGAZINE NETWORK (GROSS)	1498	347	2.0	23.2	107	*135	1.4	9.0	78	*227	2.1	15.2	111				
CHANGING TIMES	1505	405	2.3	26.9	124	*157	1.7	10.4	90	*178	1.6	11.8	87				
COLONIAL HOMES	1231	313	1.8	25.4	118	*105	1.1	8.5	73	**170	1.5	13.8	102				
CONDE NAST MAG. PKG. (GROSS)	14146	3466	19.8	24.5	113	1548	16.4	10.9	94	2032	18.5	14.4	106				
CONSUMERS DIGEST	1323	349	2.0	26.4	122	*105	1.1	7.9	68	*188	1.7	14.2	105				
COSMOPOLITAN	7102	1804	10.3	25.4	118	924	9.8	13.0	112	1080	9.8	15.2	112				
COUNTRY LIVING	2481	466	2.7	18.8	87	*281	3.0	11.3	97	*266	2.4	10.7	79				
CUISINE	1472	294	1.7	20.0	92	**132	1.4	9.0	77	*179	1.6	12.2	89				
CYCLE WORLD	425	**132	0.8	31.1	144	**37	0.4	8.7	75	**91	0.8	21.4	158				
DCI:CREATIVE IDEAS FOR LIV	2510	632	3.6	25.2	116	402	4.3	16.0	138	401	3.6	16.0	118				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1586	9.1	23.7	110	1073	11.4	16.0	138	1011	9.2	15.1	111				
DISCOVER	894	*178	1.0	19.9	92	**61	0.6	6.8	59	*127	1.2	14.2	105				
EBONY	3507	978	5.6	27.9	129	556	5.9	15.9	136	744	6.8	21.2	156				
ESQUIRE	1083	314	1.8	29.0	134	*130	1.4	12.0	103	*205	1.9	18.9	139				
ESSENCE	1830	562	3.2	30.7	142	282	3.0	15.4	133	453	4.1	24.8	182				
FAMILY CIRCLE	15930	3844	22.0	24.1	112	1867	19.8	11.7	101	2215	20.1	13.9	102				
THE FAMILY HANDYMAN	1126	217	1.2	19.3	89	*189	2.0	16.8	144	*146	1.3	13.0	95				
FAMILY WEEKLY	11468	2675	15.3	23.3	108	1191	12.7	10.4	89	1566	14.2	13.7	100				
FIELD & STREAM	2234	489	2.8	21.9	101	*316	3.4	14.1	122	420	3.8	18.8	138				
FOOD & WINE	579	*123	0.7	21.2	98	**66	0.7	11.4	98	**76	0.7	13.1	97				
FORBES	728	**151	0.9	20.7	96	**140	1.5	19.2	165	**137	1.2	18.8	138				
FORTUNE	906	*207	1.2	22.8	106	*238	2.5	26.3	226	*234	2.1	25.8	190				
GENTLEMAN'S QUARTERLY	791	*173	1.0	21.9	101	**101	1.1	12.8	110	**160	1.5	20.2	149				
GLAMOUR	5265	1387	7.9	26.3	122	691	7.3	13.1	113	753	6.8	14.3	105				
GOLF DIGEST	636	**104	0.6	16.4	76	**77	0.8	12.1	104	**96	0.9	15.1	111				
GOLF DIGEST/TENNIS (GROSS)	1186	*219	1.3	18.5	85	*160	1.7	13.5	116	*176	1.6	14.8	109				
GOLF MAGAZINE	441	**140	0.8	31.7	147	**64	0.7	14.5	125	**21	0.2	4.8	35				
GOLF MAGAZINE/SKI (GROSS)	922	*265	1.5	28.7	133	**84	0.9	9.1	78	**83	0.8	9.0	66				
GOOD HOUSEKEEPING	16487	3928	22.4	23.8	110	2291	24.3	13.9	120	2457	22.3	14.9	110				
HARPER'S BAZAAR	2423	673	3.8	27.8	128	356	3.8	14.7	126	364	3.3	15.0	111				
HEALTH	1994	541	3.1	27.1	126	*279	3.0	14.0	120	457	4.2	22.9	169				
HEARST MAG CORP. BUY (GROSS)	44101	10460	59.8	23.7	110	5815	61.8	13.2	113	6144	55.8	13.9	102				
HEARST MAN POWER (GROSS)	1993	413	2.4	20.7	96	*238	2.5	11.9	103	311	2.8	15.6	115				
HEARST WOMAN POWER (GROSS)	31274	7525	43.0	24.1	111	4247	45.1	13.6	117	4540	41.2	14.5	107				
HOUSE BEAUTIFUL	3623	836	4.8	23.1	107	440	4.7	12.1	104	349	3.2	9.6	71				
INC.	283	**71	0.4	25.1	116	**87	0.9	30.7	265	**61	0.6	21.6	159				
JET	2928	833	4.8	28.4	132	399	4.2	13.6	117	570	5.2	19.5	143				
LADIES' HOME JOURNAL	11918	2747	15.7	23.0	107	1452	15.4	12.2	105	1731	15.7	14.5	107				
LHJ FAMILY GRP COMBO(GROSS)	16764	3928	22.4	23.4	108	2059	21.9	12.3	106	2566	23.3	15.3	113				
LIFE	4254	1001	5.7	23.5	109	423	4.5	9.9	86	669	6.1	15.7	116				
L.A. TIMES HOME MAGAZINE	1145	*252	1.4	22.0	102	**151	1.6	13.2	113	*243	2.2	21.2	156				
MADMOISELLE	2884	707	4.0	24.5	113	279	3.0	9.7	83	451	4.1	15.6	115				
MC CALL'S	13460	3168	18.1	23.5	109	1682	17.9	12.5	108	1968	17.9	14.6	108				
MC CALL'S/WRK MOTHER (GROSS)	14606	3350	19.1	22.9	106	1810	19.2	12.4	107	2124	19.3	14.5	107				
MECHANIX ILLUSTRATED	772	*144	0.8	18.7	86	**113	1.2	14.6	126	**133	1.2	17.2	127				
METROPOLITAN HOME	967	237	1.4	24.5	113	**99	1.1	10.2	88	**134	1.2	13.9	102				
MONEY	1588	348	2.0	21.9	101	*173	1.8	10.9	94	*225	2.0	14.2	104				
MOTHER EARTH NEWS	1002	*176	1.0	17.6	81	**101	1.1	10.1	87	*106	1.0	10.6	78				
MS.	825	183	1.0	22.2	103	*116	1.2	14.1	121	*104	0.9	12.6	93				
NATIONAL ENQUIRER	10336	2719	15.5	26.3	122	1442	15.3	14.0	120	1854	16.8	17.9	132				
NATIONAL GEOGRAPHIC	9597	2207	12.6	23.0	106	1192	12.7	12.4	107	1189	10.8	12.4	91				
NATIONAL SUNDAY MAGAZINE PKG	49558	11142	63.6	22.5	104	5858	62.2	11.8	102	6616	60.1	13.4	98				
NATURAL HISTORY	573	**116	0.7	20.2	94	**47	0.5	8.2	71	**34	0.3	5.9	44				
NEW WOMAN	1699	378	2.2	22.2	103	*146	1.6	8.6	74	*202	1.8	11.9	87				
NEW YORK INCLUDING CUE	443	**54	0.3	12.2	56	**45	0.5	10.2	87	**28	0.3	6.3	46				
THE NEW YORKER	1270	243	1.4	19.1	89	*126	1.3	9.9	85	*99	0.9	7.8	57				
NEWSWEEK	6277	1427	8.2	22.7	105	711	7.6	11.3	97	778	7.1	12.4	91				
THE N.Y. TIMES DAILY EDITION	1205	*264	1.5	21.9	101	*208	2.2	17.3	149	**116	1.1	9.6	71				
THE N.Y. TIMES MAGAZINE	2081	392	2.2	18.8	87	*277	2.9	13.3	115	*169	1.5	8.1	60				
OMNI	788	*205	1.2	26.0	120	**67	0.7	8.5	73	*144	1.3	18.3	134				
ON CABLE	1158	*189	1.1	16.3	76	*158	1.7	13.6	117	*148	1.3	12.8	94				
1001 HOME IDEAS	2852	640	3.7	22.4	104	328	3.5	11.5	99	379	3.4	13.3	98				
ORGANIC GARDENING	1658	326	1.9	19.7	91	*221	2.3	13.3	115	*257	2.3	15.5	114				
OUTDOOR LIFE	896	291	1.7	32.5	150	**95	1.0	10.6	91	*245	2.2	27.3	201				
PARADE MAGAZINE	24275	5344	30.5	22.0	102	2845	30.2	11.7	101	3155	28.7	13.0	96				

	TOTAL U.S. '000	ALL GLADE				ALL RENUZIT				ALL WIZARD				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	17506	100.0	21.6	100	9412	100.0	11.6	100	11009	100.0	13.6	100				
PARENTS	3845	778	4.4	20.2	94	430	4.6	11.2	96	607	5.5	15.8	116				
PENTHOUSE	831	*168	1.0	20.2	94	**103	1.1	12.4	107	**155	1.4	18.7	137				
PEOPLE	11645	2562	14.6	22.0	102	1439	15.3	12.4	106	1658	15.1	14.2	105				
PLAYBOY	2006	448	2.6	22.3	103	*184	2.0	9.2	79	250	2.3	12.5	92				
POPULAR HOT RODDING	297	**76	0.4	25.6	118	**18	0.2	6.1	52	**92	0.8	31.0	228				
POPULAR MECHANICS	1018	*223	1.3	21.9	101	**156	1.7	15.3	132	**155	1.4	15.2	112				
POPULAR SCIENCE	878	*150	0.9	17.1	79	**139	1.5	15.8	136	**113	1.0	12.9	95				
PREVENTION	3913	854	4.9	21.8	101	462	4.9	11.8	102	467	4.2	11.9	88				
PSYCHOLOGY TODAY	1710	362	2.1	21.2	98	*197	2.1	11.5	99	*236	2.1	13.8	102				
READER'S DIGEST	22204	5293	30.2	23.8	110	2798	29.7	12.6	108	3217	29.2	14.5	107				
REDBOOK	7684	1793	10.2	23.3	108	1033	11.0	13.4	116	1003	9.1	13.1	96				
ROAD & TRACK	410	**92	0.5	22.4	104	**38	0.4	9.3	80	**76	0.7	18.5	136				
ROLLING STONE	969	239	1.4	24.7	114	*170	1.8	17.5	151	*130	1.2	13.4	99				
RUNNER'S WORLD	298	**96	0.5	32.2	149	**29	0.3	9.7	84	**70	0.6	23.5	173				
SATURDAY EVENING POST	1169	278	1.6	23.8	110	*138	1.5	11.8	102	*157	1.4	13.4	99				
SCIENCE 84	587	**96	0.5	16.4	76	**105	1.1	17.9	154	**146	1.3	24.9	183				
SCIENCE DIGEST	482	**88	0.5	18.3	84	**37	0.4	7.7	66	**45	0.4	9.3	69				
SCIENTIFIC AMERICAN	594	**64	0.4	10.8	50	**76	0.8	12.8	110	**70	0.6	11.8	87				
SELF	2089	588	3.4	28.1	130	*143	1.5	6.8	59	278	2.5	13.3	98				
SEVENTEEN	2411	550	3.1	22.8	106	*253	2.7	10.5	90	306	2.8	12.7	93				
SKI	480	**126	0.7	26.3	121	**20	0.2	4.2	36	**63	0.6	13.1	97				
SMITHSONIAN	2760	534	3.1	19.3	90	253	2.7	9.2	79	273	2.5	9.9	73				
SOAP OPERA DIGEST	3013	821	4.7	27.2	126	498	5.3	16.5	142	610	5.5	20.2	149				
SOUTHERN LIVING	4184	954	5.4	22.8	105	671	7.1	16.0	138	610	5.5	14.6	107				
SOUTH	559	*165	0.9	29.5	137	**60	0.6	10.7	92	**102	0.9	18.2	134				
THE SPORTING NEWS	436	**79	0.5	18.1	84	**63	0.7	14.4	124	**71	0.6	16.3	120				
SPORTS AFIELD	493	**102	0.6	20.7	96	**45	0.5	9.1	79	**112	1.0	22.7	167				
SPORTS ILLUSTRATED	2758	721	4.1	26.1	121	366	3.9	13.3	114	458	4.2	16.6	122				
STAR	7456	1918	11.0	25.7	119	1075	11.4	14.4	124	1453	13.2	19.5	143				
SUNDAY	24936	5534	31.6	22.2	103	2812	29.9	11.3	97	3168	28.8	12.7	93				
SUNSET	2124	448	2.6	21.1	98	*169	1.8	8.0	68	*248	2.3	11.7	86				
TV GUIDE	21661	5244	30.0	24.2	112	2722	28.9	12.6	108	3781	34.3	17.5	128				
TENNIS	550	**115	0.7	20.9	97	**83	0.9	15.1	130	**81	0.7	14.7	108				
TIME	8880	1839	10.5	20.7	96	1106	11.8	12.5	107	1280	11.6	14.4	106				
TOWN & COUNTRY	917	*209	1.2	22.8	105	**127	1.3	13.8	119	*131	1.2	14.3	105				
TRAVEL & LEISURE	972	216	1.2	22.2	103	**64	0.7	6.6	57	*140	1.3	14.4	106				
TRUE STORY	3356	948	5.4	28.2	131	511	5.4	15.2	131	601	5.5	17.9	132				
U.S. NEWS & WORLD REPORT	3410	892	5.1	26.2	121	366	3.9	10.7	92	580	5.3	17.0	125				
USA TODAY	1759	488	2.8	27.7	128	305	3.2	17.3	149	*257	2.3	14.6	107				
US	1873	389	2.2	20.8	96	257	2.7	13.7	118	290	2.6	15.5	114				
VOGUE	3909	784	4.5	20.1	93	435	4.6	11.1	96	550	5.0	14.1	104				
WALL STREET JOURNAL	1886	406	2.3	21.5	100	316	3.4	16.8	144	*199	1.8	10.6	78				
WEIGHT WATCHERS	2120	413	2.4	19.5	90	306	3.3	14.4	124	317	2.9	15.0	110				
WOMAN'S DAY	14172	3515	20.1	24.8	115	1986	21.1	14.0	121	1767	16.1	12.5	92				
WORKING MOTHER	1146	*182	1.0	15.9	73	*128	1.4	11.2	96	*155	1.4	13.5	99				
WORKING WOMAN	1322	345	2.0	26.1	121	*181	1.9	13.7	118	*232	2.1	17.5	129				
WORLD TENNIS	*163	**46	0.3	28.2	131	**14	0.1	8.6	74	**8	0.1	4.9	36				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	533	3.0	21.1	97	281	3.0	11.1	95	315	2.9	12.4	92				
BLAIR INSERTS	43657	9633	55.0	22.1	102	5145	54.7	11.8	101	5691	51.7	13.0	96				
DAILY NEWSPAPERS																	
READ ANY	51633	11354	64.9	22.0	102	6098	64.8	11.8	102	6878	62.5	13.3	98				
READ ONE	43463	9337	53.3	21.5	99	5233	55.6	12.0	104	5871	53.3	13.5	99				
READ TWO OR MORE	8170	2017	11.5	24.7	114	865	9.2	10.6	91	1006	9.1	12.3	91				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	11713	66.9	22.2	103	6289	66.8	11.9	103	6983	63.4	13.3	98				
READ ONE	46126	10221	58.4	22.2	103	5503	58.5	11.9	103	6077	55.2	13.2	97				
READ TWO OR MORE	6552	1492	8.5	22.8	105	786	8.4	12.0	103	907	8.2	13.8	102				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.32				27.22				24.90							
30 DAY REACH	71455	15523	88.7	21.7	100	8248	87.6	11.5	99	9588	87.1	13.4	99				
50 SHWG - 30 DAY AV FREQ	14.56	14.49				14.40				12.98							
30 DAY REACH	67742	14667	83.8	21.7	100	7801	82.9	11.5	99	9205	83.6	13.6	100				
25 SHWG - 30 DAY AV FREQ	7.94	7.84				7.65				7.03							
30 DAY REACH	62117	13489	77.1	21.7	100	7326	77.8	11.8	101	8484	77.1	13.7	100				
CABLE TV: HOME WIRED	32077	7273	41.5	22.7	105	4091	43.5	12.8	110	4605	41.8	14.4	106				
HOME NOT WIRED	48909	10233	58.5	20.9	97	5321	56.5	10.9	94	6404	58.2	13.1	96				
HAVE PAY CABLE	15935	3648	20.8	22.9	106	2222	23.6	13.9	120	2330	21.2	14.6	106				

	TOTAL U.S. '000	ALL GLADE				ALL RENUZIT				ALL WIZARD							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	17506	100.0	21.6	100	9412	100.0	11.6	100	11009	100.0	13.6	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	9745	55.7	22.2	103	5266	55.9	12.0	103	6202	56.3	14.1	104				
10:00 AM - 3:00 PM	30659	7006	40.0	22.9	106	3794	40.3	12.4	106	4316	39.2	14.1	104				
3:00 PM - 7:00 PM	31045	7108	40.6	22.9	106	3705	39.4	11.9	103	4243	38.5	13.7	101				
7:00 PM - MIDNIGHT	15767	3578	20.4	22.7	105	1911	20.3	12.1	104	2269	20.6	14.4	106				
MIDNIGHT - 6:00 AM	9120	2246	12.8	24.6	114	1161	12.3	12.7	110	1285	11.7	14.1	104				
6:00 AM - MIDNIGHT	58527	12860	73.5	22.0	102	6824	72.5	11.7	100	8105	73.6	13.8	102				
ENTIRE DAY	59311	13087	74.8	22.1	102	6944	73.8	11.7	101	8174	74.2	13.8	101				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3482	19.9	21.5	100	1923	20.4	11.9	102	2295	20.8	14.2	104				
ALL NEWS	2256	550	3.1	24.4	113	*153	1.6	6.8	58	391	3.6	17.3	127				
AOR/PROGRESSIVE	3874	887	5.1	22.9	106	479	5.1	12.4	106	540	4.9	13.9	103				
BEAUTIFUL MUSIC	5660	1377	7.9	24.3	113	686	7.3	12.1	104	446	4.1	7.9	58				
BLACK	2204	663	3.8	30.1	139	293	3.1	13.3	114	420	3.8	19.1	140				
CLASSICAL	1418	*271	1.5	19.1	88	**119	1.3	8.4	72	*130	1.2	9.2	67				
CHR/ROCK	9538	2166	12.4	22.7	105	1103	11.7	11.6	100	1350	12.3	14.2	104				
COUNTRY	12648	2840	16.2	22.5	104	1786	19.0	14.1	122	1706	15.5	13.5	99				
GOLDEN OLDIES	1191	*231	1.3	19.4	90	*161	1.7	13.5	116	*253	2.3	21.2	156				
MOR/NOSTALGIA	4757	964	5.5	20.3	94	541	5.7	11.4	98	681	6.2	14.3	105				
NEWS/TALK	3863	717	4.1	18.6	86	325	3.5	8.4	72	451	4.1	11.7	86				
RELIGIOUS	3084	756	4.3	24.5	113	290	3.1	9.4	81	491	4.5	15.9	117				
SOFT ROCK	521	**101	0.6	19.4	90	**46	0.5	8.8	76	**90	0.8	17.3	127				
URBAN CONTEMPORARY	1585	451	2.6	28.5	132	257	2.7	16.2	140	259	2.4	16.3	120				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	611	3.5	18.7	87	386	4.1	11.8	102	515	4.7	15.8	116				
ABC DIRECTION	2316	665	3.8	28.7	133	311	3.3	13.4	116	359	3.3	15.5	114				
ABC ENTERTAINMENT	4834	815	4.7	16.9	78	616	6.5	12.7	110	561	5.1	11.6	85				
ABC FM	2202	492	2.8	22.3	103	315	3.3	14.3	123	315	2.9	14.3	105				
ABC INFORMATION	5425	1117	6.4	20.6	95	677	7.2	12.5	107	675	6.1	12.4	92				
ABC ROCK	1677	382	2.2	22.8	105	*253	2.7	15.1	130	*230	2.1	13.7	101				
CBS	4430	1064	6.1	24.0	111	532	5.7	12.0	103	641	5.8	14.5	106				
MUTUAL	4992	1135	6.5	22.7	105	559	5.9	11.2	96	794	7.2	15.9	117				
NBC	4679	1007	5.8	21.5	100	469	5.0	10.0	86	557	5.1	11.9	88				
RADIORADIO	1994	496	2.8	24.9	115	*203	2.2	10.2	88	276	2.5	13.8	102				
RKO ONE	2298	543	3.1	23.6	109	*227	2.4	9.9	85	299	2.7	13.0	96				
RKO TWO	3311	741	4.2	22.4	104	327	3.5	9.9	85	484	4.4	14.6	108				
THE SOURCE	2114	541	3.1	25.6	118	*339	3.6	16.0	138	*259	2.4	12.3	90				
NON-WIRED: BLAIR	8654	1776	10.1	20.5	95	1086	11.5	12.5	108	1179	10.7	13.6	100				
INTERNET	12025	2954	16.9	24.6	114	1563	16.6	13.0	112	1666	15.1	13.9	102				
KATZ RADIO GROUP	15359	3180	18.2	20.7	96	1776	18.9	11.6	99	1903	17.3	12.4	91				
SUPERNET	10628	2678	15.3	25.2	117	1282	13.6	12.1	104	1645	14.9	15.5	114				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1926	11.0	22.2	103	1026	10.9	11.8	102	1043	9.5	12.0	89				
WKDAY 9:00 AM - 1:00 PM	12163	2687	15.3	22.1	102	1476	15.7	12.1	104	1668	15.2	13.7	101				
WKDAY 1:00 PM - 4:30 PM	16150	3445	19.7	21.3	99	1973	21.0	12.2	105	2269	20.6	14.0	103				
WKDAY 4:30 PM - 7:30 PM	22463	4793	27.4	21.3	99	2596	27.6	11.6	99	3014	27.4	13.4	99				
WKDAY 7:30 PM - 8:00 PM	31795	7087	40.5	22.3	103	3781	40.2	11.9	102	4175	37.9	13.1	97				
WKDAY 11:00 PM - 11:30 PM	23977	5503	31.4	23.0	106	3009	32.0	12.5	108	3287	29.9	13.7	101				
WKDAY 11:30 PM - 1:00 AM	7703	1676	9.6	21.8	101	883	9.4	11.5	99	1146	10.4	14.9	109				
M-SAT 8-11 PM-SUN 7-11 PM	33800	7470	42.7	22.1	102	4146	44.1	12.3	106	4667	42.4	13.8	102				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1291	7.4	19.7	91	857	9.1	13.1	113	959	8.7	14.7	108				
ANOTHER WORLD	N 4620	927	5.3	20.1	93	627	6.7	13.6	117	531	4.8	11.5	85				
AS THE WORLD TURNS	C 5614	1198	6.8	21.3	99	670	7.1	11.9	103	820	7.4	14.6	107				
CAPITOL	C 3396	677	3.9	19.9	92	358	3.8	10.5	91	559	5.1	16.5	121				
CBS MORN. NEWS 1	C 1446	318	1.8	22.0	102	170	1.8	11.8	101	145	1.3	10.0	74				
CBS MORN. NEWS 2	C 1207	195	1.1	16.2	75	136	1.4	11.3	97	165	1.5	13.7	101				
DAYS OF OUR LIVES	N 5877	1254	7.2	21.3	99	685	7.3	11.7	100	848	7.7	14.4	106				
FACTS OF LIFE - DAYTIME	N 2290	475	2.7	20.7	96	286	3.0	12.5	107	236	2.1	10.3	76				
FAMILY FEUD	A 3023	686	3.9	22.7	105	308	3.3	10.2	88	404	3.7	13.4	98				
GENERAL HOSPITAL	A 6097	1247	7.1	20.5	95	709	7.5	11.6	100	873	7.9	14.3	105				
GOOD MORNING, AMERICA-730	A 3515	915	5.2	26.0	120	400	4.2	11.4	98	383	3.5	10.9	80				
GOOD MORNING, AMERICA-830	A 2818	702	4.0	24.9	115	339	3.6	12.0	104	343	3.1	12.2	90				
GUIDING LIGHT	C 5339	1076	6.1	20.2	93	610	6.5	11.4	98	838	7.6	15.7	115				
ONE LIFE TO LIVE	A 4478	978	5.6	21.8	101	589	6.3	13.2	113	643	5.8	14.4	106				
PRESS YOUR LUCK	C 2244	635	3.6	28.3	131	309	3.3	13.8	118	346	3.1	15.4	113				
PRICE IS RIGHT 1	C 4348	1166	6.7	26.8	124	668	7.1	15.4	132	638	5.8	14.7	108				
PRICE IS RIGHT 2	C 5014	1347	7.7	26.9	124	697	7.4	13.9	120	703	6.4	14.0	103				
RYAN'S HOPE	A 3150	557	3.2	17.7	82	377	4.0	12.0	103	537	4.9	17.0	125				
SALE OF THE CENTURY	N 2695	563	3.2	20.9	97	286	3.0	10.6	91	263	2.4	9.8	72				
SEARCH FOR TOMORROW	N 2319	563	3.2	24.3	112	275	2.9	11.9	102	266	2.4	11.5	84				
TODAY SHOW 1	N 2693	479	2.7	17.8	82	281	3.0	10.4	90	307	2.8	11.4	84				
TODAY SHOW 2	N 2498	485	2.8	19.4	90	279	3.0	11.2	96	271	2.5	10.8	80				
\$25,000 PYRAMID	C 2753	688	3.9	25.0	116	360	3.8	13.1	113	390	3.5	14.2	104				
WHEEL OF FORTUNE	N 4388	991	5.7	22.6	104	530	5.6	12.1	104	569	5.2	13.0	95				
YOUNG AND THE RESTLESS	C 5695	1238	7.1	21.7	101	705	7.5	12.4	107	994	9.0	17.5	128				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	403	2.3	22.9	106	178	1.9	10.1	87	230	2.1	13.1	96				
NBA PLAYOFF GAME -1	C 1136	261	1.5	23.0	106	*118	1.3	10.4	89	238	2.2	21.0	154				
NBC MAJOR LEAGUE PRE-GAME N	953	*193	1.1	20.3	94	**97	1.0	10.2	88	**88	0.8	9.2	68				
SPORTSWORLD - SUN	N 1233	284	1.6	23.0	107	*131	1.4	10.6	91	259	2.4	21.0	155				
SUNDAY MORNING	C 1611	363	2.1	22.5	104	221	2.3	13.7	118	169	1.5	10.5	77				

		TOTAL	ALL GLADE				ALL RENUZIT				ALL MIZARD							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
		80916	17506	100.0	21.6	100	9412	100.0	11.6	100	11009	100.0	13.6	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY	A	26063	5563	31.8	21.3	99	2981	31.7	11.4	98	3255	29.6	12.5	92				
NETWORK AFFILIATES - LATE	A	20261	4709	26.9	23.2	108	2524	26.8	12.5	107	2685	24.4	13.3	97				
INDEPENDENTS - LATE	A	2076	431	2.5	20.8	96	218	2.3	10.5	90	277	2.5	13.3	98				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2239	12.8	21.4	99	1308	13.9	12.5	108	1662	15.1	15.9	117				
ABC MONDAY NIGHT MOVIE	A	6412	1323	7.6	20.6	95	875	9.3	13.6	117	983	8.9	15.3	113				
ABC SUNDAY NIGHT MOVIE	A	12407	2717	15.5	21.9	101	1536	16.3	12.4	107	1763	16.0	14.2	105				
ABC WORLD NEWS TONIGHT	A	6176	1372	7.8	22.2	103	673	7.2	10.9	94	805	7.3	13.0	96				
AFTERMASH	C	5863	1256	7.2	21.4	99	611	6.5	10.4	90	958	8.7	16.3	120				
ALICE	C	9594	2021	11.5	21.1	97	1095	11.6	11.4	98	1521	13.8	15.9	117				
AMERICAN PARADE	C	6622	1319	7.5	19.9	92	716	7.6	10.8	93	826	7.5	12.5	92				
BENSON	A	10886	2422	13.8	22.2	103	1149	12.2	10.6	91	1307	11.9	12.0	88				
BLUE THUNDER	A	5036	1169	6.7	23.2	107	730	7.8	14.5	125	794	7.2	15.8	116				
CAGNEY & LACEY	C	9965	2229	12.7	22.4	103	1259	13.4	12.6	109	1362	12.4	13.7	101				
CBS EVENING NEWS-DEAN	C	3491	811	4.6	23.2	107	343	3.6	9.8	85	481	4.4	13.8	101				
CBS EVENING NEWS-RATHER	C	7123	1535	8.8	21.5	100	808	8.6	11.3	98	943	8.6	13.2	97				
CBS SAT. NEWS-SCHIEFFER	C	3621	793	4.5	21.9	101	362	3.8	10.0	86	489	4.4	13.5	99				
CBS SATURDAY NIGHT MOVIE	C	5436	1179	6.7	21.7	100	607	6.4	11.2	96	740	6.7	13.6	100				
CBS WEDNESDAY NIGHT MOVIE	C	6100	1144	6.5	18.8	87	676	7.2	11.1	95	673	6.1	11.0	81				
CHEERS	N	8889	1950	11.1	21.9	101	1078	11.5	12.1	104	1295	11.8	14.6	107				
DALLAS	C	22109	5015	28.6	22.7	105	2845	30.2	12.9	111	2879	26.2	13.0	96				
DIFF'RENT STROKES	N	6940	1618	9.2	23.3	108	858	9.1	12.4	106	906	8.2	13.1	96				
DOUBLE TROUBLE	N	7223	1747	10.0	24.2	112	1065	11.3	14.7	127	1072	9.7	14.8	109				
DUCK FACTORY	N	5595	1341	7.7	24.0	111	755	8.0	13.5	116	820	7.4	14.7	108				
DUKES OF HAZZARD	C	5768	1307	7.5	22.7	105	760	8.1	13.2	113	734	6.7	12.7	94				
DYNASTY	A	20053	4336	24.8	21.6	100	2432	25.8	12.1	104	2839	25.8	14.2	104				
FACTS OF LIFE	N	8087	1803	10.3	22.3	103	1141	12.1	14.1	121	1214	11.0	15.0	110				
FALCON CREST	C	20046	4612	26.3	23.0	106	2691	28.6	13.4	116	2720	24.7	13.6	100				
FALL GUY	A	9084	1905	10.9	21.0	97	1398	14.9	15.4	132	1344	12.2	14.8	109				
FAMILY TIES	N	7964	1653	9.4	20.8	96	1108	11.8	13.9	120	1141	10.4	14.3	105				
FANTASY ISLAND	A	7687	1543	8.8	20.1	93	786	8.4	10.2	88	970	8.8	12.6	93				
FOULUPS,BLEEPS & BLUNDERS	A	8861	1898	10.8	21.4	99	1061	11.3	12.0	103	1034	9.4	11.7	86				
FOUR SEASONS	C	5095	1003	5.7	19.7	91	506	5.4	9.9	85	899	8.2	17.6	130				
GIMME A BREAK	N	8838	1926	11.0	21.8	101	1274	13.5	14.4	124	1202	10.9	13.6	100				
HART TO HART	A	8978	1875	10.7	20.9	97	1001	10.6	11.1	96	1195	10.9	13.3	98				
HILL STREET BLUES	N	8590	1874	10.7	21.8	101	909	9.7	10.6	91	1310	11.9	15.3	112				
HOTEL	A	14085	3159	18.0	22.4	104	1766	18.8	12.5	108	1862	16.9	13.2	97				
JEFFERSONS	C	9360	2151	12.3	23.0	106	1105	11.7	11.8	102	1567	14.2	16.7	123				
JENNIFER SLEPT HERE	N	5841	1456	8.3	24.9	115	694	7.4	11.9	102	815	7.4	14.0	103				
KATE & ALLIE	C	9206	2054	11.7	22.3	103	1101	11.7	12.0	103	1289	11.7	14.0	103				
KNIGHT RIDER	N	7076	1619	9.2	22.9	106	928	9.9	13.1	113	1155	10.5	16.3	120				
LOVE BOAT	A	12219	2501	14.3	20.5	95	1380	14.7	11.3	97	1700	15.4	13.9	102				
MAGNUM PI	C	11199	2363	13.5	21.1	98	1532	16.3	13.7	118	1523	13.8	13.6	100				
MAMA'S FAMILY	N	6057	1462	8.4	24.1	112	749	8.0	12.4	106	893	8.1	14.7	108				
MASTER, THE	N	3598	748	4.3	20.8	96	472	5.0	13.1	113	546	5.0	15.2	112				
MATT HOUSTON	A	6344	1272	7.3	20.1	93	728	7.7	11.5	99	889	8.1	14.0	103				
NBC MONDAY NIGHT MOVIE	N	11994	2547	14.5	21.2	98	1388	14.7	11.6	100	1649	15.0	13.7	101				
NBC NIGHTLY NEWS	N	5132	1076	6.1	21.0	97	595	6.3	11.6	100	621	5.6	12.1	89				
NBC NIGHTLY NEWS-SAT	N	3375	687	3.9	20.4	94	339	3.6	10.0	86	349	3.2	10.3	76				
NBC NIGHTLY NEWS-SUN	N	3130	661	3.8	21.1	98	324	3.4	10.4	89	391	3.6	12.5	92				
NBC SUNDAY NIGHT MOVIE	N	8284	2012	11.5	24.3	112	953	10.1	11.5	99	1096	10.0	13.2	97				
NEWHART	C	9240	2057	11.8	22.3	103	1136	12.1	12.3	106	1322	12.0	14.3	105				
ONE DAY AT A TIME	C	7288	1614	9.2	22.1	102	913	9.7	12.5	108	916	8.3	12.6	92				
PEOPLE ARE FUNNY	N	4855	1139	6.5	23.5	109	631	6.7	13.0	112	761	6.9	15.7	115				
REAL PEOPLE	N	8869	2036	11.6	23.0	106	941	10.0	10.6	91	1213	11.0	13.7	101				
REMINGTON STEELE	N	7743	1555	8.9	20.1	93	993	10.6	12.8	110	1069	9.7	13.8	102				
RIPLEY'S BELIEVE IT - NOT	A	5345	1191	6.8	22.3	103	681	7.2	12.7	110	837	7.6	15.7	115				
RIPTIDE	N	6988	1335	7.6	19.1	88	765	8.1	10.9	94	1052	9.6	15.1	111				
SCARECROW & MRS. KING	C	10002	2102	12.0	21.0	97	1239	13.2	12.4	107	1394	12.7	13.9	103				
SIMON & SIMON	C	10638	2093	12.0	19.7	91	1269	13.5	11.9	103	1402	12.7	13.2	97				
60 MINUTES	C	13293	2959	16.9	22.3	103	1458	15.5	11.0	94	1865	16.9	14.0	103				
ST. ELSEWHERE	N	7017	1730	9.9	24.7	114	974	10.3	13.9	119	1031	9.4	14.7	108				
THREE'S COMPANY	A	10917	2333	13.3	21.4	99	1448	15.4	13.3	114	1576	14.3	14.4	106				
T.J. HOOKER	A	9204	1780	10.2	19.3	89	1034	11.0	11.2	97	1371	12.5	14.9	110				
TONIGHT SHOW	C	2372	493	2.8	20.8	96	280	3.0	11.8	102	323	2.9	13.6	100				
TRAPPER JOHN, M.D.	C	9846	2186	12.5	22.2	103	1321	14.0	13.4	115	1417	12.9	14.4	106				
TV BLOOPERS & PRAC. JOKES	N	9105	2125	12.1	23.3	108	1166	12.4	12.8	110	1268	11.5	13.9	102				
20/20	A	9387	2124	12.1	22.6													

DRAIN CLEANERS

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-19

		'000	%	UNWEIGHTED							
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?											
YES		40556	50.1	4640							
NO		40430	49.9	4795							
		ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED	
		'000	%	'000	%	'000	%	'000	%		
IF YES											
4B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?											
LIQUID		28606	35.3	20027	24.7	5842	7.2	2737	3.4	3279	
CRYSTAL		19170	23.7	11009	13.6	5148	6.4	3014	3.7	2171	
AEROSOL		1720	2.1	315	.4	446	.6	959	1.2	222	
DO NOT KNOW		362	.4							49	
4C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?											
DRAIN POWER (AEROSOL)		612	.8	166	.2	334	.4	111	.1	78	
DRANO CRYSTAL		16870	20.8	10778	13.3	4914	6.1	1178	1.5	1874	
DRANO INSTANT PLUNGER (AEROSOL)		1023	1.3	267	.3	505	.6	252	.3	124	
DRANO LIQUID		12839	15.9	6825	8.4	4683	5.8	1330	1.6	1487	
LIQUID PLUMR		14629	18.1	7302	9.0	5208	6.4	2119	2.6	1645	
MASTER PLUMBER		915	1.1	322	.4	363	.4	230	.3	107	
MR. PLUMBER		2386	2.9	806	1.0	1013	1.3	567	.7	299	
PLUNGE LIQUID		498	.6	185	.2	178	.2	135	.2	69	
RED DEVIL LEHIS LYE		1066	1.3	332	.4	607	.7	127	.2	113	
SANI-DRAIN		778	1.0	182	.2	365	.5	232	.3	85	
TANK II		732	.9	171	.2	369	.5	192	.2	80	
THE WORKS		229	.3	18	*	87	.1	124	.2	28	
OTHER BRANDS		2916	3.6	1634	2.0	740	.9	542	.7	352	
DO NOT KNOW		203	.3							22	
		'000	%	UNWEIGHTED							
4D. ABOUT HOW MANY CANS, BOTTLES OR CONTAINERS OF DRAIN CLEANER WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 6 MONTHS?											
SIX OR MORE	H	904	1.1	106							
FIVE	H	375	.5	54							
FOUR	H	1131	1.4	129							
THREE	H	2257	2.8	250							
TWO	H	6426	7.9	740							
ONE	M	11214	13.8	1275							
LESS THAN ONE	L	13177	16.3	1495							
NONE	L	5072	6.3	591							

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDXX	'000	% DOWN	% ACROSS	% INDXX	'000	% DOWN	% ACROSS	% INDXX	'000	% DOWN	% ACROSS	% INDXX
TOTAL FEMALE HOMEOWNERS	80986	40556	100.0	50.1	100	11093	100.0	13.7	100	11214	100.0	13.8	100	18249	100.0	22.5	100
18 - 24	9282	3497	8.6	37.7	75	912	8.2	9.8	72	936	8.3	10.1	73	1649	9.0	17.8	79
25 - 34	19072	9305	22.9	48.8	97	2434	21.9	12.8	93	2389	21.3	12.5	90	4482	24.6	23.5	104
35 - 44	14591	7736	19.1	53.0	106	2314	20.9	15.9	116	2026	18.1	13.9	100	3396	18.6	23.3	103
45 - 54	11345	6425	15.8	56.6	113	1954	17.6	17.2	126	1665	14.8	14.7	106	2807	15.4	24.7	110
55 - 64	11635	6298	15.5	54.1	108	1474	13.3	12.7	92	1959	17.5	16.8	122	2865	15.7	24.6	109
65 OR OLDER	15061	7295	18.0	48.4	97	2005	18.1	13.3	97	2240	20.0	14.9	107	3049	16.7	20.2	90
18 - 34	28354	12801	31.6	45.1	90	3346	30.2	11.8	86	3325	29.7	11.7	85	6131	33.6	21.6	96
18 - 49	48339	23584	58.2	48.8	97	6518	58.8	13.5	98	6182	55.1	12.8	92	10884	59.6	22.5	100
25 - 54	45008	23466	57.9	52.1	104	6702	60.4	14.9	109	6079	54.2	13.5	98	10685	58.6	23.7	105
35 - 49	19985	10783	26.6	54.0	108	3173	28.6	15.9	116	2857	25.5	14.3	103	4753	26.0	23.8	106
50 OR OLDER	32647	16972	41.8	52.0	104	4575	41.2	14.0	102	5032	44.9	15.4	111	7365	40.4	22.6	100
GRADUATED COLLEGE	11155	5752	14.2	51.6	103	1480	13.3	13.3	97	1379	12.3	12.4	89	2894	15.9	25.9	115
ATTENDED COLLEGE	13682	6866	16.9	50.2	100	1755	15.8	12.8	94	1710	15.2	12.5	90	3401	18.6	24.9	110
GRADUATED HIGH SCHOOL	33880	17602	43.4	52.0	104	4769	43.0	14.1	103	4835	43.1	14.3	103	7999	43.8	23.6	105
DID NOT GRADUATE HIGH SCHOOL	22270	10335	25.5	46.4	93	3090	27.9	13.9	101	3290	29.3	14.8	107	3955	21.7	17.8	79
EMPLOYED	40306	20817	51.3	51.6	103	6009	54.2	14.9	109	5172	46.1	12.8	93	9635	52.8	23.9	106
EMPLOYED FULL-TIME	32850	17203	42.4	52.4	105	5112	46.1	15.6	114	4290	38.3	13.1	94	7800	42.7	23.7	105
EMPLOYED PART-TIME	7456	3614	8.9	48.5	97	897	8.1	12.0	88	882	7.9	11.8	85	1835	10.1	24.6	109
NOT EMPLOYED	40680	19739	48.7	48.5	97	5084	45.8	12.5	91	6042	53.9	14.9	107	8613	47.2	21.2	94
PROFESSIONAL/MANAGER	10392	5422	13.4	52.2	104	1579	14.2	15.2	111	1269	11.3	12.2	88	2574	14.1	24.8	110
TECH/CLERICAL/SALES	17574	9039	22.3	51.4	103	2442	22.0	13.9	101	2183	19.5	12.4	90	4414	24.2	25.1	111
PRECISION/CRAFT	985	*456	1.1	46.3	92	*198	1.8	20.1	147	*773	0.7	7.4	54	*188	1.0	18.8	83
OTHER EMPLOYED	11354	5900	14.5	52.0	104	1791	16.1	15.8	115	1647	14.7	14.5	105	2462	13.5	21.7	96
SINGLE	9863	4556	11.2	46.2	92	1348	12.2	13.7	100	1199	10.7	12.2	88	2009	11.0	20.4	90
MARRIED	51375	26622	65.6	51.8	103	7068	63.7	13.8	100	7322	65.3	14.3	103	12231	67.0	23.8	106
DIVORCED/SEPARATED/WIDOWED	19748	9378	23.1	47.5	95	2677	24.1	13.6	99	2692	24.0	13.6	98	4008	22.0	20.3	90
PARENTS	32590	15891	39.2	48.8	97	4530	40.8	13.9	101	4174	37.2	12.8	92	7188	39.4	22.1	98
WHITE	70416	35820	88.3	50.9	102	9344	84.2	13.3	97	9978	89.0	14.2	102	16498	90.4	23.4	104
BLACK	8778	3868	9.5	44.1	88	1471	13.3	16.8	122	1002	8.9	11.4	82	1395	7.6	15.9	71
OTHER	1791	*867	2.1	48.4	97	*279	2.5	15.6	114	*234	2.1	13.1	94	*355	1.9	19.8	88
NORTHEAST-CENSUS	17786	8976	22.1	50.5	101	2736	24.7	15.4	112	2472	22.0	13.9	100	3769	20.7	21.2	94
NORTH CENTRAL	20741	11492	28.3	55.4	111	3205	28.9	15.5	113	3245	28.9	15.6	113	5042	27.6	24.3	108
SOUTH	27775	13192	32.5	47.5	95	3288	29.6	11.8	86	3866	34.5	13.9	101	6039	33.1	21.7	96
WEST	14683	6895	17.0	47.0	94	1865	16.8	12.7	93	1631	14.5	11.1	80	3399	18.6	23.1	103
NORTHEAST-MKTG.	17961	8453	20.8	47.1	94	2677	24.1	14.9	109	2150	19.2	12.0	86	3626	19.9	20.2	90
EAST CENTRAL	11885	6664	16.4	56.1	112	1850	16.7	15.6	114	1977	17.6	16.6	120	2838	15.6	23.9	106
WEST CENTRAL	14090	7887	19.4	56.0	112	2052	18.5	14.6	106	2297	20.5	16.3	118	3538	19.4	25.1	111
SOUTH	24081	11436	28.2	47.5	95	2802	25.3	11.6	85	3343	29.8	13.9	100	5291	29.0	22.0	98
PACIFIC	12969	6116	15.1	47.2	94	1712	15.4	13.2	96	1447	12.9	11.2	81	2957	16.2	22.8	101
COUNTY SIZE A	32439	15597	38.5	48.1	96	4676	42.2	14.4	105	4301	38.4	13.3	96	6620	36.3	20.4	91
COUNTY SIZE B	24915	12700	31.3	51.0	102	3204	28.9	12.9	94	3395	30.3	13.6	98	6102	33.4	24.5	109
COUNTY SIZE C	12930	6889	17.0	53.3	106	1753	15.8	13.6	99	1909	17.0	14.8	107	3228	17.7	25.0	111
COUNTY SIZE D	10703	5370	13.2	50.2	100	1461	13.2	13.7	100	1609	14.3	15.0	109	2299	12.6	21.5	95
METRO CENTRAL CITY	24518	11710	28.9	47.8	95	3320	29.9	13.5	99	3115	27.8	12.7	92	5275	28.9	21.5	95
METRO SUBURBAN	35919	18244	45.0	50.8	101	4902	44.2	13.6	100	5229	46.6	14.6	105	8114	44.5	22.6	100
NON METRO	20549	10601	26.1	51.6	103	2872	25.9	14.0	102	2870	25.6	14.0	101	4859	26.6	23.6	105
TOP 5 ADI'S	18341	9064	22.3	49.4	99	3017	27.2	16.4	120	2506	22.3	13.7	99	3541	19.4	19.3	86
TOP 10 ADI'S	25378	11935	29.4	47.0	94	3765	33.9	14.8	108	3233	28.8	12.7	92	4937	27.1	19.5	86
TOP 20 ADI'S	36488	17508	43.2	48.0	96	5309	47.9	14.5	106	4888	43.6	13.4	97	7312	40.1	20.0	89
HSHLD INC. \$50,000 OR MORE	6612	3294	8.1	49.8	99	994	9.0	15.0	110	845	7.5	12.8	92	1455	8.0	22.0	98
\$40,000 OR MORE	12659	6476	16.0	51.2	102	1850	16.7	14.6	107	1574	14.0	12.4	90	3053	16.7	24.1	107
\$30,000 OR MORE	24698	12893	31.8	52.2	104	3492	31.5	14.1	103	3275	29.2	13.3	96	6126	33.6	24.8	110
\$25,000 OR MORE	32077	16923	41.7	52.8	105	4455	40.2	13.9	101	4184	37.3	13.0	94	8284	45.4	25.8	115
\$20,000 - \$24,999	9144	4891	12.1	53.5	107	1286	11.6	14.1	103	1342	12.0	14.7	106	2263	12.4	24.7	110
\$15,000 - \$19,999	8728	4139	10.2	47.4	95	1264	11.4	14.5	106	1037	9.2	11.9	86	1838	10.1	21.1	93
\$10,000 - \$14,999	12562	6533	16.1	52.0	104	1800	16.2	14.3	105	2139	19.1	17.0	123	2594	14.2	20.6	92
UNDER \$10,000	18475	8070	19.9	43.7	87	2289	20.6	12.4	90	2512	22.4	13.6	98	3270	17.9	17.7	79
HOUSEHOLD OF 1 PERSON	11987	5576	13.7	46.5	93	1280	11.5	10.7	78	1542	13.8	12.9	93	2754	15.1	23.0	102
2 PEOPLE	26577	13546	33.4	51.0	102	3658	33.0	13.8	100	3797	33.9	14.3	103	6091	33.4	22.9	102
3 OR 4 PEOPLE	30617	15629	38.5	51.0	102	4585	41.3	15.0	109	4130	36.8	13.5	97	6913	37.9	22.6	100
5 OR MORE PEOPLE	11804	5805	14.3	49.2	98	1569	14.1	13.3	97	1746	15.6	14.8	107	2491	13.7	21.1	94
NO CHILD IN HSHLD	46165	23465	57.9	50.8	101	6154	55.5	13.3	97	6607	58.9	14.3	103	10704	58.7	23.2	103
CHILD(REN) UNDER 2 YRS	5325	2262	5.6	42.5	85	*495	4.5	9.3	68	*678	6.0	12.7	92	1090	6.0	20.5	91
2 - 5 YEARS	14221	6505	16.0	45.7	91	1817	16.4	12.8	93	1706	15.2	12.0	87	2983	16.3	21.0	93
6 - 11 YEARS	15117	7354	18.1	48.6	97	2249	20.3	14.9	109	1899	16.9	12.6	91	3206	17.6	21.2	94
12 - 17 YEARS	16611	8509	21.0	51.2	102	2593	23.4	15.6	114	2333	20.8	14.0	101	3582	19.6	21.6	96
RESIDENCE OWNED	55884	30192	74.4	54.0	108	7708	69.5	13.8	101	8246	73.5	14.8	107	14238	78.0	25.5	113
VALUE: \$50,000 OR MORE	31744	16643	41.0	52.4	105	4142	37.3	13.0	95	4448	39.7	14.0	101	8053	44.1	25.4	113
VALUE: UNDER \$50,000	24140	13549	33.4	56.1	112	3565	32.1	14.8	108	3799	33.9	15.7	114	6185	33.9	25.6	114

DRAIN CLEANERS: USAGE IN LAST 6 MONTHS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	40556	100.0	50.1	100	11093	100.0	13.7	100	11214	100.0	13.8	100	18249	100.0	22.5	100
MAGAZINES	QUINTILE 1	15799	8747	21.6	55.4	111	2513	22.7	15.9	116	2476	22.1	15.7	113	3758	20.6	23.8	106
	QUINTILE 2	17259	9195	22.7	53.3	106	2368	21.3	13.7	100	2148	19.2	12.4	90	4678	25.6	27.1	120
	QUINTILE 3	13545	6281	15.5	46.4	93	1615	14.6	11.9	87	1685	15.0	12.4	90	2982	16.3	22.0	98
	QUINTILE 4	15133	7501	18.5	49.6	99	2200	19.8	14.5	106	2156	19.2	14.2	103	3144	17.2	20.8	92
	QUINTILE 5	19250	8832	21.8	45.9	92	2396	21.6	12.4	91	2749	24.5	14.3	103	3687	20.2	19.2	85
NEWSPAPERS	QUINTILE 1	12413	6811	16.8	54.9	110	1842	16.6	14.8	108	1774	15.8	14.3	103	3196	17.5	25.7	114
	QUINTILE 2	24116	12839	31.7	53.2	106	3348	30.2	13.9	101	3876	34.6	16.1	116	5615	30.8	23.3	103
	QUINTILE 3	11261	5665	14.0	50.3	100	1689	15.2	15.0	109	1503	13.4	13.3	96	2474	13.6	22.0	97
	QUINTILE 4	20255	9371	23.1	46.3	92	2511	22.6	12.4	91	2436	21.7	12.0	87	4425	24.2	21.8	97
	QUINTILE 5	12940	5869	14.5	45.4	91	1704	15.4	13.2	96	1626	14.5	12.6	91	2539	13.9	19.6	87
OUTDOOR	QUINTILE 1	14852	7658	18.9	51.6	103	2204	19.9	14.8	108	2340	20.9	15.8	114	3114	17.1	21.0	93
	QUINTILE 2	15725	8014	19.8	51.0	102	1901	17.1	12.1	88	2301	20.5	14.6	106	3812	20.9	24.2	108
	QUINTILE 3	16330	8353	20.6	51.2	102	2611	23.5	16.0	117	2023	18.0	12.4	89	3720	20.4	22.8	101
	QUINTILE 4	16744	8194	20.2	48.9	98	2171	19.6	13.0	95	2299	20.5	13.7	99	3724	20.4	22.2	99
	QUINTILE 5	17334	8336	20.6	48.1	96	2206	19.9	12.7	93	2251	20.1	13.0	94	3879	21.3	22.4	99
RADIO-DRIVE TIME	QUINTILE 1	15911	8123	20.0	51.1	102	2309	20.8	14.5	106	2104	18.8	13.2	95	3710	20.3	23.3	103
	QUINTILE 2	14837	7959	19.6	53.6	107	2231	20.1	15.0	110	2137	19.1	14.4	104	3591	19.7	24.2	107
	QUINTILE 3	15339	7293	18.0	47.5	95	1824	16.4	11.9	87	2047	18.3	13.3	96	3422	18.8	22.3	99
	QUINTILE 4	16723	8428	20.8	50.4	101	2258	20.4	13.5	99	2506	22.3	15.0	108	3664	20.1	21.9	97
	QUINTILE 5	18176	8752	21.6	48.2	96	2471	22.3	13.6	99	2419	21.6	13.3	96	3862	21.2	21.2	94
RADIO-MID- DAY	TERCILE 1	21020	10572	26.1	50.3	100	2879	26.0	13.7	100	2873	25.6	13.7	99	4819	26.4	22.9	102
	TERCILE 2	21610	11077	27.3	51.3	102	2927	26.4	13.5	99	3118	27.8	14.4	104	5032	27.6	23.3	103
	TERCILE 3	38355	18907	46.6	49.3	98	5287	47.7	13.8	101	5223	46.6	13.6	98	8398	46.0	21.9	97
RADIO-TOTAL	QUINTILE 1	15988	7848	19.4	49.1	98	2311	20.8	14.5	106	2098	18.7	13.1	95	3438	18.8	21.5	95
	QUINTILE 2	15626	7904	19.5	50.6	101	2040	18.4	13.1	95	2116	18.9	13.5	98	3747	20.5	24.0	106
	QUINTILE 3	16723	9040	22.3	54.1	108	2442	22.0	14.6	107	2520	22.5	15.1	109	4078	22.3	24.4	108
	QUINTILE 4	16342	8128	20.0	49.7	99	2070	18.7	12.7	92	2384	21.3	14.6	105	3674	20.1	22.5	100
	QUINTILE 5	16306	7637	18.8	46.8	94	2230	20.1	13.7	100	2096	18.7	12.9	93	3311	18.1	20.3	90
TV-PRIME TIME	QUINTILE 1	15953	8819	21.7	55.3	110	2314	20.9	14.5	106	2637	23.5	16.5	119	3868	21.2	24.2	108
	QUINTILE 2	16137	7957	19.6	49.3	98	2260	20.4	14.0	102	1930	17.2	12.0	86	3767	20.6	23.3	104
	QUINTILE 3	16420	8102	20.0	49.3	99	2085	18.8	12.7	93	2169	19.3	13.2	95	3848	21.1	23.4	104
	QUINTILE 4	16687	8015	19.8	48.0	96	2138	19.3	12.8	94	2249	20.1	13.5	97	3628	19.9	21.7	96
	QUINTILE 5	15789	7664	18.9	48.5	97	2296	20.7	14.5	106	2229	19.9	14.1	102	3139	17.2	19.9	88
TV-DAYTIME	TERCILE 1	27736	13906	34.3	50.1	100	4020	36.2	14.5	106	4113	36.7	14.8	107	5773	31.6	20.8	92
	TERCILE 2	26489	12985	32.0	49.0	98	3211	28.9	12.1	88	3751	33.4	14.2	102	6023	33.0	22.7	101
	TERCILE 3	26761	13664	33.7	51.1	102	3862	34.8	14.4	105	3349	29.9	12.5	90	6453	35.4	24.1	107
TV-TOTAL	QUINTILE 1	16345	8346	20.6	51.1	102	2249	20.3	13.8	100	2383	21.3	14.6	105	3714	20.4	22.7	101
	QUINTILE 2	16447	8512	21.0	51.8	103	2386	21.5	14.5	106	2472	22.0	15.0	109	3654	20.0	22.2	99
	QUINTILE 3	15980	8110	20.0	50.8	101	2372	21.4	14.8	108	2077	18.5	13.0	94	3661	20.1	22.9	102
	QUINTILE 4	15887	7820	19.3	49.2	98	1960	17.7	12.3	90	2161	19.3	13.6	98	3698	20.3	23.3	103
	QUINTILE 5	16326	7768	19.2	47.6	95	2126	19.2	13.0	95	2121	18.9	13.0	94	3520	19.3	21.6	96
MAGAZINES-NEWSPAPERS: DUAL		20721	11398	28.1	55.0	110	3115	28.1	15.0	110	2973	26.5	14.3	104	5310	29.1	25.6	114
MAGAZINE IMPERATIVE		19186	9508	23.4	49.6	99	2578	23.2	13.4	98	2386	21.3	12.4	90	4545	24.9	23.7	105
NEWSPAPER IMPERATIVE		21899	11112	27.4	50.7	101	2943	26.5	13.4	98	3517	31.4	16.1	116	4652	25.5	21.2	94
MAGAZINES-OUTDOOR: DUAL		15451	8537	21.0	55.3	110	2407	21.7	15.6	114	2309	20.6	14.9	108	3821	20.9	24.7	110
MAGAZINE IMPERATIVE		25953	13249	32.7	51.0	102	3470	31.3	13.4	98	3327	29.7	12.8	93	6451	35.3	24.9	110
OUTDOOR IMPERATIVE		24400	11452	28.2	46.9	94	3090	27.9	12.7	92	3480	31.0	14.3	103	4882	26.8	20.0	89
MAGAZINES-RADIO: DUAL		18049	9543	23.5	52.9	106	2763	24.9	15.3	112	2450	21.8	13.6	98	4330	23.7	24.0	106
MAGAZINE IMPERATIVE		23571	12427	30.6	52.7	105	3144	28.3	13.3	97	3287	29.3	13.9	101	5996	32.9	25.4	113
RADIO IMPERATIVE		23278	11345	28.0	48.7	97	3105	28.0	13.3	97	3228	28.8	13.9	100	5013	27.5	21.5	96
MAGAZINES-TELEVISION: DUAL		15459	8359	20.6	54.1	108	2126	19.2	13.8	100	2298	20.5	14.9	107	3935	21.6	25.5	113
MAGAZINE IMPERATIVE		25829	13231	32.6	51.2	102	3608	32.5	14.0	102	3285	29.3	12.7	92	6339	34.7	24.5	109
TELEVISION IMPERATIVE		26039	12667	31.2	48.6	97	3593	32.4	13.8	101	3813	34.0	14.6	106	5262	28.8	20.2	90
NEWSPAPERS-OUTDOOR: DUAL		16605	9107	22.5	54.8	110	2292	20.7	13.8	101	2578	23.0	15.5	112	4237	23.2	25.5	113
NEWSPAPER IMPERATIVE		26834	13975	34.5	52.1	104	3946	35.6	14.7	107	3895	34.7	14.5	105	6134	33.6	22.9	101
OUTDOOR IMPERATIVE		23346	11184	27.6	47.9	96	3317	29.9	14.2	104	3082	27.5	13.2	95	4785	26.2	20.5	91
NEWSPAPERS-RADIO: DUAL		17133	9043	22.3	52.8	105	2485	22.4	14.5	106	2464	22.0	14.4	104	4095	22.4	23.9	106
NEWSPAPER IMPERATIVE		25892	13770	34.0	53.2	106	3707	33.4	14.3	105	4033	36.0	15.6	112	6030	33.0	23.3	103
RADIO IMPERATIVE		23167	11144	27.5	48.1	96	3214	29.0	13.9	101	2764	24.6	11.9	86	5166	28.3	22.3	99
NEWSPAPERS-TELEVISION: DUAL		17159	9525	23.5	55.5	111	2456	22.1	14.3	104	3185	28.4	18.6	134	3883	21.3	22.6	100
NEWSPAPER IMPERATIVE		26214	13483	33.2	51.4	103	3702	33.4	14.1	103	3445	30.7	13.1	95	6337	34.7	24.2	107
TELEVISION IMPERATIVE		23412	10926	26.9	46.7	93	3222	29.0	13.8	100	2656	23.7	11.3	82	5048	27.7	21.6	96
OUTDOOR-RADIO: DUAL		15303	8153	20.1	53.3	106	2133	19.2	13.9	102	2234	19.9	14.6	105	3786	20.7	24.7	110
OUTDOOR IMPERATIVE		24901	12579	31.0	50.5	101	356											

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAERS	80986	40556	100.0	50.1	100	11093	100.0	13.7	100	11214	100.0	13.8	100	18249	100.0	22.5	100
ATLANTIC MONTHLY	415	*245	0.6	59.0	118	**129	1.2	31.1	227	**25	0.2	6.0	44	**91	0.5	21.9	97
BARRON'S	453	*202	0.5	44.6	89	**42	0.4	9.3	68	**36	0.3	7.9	57	**124	0.7	27.4	121
BETTER HOMES & GARDENS	16256	8953	22.1	55.1	110	2173	19.6	13.4	98	2247	20.0	13.8	100	4533	24.8	27.9	124
BON APPETIT	2535	1259	3.1	49.7	99	310	2.8	12.2	89	362	3.2	14.3	103	587	3.2	23.2	103
BUSINESS WEEK	1278	682	1.7	53.4	107	*231	2.1	18.1	132	**136	1.2	10.6	77	315	1.7	24.6	109
CAR AND DRIVER	378	*159	0.4	42.1	84	**57	0.5	15.1	110	**13	0.1	3.4	25	**89	0.5	23.5	104
CBS MAGAZINE NETWORK (GROSS)	1498	768	1.9	51.3	102	*250	2.3	16.7	122	*200	1.8	13.4	96	319	1.7	21.3	95
CHANGING TIMES	1505	787	1.9	52.3	104	284	2.6	18.9	138	*121	1.1	8.0	58	382	2.1	25.4	113
COLONIAL HOMES	1231	604	1.5	49.1	98	*157	1.4	12.8	93	*143	1.3	11.6	84	304	1.7	24.7	110
CONDE NAST MAG. PKG. (GROSS)	14146	7328	18.1	51.8	103	2231	20.1	15.8	115	1993	17.8	14.1	102	3103	17.0	21.9	97
CONSUMERS DIGEST	1323	806	2.0	60.9	122	*164	1.5	12.4	90	*318	2.8	24.0	174	324	1.8	24.5	109
COSMOPOLITAN	7102	3681	9.1	51.8	103	1176	10.6	16.6	121	849	7.6	12.0	86	1656	9.1	23.3	103
COUNTRY LIVING	2481	1346	3.3	54.3	108	306	2.8	12.3	90	334	3.0	13.5	97	706	3.9	28.5	126
CUISINE	1472	747	1.8	50.7	101	*177	1.6	12.0	88	*202	1.8	13.7	99	368	2.0	25.0	111
CYCLE WORLD	425	*230	0.6	54.1	108	**58	0.5	13.6	100	**31	0.3	7.3	53	**141	0.8	33.2	147
DCI:CREATIVE IDEAS FOR LIV	2510	1373	3.4	54.7	109	347	3.1	13.8	101	492	4.4	19.6	142	534	2.9	21.3	94
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3545	8.7	53.0	106	803	7.2	12.0	88	1149	10.2	17.2	124	1593	8.7	23.8	106
DISCOVER	894	487	1.2	54.5	109	**101	0.9	11.3	82	*168	1.5	18.8	136	*218	1.2	24.4	108
EBONY	3507	1678	4.1	47.8	96	684	6.2	19.5	142	446	4.0	12.7	92	548	3.0	15.6	69
ESQUIRE	1083	531	1.3	49.0	98	*186	1.7	17.2	125	**104	0.9	9.6	69	241	1.3	22.3	99
ESSENCE	1830	789	1.9	43.1	86	308	2.8	16.8	123	*198	1.8	10.8	78	283	1.6	15.5	69
FAMILY CIRCLE	15930	8271	20.4	51.9	104	2104	19.0	13.2	96	2327	20.8	14.6	105	3840	21.0	24.1	107
THE FAMILY HANDYMAN	1126	679	1.7	60.3	120	*212	1.9	18.8	137	**124	1.1	11.0	80	343	1.9	30.5	135
FAMILY WEEKLY	11468	5774	14.2	50.3	101	1367	12.3	11.9	87	1516	13.5	13.2	95	2891	15.8	25.2	112
FIELD & STREAM	2234	1160	2.9	51.9	104	399	3.6	17.9	130	377	3.4	16.9	122	384	2.1	17.2	76
FOOD & WINE	579	391	1.0	67.5	135	*141	1.3	24.4	178	**97	0.9	16.8	121	*153	0.8	26.4	117
FORBES	728	391	1.0	53.7	107	**108	1.0	14.8	108	**70	0.6	9.6	69	*214	1.2	29.4	130
FORTUNE	906	483	1.2	53.3	106	**109	1.0	12.0	88	**86	0.8	9.5	69	*288	1.6	31.8	141
GENTLEMEN'S QUARTERLY	791	299	0.7	37.8	75	**58	0.5	7.3	54	*123	1.1	15.5	112	*118	0.6	14.9	66
GLAMOUR	5265	2757	6.8	52.4	105	785	7.1	14.9	109	696	6.2	13.2	95	1276	7.0	24.2	108
GOLF DIGEST	636	336	0.8	52.8	105	**71	0.6	11.2	82	**115	1.0	18.1	131	*150	0.8	23.6	105
GOLF DIGEST/TENNIS (GROSS)	1186	653	1.6	55.1	110	*168	1.5	14.2	103	*142	1.3	12.0	86	342	1.9	28.8	128
GOLF MAGAZINE	441	*220	0.5	49.9	100	**51	0.5	11.6	84	**21	0.2	4.8	34	**147	0.8	33.3	148
GOLF MAGAZINE/SKI (GROSS)	922	438	1.1	47.5	95	*142	1.3	15.4	112	**63	0.6	6.8	49	*233	1.3	25.3	112
GOOD HOUSEKEEPING	16487	8721	21.5	52.9	106	2111	19.0	12.8	93	2533	22.6	15.4	111	4077	22.3	24.7	110
HARPER'S BAZAAR	2423	1293	3.2	53.4	107	385	3.5	15.9	116	384	3.4	15.8	114	524	2.9	21.6	96
HEALTH	1994	1210	3.0	60.7	121	301	2.7	15.1	110	377	3.4	18.9	137	531	2.9	26.6	118
HEARST MAG CORP. BUY (GROSS)	44101	23618	58.2	53.6	107	6300	56.8	14.3	104	6547	58.4	14.8	107	10770	59.0	24.4	108
HEARST MAN POWER (GROSS)	1993	1168	2.9	58.6	117	352	3.2	17.7	129	312	2.8	15.7	113	504	2.8	25.3	112
HEARST WOMAN POWER (GROSS)	31274	16729	41.2	53.5	107	4403	39.7	14.1	103	4665	41.6	14.9	108	7660	42.0	24.5	109
HOUSE BEAUTIFUL	3623	1929	4.8	53.2	106	524	4.7	14.5	106	535	4.8	14.8	107	870	4.8	24.0	107
INC.	283	*195	0.5	68.9	138	**52	0.5	18.4	134	**39	0.3	13.8	100	**103	0.6	36.4	162
JET	2928	1438	3.5	49.1	98	614	5.5	21.0	153	326	2.9	11.1	80	497	2.7	17.0	75
LADIES' HOME JOURNAL	11918	6456	15.9	54.2	108	1760	15.9	14.8	108	1844	16.4	15.5	112	2852	15.6	23.9	106
LHJ FAMILY GRP COMBO(GROSS)	16764	9178	22.6	54.7	109	2456	22.1	14.7	107	2605	23.2	15.5	112	4118	22.6	24.6	109
LIFE	4254	2155	5.3	50.7	101	583	5.3	13.7	100	659	5.9	15.5	112	913	5.0	21.5	95
L.A. TIMES HOME MAGAZINE	1145	615	1.5	53.7	107	*175	1.6	15.3	112	*113	1.0	9.9	71	327	1.8	28.6	127
MADAMOISELLE	2884	1542	3.8	53.5	107	454	4.1	15.7	115	431	3.8	14.9	108	657	3.6	22.8	101
MC CALL'S	13460	7323	18.1	54.4	109	1980	17.8	14.7	107	2015	18.0	15.0	108	3328	18.2	24.7	110
MC CALL'S/WRK MOTHER (GROSS)	14606	8034	19.8	55.0	110	2185	19.7	15.0	109	2229	19.9	15.3	110	3620	19.8	24.8	110
MECHANIX ILLUSTRATED	772	496	1.2	64.2	128	**138	1.2	17.9	131	**135	1.2	17.5	126	*223	1.2	28.9	128
METROPOLITAN HOME	967	530	1.3	54.8	109	**109	1.0	11.3	82	*140	1.2	14.5	105	280	1.5	29.0	128
MONEY	1588	742	1.8	46.7	93	*190	1.7	12.0	87	**113	1.0	7.1	51	439	2.4	27.6	123
MOTHER EARTH NEWS	1002	546	1.3	54.5	109	*144	1.3	14.4	105	**157	1.4	15.7	113	*245	1.3	24.5	109
MS.	825	437	1.1	53.0	106	*140	1.3	17.0	124	*122	1.1	14.8	107	*175	1.0	21.2	94
NATIONAL ENQUIRER	10336	5395	13.3	52.2	104	1838	16.6	17.8	130	1359	12.1	13.1	95	2199	12.0	21.3	94
NATIONAL GEOGRAPHIC	9597	5027	12.4	52.4	105	1186	10.7	12.4	90	1321	11.8	13.8	99	2520	13.8	26.3	117
NATIONAL SUNDAY MAGAZINE PKG	49558	25520	62.9	51.5	103	6908	62.3	13.9	102	6970	62.2	14.1	102	11643	63.8	23.5	104
NATURAL HISTORY	573	*232	0.6	40.5	81	**47	0.4	8.2	60	**52	0.5	9.1	66	*133	0.7	23.2	103
NEW WOMAN	1699	887	2.2	52.2	104	244	2.2	14.4	105	*241	2.1	14.2	102	402	2.2	23.7	105
NEW YORK INCLUDING CUE	443	212	0.5	47.9	96	**88	0.8	19.9	145	**60	0.5	13.5	98	**65	0.4	14.7	65
THE NEW YORKER	1270	621	1.5	48.9	98	*202	1.8	15.9	116	**143	1.3	11.3	81	275	1.5	21.7	96
NEWSWEEK	6277	3360	8.3	53.5	107	982	8.9	15.6	114	764	6.8	12.2	88	1615	8.8	25.7	114
THE N.Y. TIMES DAILY EDITION	1205	550	1.4	45.6	91	*199	1.8	16.5	121	*143	1.3	11.9	86	208	1.1	17.3	77
THE N.Y. TIMES MAGAZINE	2081	1030	2.5	49.5	99	303	2.7	14.6	106	243	2.2	11.7	84	484	2.7	23.3	103
OMNI	788	447	1.1	56.7	113	*145	1.3	18.4	134	**122	1.1	15.5	112	*180	1.0	22.8	101
ON CABLE	1158	680	1.7	58.7	117	*271	2.4	23.4	171	*218	1.9	18.8	136	*191	1.0	16.5	73
1001 HOME IDEAS	2852	1513	3.7	53.1	106	394	3.6	13.8	101	384	3.4	13.5	97	734	4.0	25.7	114
ORGANIC GARDENING	1658	961	2.4	58.0	116	274	2.5	16.5	121	311	2.8	18.8	135	376	2.1	22.7	101
OUTDOOR LIFE	896	456	1.1	50.9	102	*144	1.3	16.1	117	*191	1.7	21.3	154	*121	0.7	13.5	60
PARADE MAGAZINE	24275	12886	31.8	53.1	106	3456	31.2	14.2	104	3635	32.4	15.0	108	5795	31.8	23.9	106

DRAIN CLEANERS: USAGE IN LAST 6 MONTHS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	40556	100.0	50.1	100	11093	100.0	13.7	100	11214	100.0	13.8	100	18249	100.0	22.5	100
PARENTS	3845	1978	4.9	51.4	103	519	4.7	13.5	99	565	5.0	14.7	106	894	4.9	23.3	103
PENTHOUSE	831	401	1.0	48.3	96	**129	1.2	15.5	113	**96	0.9	11.6	83	*176	1.0	21.2	94
PEOPLE	11645	6118	15.1	52.5	105	1725	15.6	14.8	108	1521	13.6	13.1	94	2873	15.7	24.7	109
PLAYBOY	2006	971	2.4	48.4	97	299	2.7	14.9	109	*239	2.1	11.9	86	432	2.4	21.5	96
POPULAR HOT RODDING	297	*195	0.5	65.7	131	**58	0.5	19.5	143	**84	0.7	28.3	204	**54	0.3	18.2	81
POPULAR MECHANICS	1018	652	1.6	64.0	128	**191	1.7	18.8	137	**149	1.3	14.6	106	*312	1.7	30.6	136
POPULAR SCIENCE	878	591	1.5	67.3	134	*193	1.7	22.0	160	**87	0.8	9.9	72	*311	1.7	35.4	157
PREVENTION	3913	2185	5.4	55.8	112	630	5.7	16.1	118	502	4.5	12.8	93	1053	5.8	26.9	119
PSYCHOLOGY TODAY	1710	843	2.1	49.3	98	*177	1.6	10.4	76	*204	1.8	11.9	86	462	2.5	27.0	120
READER'S DIGEST	22204	12329	30.4	55.5	111	3050	27.5	13.7	100	3465	30.9	15.6	113	5814	31.9	26.2	116
REDBOOK	7684	4326	10.7	56.3	112	1116	10.1	14.5	106	1283	11.4	16.7	121	1927	10.6	25.1	111
ROAD & TRACK	410	*219	0.5	53.4	107	**104	0.9	25.4	185	**54	0.5	13.2	95	**61	0.3	14.9	66
ROLLING STONE	969	607	1.5	62.6	125	*167	1.5	17.2	126	*165	1.5	17.0	123	275	1.5	28.4	126
RUNNER'S WORLD	298	*122	0.3	40.9	82	**30	0.3	10.1	73	**20	0.2	6.7	48	**72	0.4	24.2	107
SATURDAY EVENING POST	1169	628	1.5	53.7	107	*223	2.0	19.1	139	*160	1.4	13.7	99	245	1.3	21.0	93
SCIENCE 84	587	346	0.9	58.9	118	**132	1.2	22.5	164	**67	0.6	11.4	82	*146	0.8	24.9	110
SCIENCE DIGEST	482	258	0.6	63.5	107	**77	0.7	16.0	117	**94	0.8	19.5	141	**87	0.5	18.0	80
SCIENTIFIC AMERICAN	594	296	0.7	49.8	100	**86	0.8	14.5	106	**72	0.6	12.1	88	*138	0.8	23.2	103
SELF	2089	1131	2.8	54.1	108	359	3.2	17.2	125	*282	2.5	13.5	97	490	2.7	23.5	104
SEVENTEEN	2411	1275	3.1	52.9	106	399	3.6	16.5	121	455	4.1	18.9	136	420	2.3	17.4	77
SKI	480	*219	0.5	45.6	91	**90	0.8	18.8	137	**42	0.4	8.8	63	**86	0.5	17.9	80
SMITHSONIAN	2760	1493	3.7	54.1	108	329	3.0	11.9	87	379	3.4	13.7	99	784	4.3	28.4	126
SOAP OPERA DIGEST	3013	1530	3.8	50.8	101	549	4.9	18.2	133	456	4.1	15.1	109	525	2.9	17.4	77
SOUTHERN LIVING	4184	2172	5.4	51.9	104	456	4.1	10.9	80	657	5.9	15.7	113	1059	5.8	25.3	112
SPORT	559	352	0.9	63.0	126	**84	0.8	15.0	110	**78	0.7	14.0	101	*190	1.0	34.0	151
THE SPORTING NEWS	436	*284	0.7	65.1	130	**61	0.5	14.0	102	**89	0.8	20.4	147	**134	0.7	30.7	136
SPORTS AFIELD	493	258	0.6	52.3	105	**84	0.8	17.0	124	**69	0.6	14.0	101	**105	0.6	21.3	95
SPORTS ILLUSTRATED	2758	1509	3.7	54.7	109	421	3.8	15.3	111	348	3.1	12.6	91	740	4.1	26.8	119
STAR	7456	4005	9.9	53.7	107	1397	12.6	18.7	137	1070	9.5	14.4	104	1538	8.4	20.6	92
SUNDAY	24936	12622	31.1	50.6	101	3721	33.5	14.9	109	3262	29.1	13.1	94	5639	30.9	22.6	100
SUNSET	2124	1177	2.9	55.4	111	*272	2.5	12.8	93	*199	1.8	9.4	68	706	3.9	33.2	148
TV GUIDE	21661	11443	28.2	52.8	105	3266	29.4	15.1	110	3254	29.0	15.0	108	4923	27.0	22.7	101
TENNIS	550	317	0.8	57.6	115	**97	0.9	17.6	129	**27	0.2	4.9	35	*193	1.1	35.1	156
TIME	8880	4484	11.1	50.5	101	1315	11.9	14.8	108	1319	11.8	14.9	107	1849	10.1	20.8	92
TOWN & COUNTRY	917	464	1.1	50.6	101	*132	1.2	14.4	105	*153	1.4	16.7	120	*178	1.0	19.4	86
TRAVEL & LEISURE	972	551	1.4	56.7	113	*169	1.5	17.4	127	*190	1.7	19.5	141	192	1.1	19.8	88
TRUE STORY	3356	1696	4.2	50.5	101	572	5.2	17.0	124	420	3.7	12.5	90	704	3.9	21.0	93
U.S. NEWS & WORLD REPORT	3410	1703	4.2	49.9	100	506	4.6	14.8	108	452	4.0	13.3	96	745	4.1	21.8	97
USA TODAY	1759	1001	2.5	56.9	114	*272	2.5	15.5	113	255	2.3	14.5	105	475	2.6	27.0	120
US	1873	1071	2.6	57.2	114	251	2.3	13.4	98	312	2.8	16.7	120	508	2.8	27.1	120
VOGUE	3909	1898	4.7	48.6	97	633	5.7	16.2	118	584	5.2	14.9	108	680	3.7	17.4	77
WALL STREET JOURNAL	1886	961	2.4	51.0	102	250	2.3	13.3	97	252	2.2	13.4	96	459	2.5	24.3	108
WEIGHT WATCHERS	2120	1148	2.8	54.2	108	389	3.5	18.3	134	360	3.2	17.0	123	399	2.2	18.8	84
WOMAN'S DAY	14172	7582	18.7	53.5	107	2106	19.0	14.9	108	2035	18.1	14.4	104	3440	18.9	24.3	108
WORKING MOTHER	1146	711	1.8	62.0	124	*205	1.8	17.9	131	*214	1.9	18.7	135	292	1.6	25.5	113
WORKING WOMAN	1322	675	1.7	51.1	102	*218	2.0	16.5	120	*161	1.4	12.2	88	296	1.6	22.4	99
WORLD TENNIS	*163	**76	0.2	46.6	93	**35	0.3	21.5	157	**0	0.0	0.0	0	**42	0.2	25.8	114
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1320	3.3	52.1	104	385	3.5	15.2	111	394	3.5	15.6	112	542	3.0	21.4	95
BLAIR INSERTS	43657	22481	55.4	51.5	103	6316	56.9	14.5	106	5998	53.5	13.7	99	10168	55.7	23.3	103
DAILY NEWSPAPERS																	
READ ANY	51633	27103	66.8	52.5	105	7266	65.5	14.1	103	7737	69.0	15.0	108	12100	66.3	23.4	104
READ ONE	43463	22717	56.0	52.3	104	6149	55.4	14.1	103	6518	58.1	15.0	108	10051	55.1	23.1	103
READ TWO OR MORE	8170	4386	10.8	53.7	107	1117	10.1	13.7	100	1219	10.9	14.9	108	2050	11.2	25.1	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	27233	67.1	51.7	103	7404	66.7	14.1	103	7509	67.0	14.3	103	12320	67.5	23.4	104
READ ONE	46126	23553	58.1	51.1	102	6407	57.8	13.9	101	6526	58.2	14.1	102	10621	58.2	23.0	102
READ TWO OR MORE	6552	3680	9.1	56.2	112	997	9.0	15.2	111	983	8.8	15.0	108	1699	9.3	25.9	115
OUTDOOR																	
100 SHM - 30 DAY AV FREQ	27.55	28.12				29.18				29.95				26.33			
30 DAY REACH	71455	35908	88.5	50.3	100	9877	89.0	13.8	101	9960	88.8	13.9	101	16070	88.1	22.5	100
50 SHM - 30 DAY AV FREQ	14.56	14.83				15.33				15.92				13.86			
30 DAY REACH	67742	34088	84.1	50.3	100	9432	85.0	13.9	102	9373	83.6	13.8	100	15282	83.7	22.6	100
25 SHM - 30 DAY AV FREQ	7.94	8.03				8.26				8.55				7.57			
30 DAY REACH	62117	31478	77.6	50.7	101	8770	79.1	14.1	103	8755	78.1	14.1	102	13953	76.5	22.5	100
CABLE TV: HOME WIRED	32077	16694	41.2	52.0	104	4476	40.3	14.0	102	4560	40.7	14.2	103	7658	42.0	23.9	106
HOME NOT WIRED	48909	23862	58.8	48.8	97	6617	59.7	13.5	99	6654	59.3	13.6	98	10591	58.0	21.7	96
HAVE PAY CABLE	15935	8781	21.7	55.1	110	2405	21.7	15.1	110	2285	20.4	14.3	104	4091	22.4	25.7	114

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	40556	100.0	50.1	100	11093	100.0	13.7	100	11214	100.0	13.8	100	18249	100.0	22.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	22552	55.6	51.3	103	6026	54.3	13.7	100	6203	55.3	14.1	102	10323	56.6	23.5	104
10:00 AM - 3:00 PM	30659	15666	38.6	51.1	102	4115	37.1	13.4	98	4357	38.9	14.2	103	7195	39.4	23.5	104
3:00 PM - 7:00 PM	31045	15877	39.1	51.1	102	4342	39.1	14.0	102	4172	37.2	13.4	97	7364	40.4	23.7	105
7:00 PM - MIDNIGHT	15767	7752	19.1	49.2	98	2285	20.6	14.5	106	2109	18.8	13.4	97	3358	18.4	21.3	95
MIDNIGHT - 6:00 AM	9120	4774	11.8	52.3	105	1371	12.4	15.0	110	1257	11.2	13.8	100	2147	11.8	23.5	104
6:00 AM - MIDNIGHT	58527	29919	73.8	51.1	102	8059	72.6	13.8	101	8296	74.0	14.2	102	13564	74.3	23.2	103
ENTIRE DAY	59311	30277	74.7	51.0	102	8156	73.5	13.8	100	8419	75.1	14.2	103	13703	75.1	23.1	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8401	20.7	51.9	104	2168	19.5	13.4	98	2128	19.0	13.2	95	4106	22.5	25.4	113
ALL NEWS	2256	1153	2.8	51.1	102	345	3.1	15.3	112	241	2.1	10.7	77	566	3.1	25.1	111
AOR/PROGRESSIVE	3874	1893	4.7	48.9	98	524	4.7	13.5	99	570	5.1	14.7	106	799	4.4	20.6	92
BEAUTIFUL MUSIC	5660	3004	7.4	53.1	106	870	7.8	15.4	112	876	7.8	15.5	112	1258	6.9	22.2	99
BLACK	2204	998	2.5	45.3	90	382	3.4	17.3	127	265	2.4	12.0	87	351	1.9	15.9	71
CLASSICAL	1418	822	2.0	58.0	116	*280	2.5	19.7	144	*188	1.7	13.3	96	354	1.9	25.0	111
CHR/ROCK	9538	4893	12.1	51.3	102	1469	13.2	15.4	112	1189	10.6	12.5	90	2235	12.2	23.4	104
COUNTRY	12648	6839	16.9	54.1	108	1744	15.7	13.8	101	1893	16.9	15.0	108	3202	17.5	25.3	112
GOLDEN OLDIES	1191	583	1.4	49.0	98	*130	1.2	10.9	80	*172	1.5	14.4	104	*281	1.5	23.6	105
MOR/NOSTALGIA	4757	2516	6.2	52.9	106	548	4.9	11.5	84	934	8.3	19.6	142	1034	5.7	21.7	96
NEWS/TALK	3863	1922	4.7	49.8	99	542	4.9	14.0	102	611	5.4	15.8	114	769	4.2	19.9	88
RELIGIOUS	3084	1471	3.6	47.7	95	346	3.1	11.2	82	381	3.4	12.4	89	744	4.1	24.1	107
SOFT ROCK	521	*234	0.6	44.9	90	*36	0.3	6.9	50	*79	0.7	15.2	110	*119	0.7	22.8	101
URBAN CONTEMPORARY	1585	678	1.7	42.8	85	254	2.3	16.0	117	*212	1.9	13.4	97	212	1.2	13.4	59
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1563	3.9	47.9	96	489	4.4	15.0	109	395	3.5	12.1	87	679	3.7	20.8	92
ABC DIRECTION	2316	1279	3.2	55.2	110	447	4.0	19.3	141	268	2.4	11.6	84	564	3.1	24.4	108
ABC ENTERTAINMENT	4834	2634	6.5	54.5	109	611	5.5	12.6	92	698	6.2	14.4	104	1326	7.3	27.4	122
ABC FM	2202	1089	2.7	49.5	99	353	3.2	16.0	117	271	2.4	12.3	89	465	2.5	21.1	94
ABC INFORMATION	5425	2976	7.3	54.9	110	713	6.4	13.1	96	983	8.8	18.1	131	1279	7.0	23.6	105
ABC ROCK	1677	918	2.3	54.7	109	*258	2.3	15.4	112	*305	2.7	18.2	131	356	2.0	21.2	94
CBS	4430	2264	5.6	51.1	102	547	4.9	12.3	90	657	5.9	14.8	107	1061	5.8	24.0	106
MUTUAL	4992	2922	7.2	58.5	117	844	7.6	16.9	123	831	7.4	16.6	120	1247	6.8	25.0	111
NBC	4679	2486	6.1	53.1	106	563	5.1	12.0	88	705	6.3	15.1	109	1219	6.7	26.1	116
RADIORADIO	1994	1245	3.1	62.4	125	339	3.1	17.0	124	327	2.9	16.4	118	579	3.2	29.0	129
RKO ONE	2298	1202	3.0	52.3	104	337	3.0	14.7	107	329	2.9	14.3	103	536	2.9	23.3	104
RKO TWO	3311	1727	4.3	52.2	104	484	4.4	14.6	107	529	4.7	16.0	115	714	3.9	21.6	96
THE SOURCE	2114	1030	2.5	48.7	97	*243	2.2	11.5	84	*309	2.8	14.6	106	478	2.6	22.6	100
NON-WIRED : BLAIR	8654	4198	10.4	48.5	97	1053	9.5	12.2	89	1122	10.0	13.0	94	2022	11.1	23.4	104
INTERNET	12025	6347	15.6	52.8	105	1839	16.6	15.3	112	1536	13.7	12.8	92	2972	16.3	24.7	110
KATZ RADIO GROUP	15359	7969	19.6	51.9	104	2153	19.4	14.0	102	2436	21.7	15.9	115	3380	18.5	22.0	98
SUPERNET	10628	5498	13.6	51.7	103	1358	12.2	12.8	93	1652	14.7	15.5	112	2489	13.6	23.4	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4256	10.5	49.2	98	1169	10.5	13.5	99	1196	10.7	13.8	100	1890	10.4	21.8	97
WKDAY 9:00 AM - 1:00 PM	12163	6066	15.0	49.9	100	1788	16.1	14.7	107	1680	15.0	13.8	100	2598	14.2	21.4	95
WKDAY 1:00 PM - 4:30 PM	16150	8026	19.8	49.7	99	2322	20.9	14.4	105	2444	21.8	15.1	109	3260	17.9	20.2	90
WKDAY 4:30 PM - 7:30 PM	22463	11400	28.1	50.8	101	3162	28.5	14.1	103	3213	28.7	14.3	103	5026	27.5	22.4	99
WKDAY 7:30 PM - 8:00 PM	31795	16183	39.9	50.9	102	4331	39.0	13.6	99	4584	40.9	14.4	104	7268	39.8	22.9	101
WKDAY 11:00 PM - 11:30 PM	23977	12547	30.9	52.3	104	3239	29.2	13.5	99	3543	31.6	14.8	107	5765	31.6	24.0	107
WKDAY 11:30 PM - 1:00 AM	7703	4151	10.2	53.9	108	1080	9.7	14.0	102	1157	10.3	15.0	108	1914	10.5	24.8	110
M-SAT 8-11 PM-SUN 7-11 PM	33800	17388	42.9	51.4	103	4643	41.9	13.7	100	4827	43.0	14.3	103	7917	43.4	23.4	104
WKDAY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	3001	7.4	45.9	92	874	7.9	13.4	98	869	7.7	13.3	96	1258	6.9	19.2	85
ANOTHER WORLD	N 4620	2314	5.7	50.1	100	613	5.5	13.3	97	795	7.1	17.2	124	907	5.0	19.6	87
AS THE WORLD TURNS	C 5614	2853	7.0	50.8	101	829	7.5	14.8	108	832	7.4	14.8	107	1192	6.5	21.2	94
CAPITOL	C 3396	1668	4.1	49.1	98	560	5.0	16.5	120	442	3.9	13.0	94	666	3.6	19.6	87
CBS MORN. NEWS 1	C 1446	739	1.8	51.1	102	285	2.6	19.7	144	168	1.5	11.6	84	286	1.6	19.8	88
CBS MORN. NEWS 2	C 1207	606	1.5	50.2	100	185	1.7	15.3	112	160	1.4	13.3	96	262	1.4	21.7	96
DAYS OF OUR LIVES	N 5877	3117	7.7	53.0	106	907	8.2	15.4	113	981	8.7	16.7	121	1230	6.7	20.9	93
FACTS OF LIFE - DAYTIME	N 2290	1129	2.8	49.3	98	321	2.9	14.0	102	305	2.7	13.3	96	503	2.8	22.0	97
FAMILY FEUD	A 3023	1339	3.3	44.3	88	426	3.8	14.1	103	386	3.4	12.8	92	528	2.9	17.5	78
GENERAL HOSPITAL	A 6097	2970	7.3	48.7	97	811	7.3	13.3	97	1054	9.4	17.3	125	1106	6.1	18.1	81
GOOD MORNING, AMERICA-730 A	A 3515	1699	4.2	48.3	97	385	3.5	11.0	80	514	4.6	14.6	106	800	4.4	22.8	101
GOOD MORNING, AMERICA-830 A	A 2818	1427	3.5	50.6	101	361	3.3	12.8	94	363	3.2	12.9	93	703	3.9	24.9	111
GUIDING LIGHT	C 5339	2696	6.6	50.5	101	817	7.4	15.3	112	810	7.2	15.2	110	1069	5.9	20.0	89
ONE LIFE TO LIVE	A 4478	2178	5.4	4													

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	TOTAL U.S. '000	LIQUID				CRYSTAL											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	28606	100.0	35.3	100	19170	100.0	23.7	100								
18 - 24	9282	2501	8.7	26.9	76	1813	9.5	19.5	83								
25 - 34	19072	6422	22.4	33.7	95	4676	24.4	24.5	104								
35 - 44	14591	5166	18.1	35.4	100	3857	20.1	26.4	112								
45 - 54	11345	4646	16.2	41.0	116	2894	15.1	25.5	108								
55 - 64	11635	4443	15.5	38.2	108	2858	14.9	24.6	104								
65 OR OLDER	15061	5429	19.0	36.0	102	3072	16.0	20.4	86								
18 - 34	28354	8923	31.2	31.5	89	6489	33.8	22.9	97								
18 - 49	48339	16377	57.3	33.9	96	11775	61.4	24.4	103								
25 - 54	45008	16234	56.8	36.1	102	11427	59.6	25.4	107								
35 - 49	19985	7454	26.1	37.3	106	5287	27.6	26.5	112								
50 OR OLDER	32647	12229	42.7	37.5	106	7395	38.6	22.7	96								
GRADUATED COLLEGE	11155	3865	13.5	34.6	98	2806	14.6	25.2	106								
ATTENDED COLLEGE	13682	4808	16.8	35.1	99	3446	18.0	25.2	106								
GRADUATED HIGH SCHOOL	33880	12520	43.8	37.0	105	8121	42.4	24.0	101								
DID NOT GRADUATE HIGH SCHOOL	22270	7413	25.9	33.3	94	4798	25.0	21.5	91								
EMPLOYED	40306	14492	50.7	36.0	102	10293	53.7	25.5	108								
EMPLOYED FULL-TIME	32850	12021	42.0	36.6	104	8341	43.5	25.4	107								
EMPLOYED PART-TIME	7456	2471	8.6	33.1	94	1952	10.2	26.2	111								
NOT EMPLOYED	40680	14114	49.3	34.7	98	8878	46.3	21.8	92								
PROFESSIONAL/MANAGER	10392	3747	13.1	36.1	102	2718	14.2	26.2	110								
TECH/CLERICAL/SALES	17574	6243	21.8	35.5	101	4401	23.0	25.0	106								
PRECISION/CRAFT	985	*323	1.1	32.8	93	**236	1.2	24.0	101								
OTHER EMPLOYED	11354	4179	14.6	36.8	104	2938	15.3	25.9	109								
SINGLE	9863	3175	11.1	32.2	91	2249	11.7	22.8	96								
MARRIED	51375	18606	65.0	36.2	103	12510	65.3	24.4	103								
DIVORCED/SEPARATED/WIDOWED	19748	6825	23.9	34.6	98	4411	23.0	22.3	94								
PARENTS	32590	10911	38.1	33.5	95	7932	41.4	24.3	103								
WHITE	70416	25075	87.7	35.6	101	16847	87.9	23.9	101								
BLACK	8778	2850	10.0	32.5	92	1946	10.2	22.2	94								
OTHER	1791	*682	2.4	38.1	108	**377	2.0	21.0	89								
NORTHEAST-CENSUS	17786	6296	22.0	35.4	100	4344	22.7	24.4	103								
NORTH CENTRAL	20741	8372	29.3	40.4	114	4855	25.3	23.4	99								
SOUTH	27775	9084	31.8	32.7	93	6357	33.2	22.9	97								
WEST	14683	4855	17.0	33.1	94	3613	18.8	24.6	104								
NORTHEAST-MKTG.	17961	5944	20.8	33.1	94	4127	21.5	23.0	97								
EAST CENTRAL	11885	4729	16.5	39.8	113	3070	16.0	25.8	109								
WEST CENTRAL	14090	5710	20.0	40.5	115	3315	17.3	23.5	99								
SOUTH	24081	7913	27.7	32.9	93	5435	28.4	22.6	95								
PACIFIC	12969	4310	15.1	33.2	94	3222	16.8	24.8	105								
COUNTY SIZE A	32439	11306	39.5	34.9	99	7093	37.0	21.9	92								
COUNTY SIZE B	24915	8738	30.5	35.1	99	6093	31.8	24.5	103								
COUNTY SIZE C	12930	4732	16.5	36.6	104	3643	19.0	28.2	119								
COUNTY SIZE D	10703	3830	13.4	35.8	101	2342	12.2	21.9	92								
METRO CENTRAL CITY	24518	8398	29.4	34.3	97	5185	27.0	21.1	89								
METRO SUBURBAN	35919	13009	45.5	36.2	103	8658	45.2	24.1	102								
NON METRO	20549	7198	25.2	35.0	99	5327	27.8	25.9	110								
TOP 5 ADI'S	18341	6793	23.7	37.0	105	3762	19.6	20.5	87								
TOP 10 ADI'S	25378	8749	30.6	34.5	98	5287	27.6	20.8	88								
TOP 20 ADI'S	36488	12731	44.5	34.9	99	7977	41.6	21.9	92								
HSHLD INC. \$50,000 OR MORE	6612	2322	8.1	35.1	99	1573	8.2	23.8	101								
\$40,000 OR MORE	12659	4437	15.5	35.1	99	3283	17.1	25.9	110								
\$30,000 OR MORE	24698	8878	31.0	35.9	102	6294	32.8	25.5	108								
\$25,000 OR MORE	32077	11778	41.2	36.7	104	8022	41.8	25.0	106								
\$20,000 - \$24,999	9144	3323	11.6	36.3	103	2401	12.5	26.3	111								
\$15,000 - \$19,999	8728	3052	10.7	35.0	99	2060	10.7	23.6	100								
\$10,000 - \$14,999	12562	4664	16.3	37.1	105	3136	16.4	25.0	105								
UNDER \$10,000	18475	5788	20.2	31.3	89	3551	18.5	19.2	81								
HOUSEHOLD OF 1 PERSON	11987	3997	14.0	33.3	94	2441	12.7	20.4	86								
2 PEOPLE	26577	9844	34.4	37.0	105	6241	32.6	23.5	99								
3 OR 4 PEOPLE	30617	10632	37.2	34.7	98	7544	39.4	24.6	104								
5 OR MORE PEOPLE	11804	4133	14.4	35.0	99	2944	15.4	24.9	105								
NO CHILD IN HSHLD	46165	16881	59.0	36.6	104	10662	55.6	23.1	98								
CHILD(REN) UNDER 2 YRS	5325	1568	5.5	29.4	83	1195	6.2	22.4	95								
2 - 5 YEARS	14221	4336	15.2	30.5	86	3507	18.3	24.7	104								
6 - 11 YEARS	15117	5092	17.8	33.7	95	3744	19.5	24.8	105								
12 - 17 YEARS	16611	5905	20.6	35.5	101	4067	21.2	24.5	103								
RESIDENCE OWNED	55884	21346	74.6	38.2	108	14060	73.3	25.2	106								
VALUE: \$50,000 OR MORE	31744	11803	41.3	37.2	105	7775	40.6	24.5	103								
VALUE: UNDER \$50,000	24140	9544	33.4	39.5	112	6285	32.8	26.0	110								

DRAIN CLEANERS: TYPES
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	A '000	LIQUID B % DOWN	C ACROSS %	D INDX	A '000	CRYSTAL B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS		80986	28606	100.0	35.3	100	19170	100.0	23.7	100								
MAGAZINES	QUINTILE 1	15799	6296	22.0	39.9	113	4315	22.5	27.3	115								
	QUINTILE 2	17259	6424	22.5	37.2	105	4158	21.7	24.1	102								
	QUINTILE 3	13545	4391	15.3	32.4	92	3127	16.3	23.1	98								
	QUINTILE 4	15133	5401	18.9	35.7	101	3459	18.0	22.9	97								
	QUINTILE 5	19250	6094	21.3	31.7	90	4111	21.4	21.4	90								
NEWSPAPERS	QUINTILE 1	12413	4734	16.5	38.1	108	3133	16.3	25.2	107								
	QUINTILE 2	24116	9376	32.8	38.9	110	5887	30.7	24.4	103								
	QUINTILE 3	11261	4066	14.2	36.1	102	2590	13.5	23.0	97								
	QUINTILE 4	20255	6501	22.7	32.1	91	4500	23.5	22.2	94								
	QUINTILE 5	12940	3929	13.7	30.4	86	3061	16.0	23.7	100								
OUTDOOR	QUINTILE 1	14852	5324	18.6	35.8	101	3837	20.0	25.8	109								
	QUINTILE 2	15725	5674	19.8	36.1	102	3667	19.1	23.3	99								
	QUINTILE 3	16330	6231	21.8	38.2	108	3806	19.9	23.3	98								
	QUINTILE 4	16744	5757	20.1	34.4	97	4027	21.0	24.1	102								
	QUINTILE 5	17334	5620	19.6	32.4	92	3833	20.0	22.1	93								
RADIO-DRIVE TIME	QUINTILE 1	15911	5836	20.4	36.7	104	3955	20.6	24.9	105								
	QUINTILE 2	14837	5690	19.9	38.4	109	3698	19.3	24.9	105								
	QUINTILE 3	15339	5336	18.7	34.8	98	3396	17.7	22.1	94								
	QUINTILE 4	16723	5639	19.7	33.7	95	4074	21.3	24.4	103								
	QUINTILE 5	18176	6105	21.3	33.6	95	4048	21.1	22.3	94								
RADIO-MID- DAY	TERCILE 1	21020	7610	26.6	36.2	102	5082	26.5	24.2	102								
	TERCILE 2	21610	7858	27.5	36.4	103	5248	27.4	24.3	103								
	TERCILE 3	38355	13137	45.9	34.3	97	8841	46.1	23.1	97								
RADIO-TOTAL	QUINTILE 1	15988	5680	19.9	35.5	101	3779	19.7	23.6	100								
	QUINTILE 2	15626	5732	20.0	36.7	104	3736	19.5	23.9	101								
	QUINTILE 3	16723	6326	22.1	37.8	107	4411	23.0	26.4	111								
	QUINTILE 4	16342	5776	20.2	35.3	100	3608	18.8	22.1	93								
	QUINTILE 5	16306	5092	17.8	31.2	88	3636	19.0	22.3	94								
TV-PRIME TIME	QUINTILE 1	15953	6144	21.5	38.5	109	4355	22.7	27.3	115								
	QUINTILE 2	16137	5805	20.3	36.0	102	3519	18.4	21.8	92								
	QUINTILE 3	16420	5672	19.8	34.5	98	3629	18.9	22.1	93								
	QUINTILE 4	16687	5456	19.1	32.7	93	3884	20.3	23.3	98								
	QUINTILE 5	15789	5520	19.3	35.0	99	3784	19.7	24.0	101								
TV-DAYTIME	TERCILE 1	27736	9895	34.6	35.7	101	6641	34.6	23.9	101								
	TERCILE 2	26489	9319	32.6	35.2	100	5869	30.6	22.2	94								
	TERCILE 3	26761	9392	32.8	35.1	99	6660	34.7	24.9	105								
TV-TOTAL	QUINTILE 1	16345	5952	20.8	36.4	103	4000	20.9	24.5	103								
	QUINTILE 2	16447	6086	21.3	37.0	105	3816	19.9	23.2	98								
	QUINTILE 3	15980	5836	20.4	36.5	103	3635	19.0	22.7	96								
	QUINTILE 4	15887	5516	19.3	34.7	98	3608	18.8	22.7	96								
	QUINTILE 5	16326	5216	18.2	31.9	90	4112	21.5	25.2	106								
MAGAZINES-NEWSPAPERS: DUAL		20721	8006	28.0	38.6	109	5447	28.4	26.3	111								
MAGAZINE IMPERATIVE		19186	6674	23.3	34.8	98	4605	24.0	24.0	101								
NEWSPAPER IMPERATIVE		21899	8126	28.4	37.1	105	4956	25.9	22.6	96								
MAGAZINES-OUTDOOR: DUAL		15451	5941	20.8	38.5	109	4147	21.6	26.8	113								
MAGAZINE IMPERATIVE		25953	9350	32.7	36.0	102	6309	32.9	24.3	103								
OUTDOOR IMPERATIVE		24400	8245	28.8	33.8	96	5368	28.0	22.0	93								
MAGAZINES-RADIO: DUAL		18049	6870	24.0	38.1	108	4719	24.6	26.1	110								
MAGAZINE IMPERATIVE		23571	8688	30.4	36.9	104	5755	30.0	24.4	103								
RADIO IMPERATIVE		23278	7967	27.9	34.2	97	5424	28.3	23.3	98								
MAGAZINES-TELEVISION: DUAL		15459	6092	21.3	39.4	112	3759	19.6	24.3	103								
MAGAZINE IMPERATIVE		25829	9133	31.9	35.4	100	6552	34.2	25.4	107								
TELEVISION IMPERATIVE		26039	8905	31.1	34.2	97	5858	30.6	22.5	95								
NEWSPAPERS-OUTDOOR: DUAL		16605	6553	22.9	39.5	112	4325	22.6	26.0	110								
NEWSPAPER IMPERATIVE		26834	10002	35.0	37.3	106	6355	33.2	23.7	100								
OUTDOOR IMPERATIVE		23346	7890	27.6	33.8	96	5409	28.2	23.2	98								
NEWSPAPERS-RADIO: DUAL		17133	6681	23.4	39.0	110	3960	20.7	23.1	98								
NEWSPAPER IMPERATIVE		25892	9752	34.1	37.7	107	6378	33.3	24.6	104								
RADIO IMPERATIVE		23167	7757	27.1	33.5	95	5769	30.1	24.9	105								
NEWSPAPERS-TELEVISION: DUAL		17159	6969	24.4	40.6	115	4142	21.6	24.1	102								
NEWSPAPER IMPERATIVE		26214	9623	33.6	36.7	104	6246	32.6	23.8	101								
TELEVISION IMPERATIVE		23412	7595	26.6	32.4	92	5352	27.9	22.9	97								
OUTDOOR-RADIO: DUAL		15303	5892	20.6	38.5	109	3873	20.2	25.3	107								
OUTDOOR IMPERATIVE		24901	8778	30.7	35.3	100	5922	30.9	23.8	100								
RADIO IMPERATIVE		26492	9387	32.8	35.4	100	6222	32.5	23.5	99								
OUTDOOR-TELEVISION: DUAL		14794	5716	20.0	38.6	109	3579	18.7	24.2	102								
OUTDOOR IMPERATIVE		25437	8863	31.0	34.8	99	6209	32.4	24.4	103								
TELEVISION IMPERATIVE		27877	10029	35.1	36.0	102	6541	34.1	23.5	99								
RADIO-TELEVISION: DUAL		15996	6150	21.5	38.4	109	3659	19.1	22.9	97								
RADIO IMPERATIVE		25478	8982	31.4	35.3	100	6420	33.5	25.2	106								
TELEVISION IMPERATIVE		26573	9316	32.6	35.1	99	6324	33.0	23.8	101								

	TOTAL U.S. '000	LIQUID				CRYSTAL				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL FEMALE HOMEMAKERS	80986	28606	100.0	35.3	100	19170	100.0	23.7	100								
ATLANTIC MONTHLY	415	*135	0.5	32.5	92	**122	0.6	29.4	124								
BARROW'S	453	**152	0.5	33.6	95	**75	0.4	16.6	70								
BETTER HOMES & GARDENS	16256	6359	22.2	39.1	111	4182	21.8	25.7	109								
BON APPETIT	2535	941	3.3	37.1	105	544	2.8	21.5	91								
BUSINESS WEEK	1278	478	1.7	37.4	106	357	1.9	27.9	118								
CAR AND DRIVER	378	**96	0.3	25.4	72	**84	0.4	22.2	94								
CBS MAGAZINE NETWORK (GROSS)	1498	634	2.2	42.3	120	326	1.7	21.8	92								
CHANGING TIMES	1505	541	1.9	35.9	102	405	2.1	26.9	114								
COLONIAL HOMES	1231	400	1.4	32.5	92	316	1.6	25.7	108								
CONDE NAST MAG. PKG. (GROSS)	14146	5210	18.2	36.8	104	3928	20.5	27.8	117								
CONSUMERS DIGEST	1323	627	2.2	47.4	134	*344	1.8	26.0	110								
COSMOPOLITAN	7102	2576	9.0	36.3	103	1943	10.1	27.4	116								
COUNTRY LIVING	2481	904	3.2	36.4	103	670	3.5	27.0	114								
CUISINE	1472	501	1.8	34.0	96	343	1.8	23.3	98								
CYCLE WORLD	425	*196	0.7	46.1	131	**58	0.3	13.6	58								
DCI:CREATIVE IDEAS FOR LIV	2510	924	3.2	36.8	104	678	3.5	27.0	114								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2425	8.5	36.2	103	1705	8.9	25.5	108								
DISCOVER	894	349	1.2	39.0	111	*237	1.2	26.5	112								
EBONY	3507	1272	4.4	36.3	103	896	4.7	25.5	108								
ESQUIRE	1083	424	1.5	39.2	111	*189	1.0	17.5	74								
ESSENCE	1830	609	2.1	33.3	94	407	2.1	22.2	94								
FAMILY CIRCLE	15930	5720	20.0	35.9	102	4097	21.4	25.7	109								
THE FAMILY HANDYMAN	1126	521	1.8	46.3	131	418	2.2	37.1	157								
FAMILY WEEKLY	11468	4374	15.3	38.1	108	2601	13.6	22.7	96								
FIELD & STREAM	2234	804	2.8	36.0	102	573	3.0	25.6	108								
FOOD & WINE	579	296	1.0	51.1	145	*211	1.1	36.4	154								
FORBES	728	335	1.2	46.0	130	*158	0.8	21.7	92								
FORTUNE	906	334	1.2	36.9	104	*235	1.2	25.9	110								
GENTLEMEN'S QUARTERLY	791	*228	0.8	28.8	82	*165	0.9	20.9	88								
GLAMOUR	5265	1965	6.9	37.3	106	1466	7.6	27.8	118								
GOLF DIGEST	636	*236	0.8	37.1	105	*173	0.9	27.2	115								
GOLF DIGEST/TENNIS (GROSS)	1186	428	1.5	36.1	102	355	1.9	29.9	126								
GOLF MAGAZINE	441	*154	0.5	34.9	99	**85	0.4	19.3	81								
GOLF MAGAZINE/SKI (GROSS)	922	282	1.0	30.6	87	*198	1.0	21.5	91								
GOOD HOUSEKEEPING	16487	6286	22.0	38.1	108	3997	20.9	24.2	102								
HARPER'S BAZAAR	2423	936	3.3	38.6	109	709	3.7	29.3	124								
HEALTH	1994	901	3.1	45.2	128	518	2.7	26.0	110								
HEARST MAG CORP. BUY (GROSS)	44101	16733	58.5	37.9	107	11649	60.8	26.4	112								
HEARST MAN POWER (GROSS)	1993	734	2.6	36.8	104	622	3.2	31.2	132								
HEARST WOMAN POWER (GROSS)	31274	12011	42.0	38.4	109	8112	42.3	25.9	110								
HOUSE BEAUTIFUL	3623	1395	4.9	38.5	109	925	4.8	25.5	108								
INC.	283	**130	0.5	45.9	130	**94	0.5	33.2	140								
JET	2928	1080	3.8	36.9	104	774	4.0	26.4	112								
LADIES' HOME JOURNAL	11918	4654	16.3	39.1	111	3042	15.9	25.5	108								
LHJ FAMILY GRP COMBO(GROSS)	16764	6566	23.0	39.2	111	4282	22.3	25.5	108								
LIFE	4254	1586	5.5	37.3	106	1026	5.4	24.1	102								
L.A. TIMES HOME MAGAZINE	1145	505	1.8	44.1	125	*216	1.1	18.9	80								
MADemoiselle	2884	1163	4.1	40.3	114	764	4.0	26.5	112								
MC CALL'S	13460	5105	17.8	37.9	107	3517	18.3	26.1	110								
MC CALL'S/WRK MOTHER (GROSS)	14606	5632	19.7	38.6	109	3851	20.1	26.4	111								
MECHANIX ILLUSTRATED	772	343	1.2	44.4	126	*252	1.3	32.6	138								
METROPOLITAN HOME	967	379	1.3	39.2	111	238	1.2	24.6	104								
MONEY	1588	556	1.9	35.0	99	353	1.8	22.2	94								
MOTHER EARTH NEWS	1002	416	1.5	41.5	118	280	1.5	27.9	118								
MS.	825	293	1.0	35.5	101	*215	1.1	26.1	110								
NATIONAL ENQUIRER	10336	4052	14.2	39.2	111	2449	12.8	23.7	100								
NATIONAL GEOGRAPHIC	9597	3549	12.4	37.0	105	2422	12.6	25.2	107								
NATIONAL SUNDAY MAGAZINE PKG	49558	18052	63.1	36.4	103	11832	61.7	23.9	101								
NATURAL HISTORY	573	*195	0.7	34.0	96	**85	0.4	14.8	63								
NEW WOMAN	1699	541	1.9	31.8	90	510	2.7	30.0	127								
NEW YORK INCLUDING CUE	443	*160	0.6	36.1	102	**111	0.6	25.1	106								
THE NEW YORKER	1270	423	1.5	33.3	94	359	1.9	28.3	119								
NEWSWEEK	6277	2435	8.5	38.8	110	1638	8.5	26.1	110								
THE N.Y. TIMES DAILY EDITION	1205	365	1.3	30.3	86	283	1.5	23.5	99								
THE N.Y. TIMES MAGAZINE	2081	664	2.3	31.9	90	530	2.8	25.5	108								
OWNI	788	347	1.2	44.0	125	*222	1.2	28.2	119								
ON CABLE	1158	537	1.9	46.4	131	*297	1.5	25.6	108								
1001 HOME IDEAS	2852	1012	3.5	35.5	100	722	3.8	25.3	107								
ORGANIC GARDENING	1658	747	2.6	45.1	128	417	2.2	25.2	106								
OUTDOOR LIFE	896	327	1.1	36.5	103	*195	1.0	21.8	92								
PARADE MAGAZINE	24275	8772	30.7	36.1	102	6275	32.7	25.8	109								

DRAIN CLEANERS: TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	LIQUID				CRYSTAL											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	28606	100.0	35.3	100	19170	100.0	23.7	100								
PARENTS	3845	1333	4.7	34.7	98	1087	5.7	28.3	119								
PENTHOUSE	831	*266	0.9	32.0	91	*242	1.3	29.1	123								
PEOPLE	11645	4462	15.6	38.3	108	2889	15.1	24.8	105								
PLAYBOY	2006	769	2.7	38.3	109	425	2.2	21.2	90								
POPULAR HOT RODDING	297	*133	0.5	44.8	127	**95	0.5	32.0	135								
POPULAR MECHANICS	1018	374	1.3	36.7	104	*371	1.9	36.4	154								
POPULAR SCIENCE	878	366	1.3	41.7	118	*348	1.8	39.6	167								
PREVENTION	3913	1685	5.9	43.1	122	952	5.0	24.3	103								
PSYCHOLOGY TODAY	1710	561	2.0	32.8	93	435	2.3	25.4	107								
READER'S DIGEST	22204	8766	30.6	39.5	112	5823	30.4	26.2	111								
REDBOOK	7684	3149	11.0	41.0	116	2173	11.3	28.3	119								
ROAD & TRACK	410	*149	0.5	36.3	103	**109	0.6	26.6	112								
ROLLING STONE	969	467	1.6	48.2	136	315	1.6	32.5	137								
RUNNER'S WORLD	298	*91	0.3	30.5	86	**57	0.3	19.1	81								
SATURDAY EVENING POST	1169	439	1.5	37.6	106	329	1.7	28.1	119								
SCIENCE 84	587	249	0.9	42.4	120	*175	0.9	29.8	126								
SCIENCE DIGEST	482	*182	0.6	37.8	107	**121	0.6	25.1	106								
SCIENTIFIC AMERICAN	594	*200	0.7	33.7	95	*161	0.8	27.1	115								
SELF	2089	770	2.7	36.9	104	653	3.4	31.3	132								
SEVENTEEN	2411	968	3.4	40.1	114	615	3.2	25.5	108								
SKI	480	*128	0.4	26.7	75	**112	0.6	23.3	99								
SMITHSONIAN	2760	1085	3.8	39.3	111	675	3.5	24.5	103								
SOAP OPERA DIGEST	3013	1176	4.1	39.0	110	734	3.8	24.4	103								
SOUTHERN LIVING	4184	1501	5.2	35.9	102	1027	5.4	24.5	104								
SPORT	559	*298	1.0	53.3	151	*164	0.9	29.3	124								
THE SPORTING NEWS	436	**204	0.7	46.8	132	**122	0.6	28.0	118								
SPORTS AFIELD	493	*178	0.6	36.1	102	*130	0.7	26.4	111								
SPORTS ILLUSTRATED	2758	1111	3.9	40.3	114	735	3.8	26.6	113								
STAR	7456	3078	10.8	41.3	117	1827	9.5	24.5	104								
SUNDAY	24936	8826	30.9	35.4	100	5750	30.0	23.1	97								
SUNSET	2124	861	3.0	40.5	115	634	3.3	29.8	126								
TV GUIDE	21661	8292	29.0	38.3	108	5193	27.1	24.0	101								
TENNIS	550	*192	0.7	34.9	99	*181	0.9	32.9	139								
TIME	8880	3216	11.2	36.2	103	2106	11.0	23.7	100								
TOWN & COUNTRY	917	308	1.1	33.6	95	242	1.3	26.4	111								
TRAVEL & LEISURE	972	390	1.4	40.1	114	259	1.4	26.6	113								
TRUE STORY	3356	1275	4.5	38.0	108	798	4.2	23.8	100								
U.S. NEWS & WORLD REPORT	3410	1227	4.3	36.0	102	821	4.3	24.1	102								
USA TODAY	1759	607	2.1	34.5	98	648	3.4	36.8	156								
US	1873	854	3.0	45.6	129	542	2.8	28.9	122								
VOGUE	3909	1312	4.6	33.6	95	1046	5.5	26.8	113								
WALL STREET JOURNAL	1886	722	2.5	38.3	108	427	2.2	22.6	96								
WEIGHT WATCHERS	2120	839	2.9	39.6	112	506	2.6	23.9	101								
WOMAN'S DAY	14172	5116	17.9	36.1	102	3694	19.3	26.1	110								
WORKING MOTHER	1146	527	1.8	46.0	130	335	1.7	29.2	123								
WORKING WOMAN	1322	559	2.0	42.3	120	264	1.4	20.0	84								
WORLD TENNIS	*163	**59	0.2	36.2	102	**27	0.1	16.6	70								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	929	3.2	36.7	104	559	2.9	22.1	93								
BLAIR INSERTS	43657	15745	55.0	36.1	102	10463	54.6	24.0	101								
DAILY NEWSPAPERS																	
READ ANY	51633	19512	68.2	37.8	107	12356	64.5	23.9	101								
READ ONE	43463	16387	57.3	37.7	107	10371	54.1	23.9	101								
READ TWO OR MORE	8170	3125	10.9	38.2	108	1985	10.4	24.3	103								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	19296	67.5	36.6	104	12749	66.5	24.2	102								
READ ONE	46126	16873	59.0	36.6	104	10987	57.3	23.8	101								
READ TWO OR MORE	6552	2423	8.5	37.0	105	1761	9.2	26.9	114								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.86				28.87											
30 DAY REACH	71455	25428	88.9	35.6	101	16989	88.6	23.8	100								
50 SHWG - 30 DAY AV FREQ	14.56	14.65				15.20											
30 DAY REACH	67742	24209	84.6	35.7	101	16139	84.2	23.8	101								
25 SHWG - 30 DAY AV FREQ	7.94	7.89				8.24											
30 DAY REACH	62117	22513	78.7	36.2	103	14894	77.7	24.0	101								
CABLE TV: HOME WIRED	32077	11810	41.3	36.8	104	7912	41.3	24.7	104								
HOME NOT WIRED	48909	16796	58.7	34.3	97	11258	58.7	23.0	97								
HAVE PAY CABLE	15935	6255	21.9	39.3	111	4202	21.9	26.4	111								

	TOTAL U.S. '000	A '000	B %	C % ACROSS DOWN	D INDX	A '000	B %	C % ACROSS DOWN	D INDX	A '000	B %	C % ACROSS DOWN	D INDX	A '000	B %	C % ACROSS DOWN	D INDX
TOTAL FEMALE HOMEMAKERS	80986	28606	100.0	35.3	100	19170	100.0	23.7	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	16006	56.0	36.4	103	10780	56.2	24.5	104								
10:00 AM - 3:00 PM	30659	11204	39.2	36.5	103	7452	38.9	24.3	103								
3:00 PM - 7:00 PM	31045	11379	39.8	36.7	104	7595	39.6	24.5	103								
7:00 PM - MIDNIGHT	15767	5552	19.4	35.2	100	3791	19.8	24.0	102								
MIDNIGHT - 6:00 AM	9120	3359	11.7	36.8	104	2385	12.4	26.2	110								
6:00 AM - MIDNIGHT	58527	21242	74.3	36.3	103	14246	74.3	24.3	103								
ENTIRE DAY	59311	21514	75.2	36.3	103	14416	75.2	24.3	103								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5861	20.5	36.2	103	4128	21.5	25.5	108								
ALL NEWS	2256	883	3.1	39.1	111	472	2.5	20.9	88								
AOR/PROGRESSIVE	3874	1352	4.7	34.9	99	1007	5.3	26.0	110								
BEAUTIFUL MUSIC	5660	2083	7.3	36.8	104	1409	7.4	24.9	105								
BLACK	2204	715	2.5	32.4	92	543	2.8	24.6	104								
CLASSICAL	1418	505	1.8	35.6	101	456	2.4	32.2	136								
CHR/ROCK	9538	3338	11.7	35.0	99	2442	12.7	25.6	108								
COUNTRY	12648	5011	17.5	39.6	112	3211	16.8	25.4	107								
GOLDEN OLDIES	1191	406	1.4	34.1	97	*256	1.3	21.5	91								
MOR/NOSTALGIA	4757	1826	6.4	38.4	109	1155	6.0	24.3	103								
NEWS/TALK	3863	1439	5.0	37.3	105	858	4.5	22.2	94								
RELIGIOUS	3084	1069	3.7	34.7	98	654	3.4	21.2	90								
SOFT ROCK	521	*189	0.7	36.3	103	**102	0.5	19.6	83								
URBAN CONTEMPORARY	1585	552	1.9	34.8	99	305	1.6	19.2	81								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1216	4.3	37.3	106	743	3.9	22.8	96								
ABC DIRECTION	2316	906	3.2	39.1	111	625	3.3	27.0	114								
ABC ENTERTAINMENT	4834	1877	6.6	38.8	110	1142	6.0	23.6	100								
ABC FM	2202	784	2.7	35.6	101	546	2.8	24.8	105								
ABC INFORMATION	5425	2083	7.3	38.4	109	1471	7.7	27.1	115								
ABC ROCK	1677	609	2.1	36.3	103	512	2.7	30.5	129								
CBS	4430	1666	5.8	37.6	106	1062	5.5	24.0	101								
MUTUAL	4992	2257	7.9	45.2	128	1275	6.7	25.5	108								
NBC	4679	1715	6.0	36.7	104	1159	6.0	24.8	105								
RADIORADIO	1994	887	3.1	44.5	126	601	3.1	30.1	127								
RKO ONE	2298	766	2.7	33.3	94	641	3.3	27.9	118								
RKO TWO	3311	1254	4.4	37.9	107	903	4.7	27.3	115								
THE SOURCE	2114	730	2.6	34.5	98	506	2.6	23.9	101								
NON-WIRED : BLAIR	8654	2859	10.0	33.0	94	2166	11.3	25.0	106								
INTERNET	12025	4473	15.6	37.2	105	3134	16.3	26.1	110								
KATZ RADIO GROUP	15359	5847	20.4	38.1	108	3788	19.8	24.7	104								
SUPERNET	10628	3784	13.2	35.6	101	2820	14.7	26.5	112								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3065	10.7	35.4	100	1999	10.4	23.1	98								
WKDAY 9:00 AM - 1:00 PM	12163	4399	15.4	36.2	102	2841	14.8	23.4	99								
WKDAY 1:00 PM - 4:30 PM	16150	5837	20.4	36.1	102	3715	19.4	23.0	97								
WKDAY 4:30 PM - 7:30 PM	22463	8176	28.6	36.4	103	5257	27.4	23.4	99								
WKDAY 7:30 PM - 8:00 PM	31795	11500	40.2	36.2	102	7454	38.9	23.4	99								
WKDAY 11:00 PM - 11:30 PM	23977	8964	31.3	37.4	106	5776	30.1	24.1	102								
WKDAY 11:30 PM - 1:00 AM	7703	3089	10.8	40.1	114	1816	9.5	23.6	100								
M-SAT 8-11 PM+SUN 7-11 PM	33800	12235	42.8	36.2	102	8183	42.7	24.2	102								
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2275	8.0	34.8	99	1327	6.9	20.3	86								
ANOTHER WORLD	N 4620	1638	5.7	35.5	100	1046	5.5	22.6	96								
AS THE WORLD TURNS	C 5614	2017	7.1	35.9	102	1344	7.0	23.9	101								
CAPITOL	C 3396	1254	4.4	36.9	105	776	4.0	22.9	97								
CBS MORN. NEWS 1	C 1446	561	2.0	38.8	110	302	1.6	20.9	88								
CBS MORN. NEWS 2	C 1207	457	1.6	37.9	107	268	1.4	22.2	94								
DAYS OF OUR LIVES	N 5877	2224	7.8	37.8	107	1400	7.3	23.8	101								
FACTS OF LIFE - DAYTIME	N 2290	829	2.9	36.2	102	510	2.7	22.3	94								
FAMILY FEUD	A 3023	1006	3.5	33.3	94	607	3.2	20.1	85								
GENERAL HOSPITAL	A 6097	2101	7.3	34.5	98	1396	7.3	22.9	97								
GOOD MORNING, AMERICA-730	A 3515	1200	4.2	34.1	97	733	3.8	20.9	88								
GOOD MORNING, AMERICA-830	A 2818	1014	3.5	36.0	102	668	3.5	23.7	100								
GUIDING LIGHT	C 5339	1960	6.9	36.7	104	1350	7.0	25.3	107								
ONE LIFE TO LIVE	A 4478	1594	5.6	35.6	101	1018	5.3	22.7	96								
PRESS YOUR LUCK	C 2244	987	3.5	44.0	125	568	3.0	25.3	107								
PRICE IS RIGHT 1	C 4348	1731	6.1	39.8	113	1030	5.4	23.7	100								
PRICE IS RIGHT 2	C 5014	1925	6.7	38.4	109	1229	6.4	24.5	104								
RYAN'S HOPE	A 3150	1142	4.0	36.3	103	741	3.9	23.5	99								
SALE OF THE CENTURY	N 2695	873	3.1	32.4	92	579	3.0	21.5	91								
SEARCH FOR TOMORROW	N 2319	817	2.9	35.2	100	543	2.8	23.4	99								
TODAY SHOW 1	N 2693	953	3.3	35.4	100	654	3.4	24.3	103								
TODAY SHOW 2	N 2498	889	3.1	35.6	101	626	3.3	25.1	106								
\$25,000 PYRAMID	C 2753	1053	3.7	38.2	108	657	3.4	23.9	101								
WHEEL OF FORTUNE	N 4388	1662	5.8	37.9	107	1039	5.4	23.7	100								
YOUNG AND THE RESTLESS	C 5695	2142	7.5	37.6	106	1377	7.2	24.2	102								
WEEKEND DAYTIME NTKW PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	659	2.3	37.4	106	340	1.8	19.3	82								
NBA PLAYOFF GAME -1	C 1136	432	1.5	38.0	108	215	1.1	18.9	80								
NBC MAJOR LEAGUE PRE-GAME N	953	307	1.1	32.2	91	*131	0.7	13.7	58								
SPORTSWORLD - SUN	N 1233	528	1.8	42.8	121	264	1.4	21.4	90								
SUNDAY MORNING	C 1611	542	1.9	33.6	95	311	1.6	19.3	82								

	TOTAL U.S. '000	LIQUID				CRYSTAL											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	28606	100.0	35.3	100	19170	100.0	23.7	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	9709	33.9	37.3	105	6092	31.8	23.4	99								
NETWORK AFFILIATES - LATE	20261	7629	26.7	37.7	107	4955	25.8	24.5	103								
INDEPENDENTS - LATE	2076	785	2.7	37.8	107	483	2.5	23.3	98								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	3838	13.4	36.7	104	2619	13.7	25.1	106								
ABC MONDAY NIGHT MOVIE	A 6412	2226	7.8	34.7	98	1536	8.0	24.0	101								
ABC SUNDAY NIGHT MOVIE	A 12407	4164	14.6	33.6	95	2921	15.2	23.5	99								
ABC WORLD NEWS TONIGHT	A 6176	2213	7.7	35.8	101	1446	7.5	23.4	99								
AFTERMASH	C 5863	2210	7.7	37.7	107	1369	7.1	23.3	99								
ALICE	C 9594	3580	12.5	37.3	106	2278	11.9	23.7	100								
AMERICAN PARADE	C 6622	2322	8.1	35.1	99	1506	7.9	22.7	96								
BENSON	A 10886	4034	14.1	37.1	105	2491	13.0	22.9	97								
BLUE THUNDER	A 5036	1767	6.2	35.1	99	1187	6.2	23.6	100								
CAGNEY & LACEY	C 9965	3714	13.0	37.3	106	2333	12.2	23.4	99								
CBS EVENING NEWS-DEAN	C 3491	1229	4.3	35.2	100	887	4.6	25.4	107								
CBS EVENING NEWS-RATHER	C 7123	2783	9.7	39.1	111	1751	9.1	24.6	104								
CBS SAT. NEWS-SCHIEFFER	C 3621	1260	4.4	34.8	99	797	4.2	22.0	93								
CBS SATURDAY NIGHT MOVIE	C 5436	1916	6.7	35.2	100	1435	7.5	26.4	112								
CBS WEDNESDAY NIGHT MOVIE	C 6100	2142	7.5	35.1	99	1570	8.2	25.7	109								
CHEERS	N 8889	3577	12.5	40.2	114	2369	12.4	26.7	113								
DALLAS	C 22109	7816	27.3	35.4	100	5682	29.6	25.7	109								
DIFF'RENT STROKES	N 6940	2716	9.5	39.1	111	1656	8.6	23.9	101								
DOUBLE TROUBLE	N 7223	2703	9.4	37.4	106	1800	9.4	24.9	105								
DUCK FACTORY	N 5595	2143	7.5	38.3	108	1507	7.9	26.9	114								
DUKES OF HAZZARD	C 5768	2103	7.4	36.5	103	1511	7.9	26.2	111								
DYNASTY	A 20053	6998	24.5	34.9	99	4569	23.8	22.8	96								
FACTS OF LIFE	N 8087	3181	11.1	39.3	111	1839	9.6	22.7	96								
FALCON CREST	C 20046	7233	25.3	36.1	102	4991	26.0	24.9	105								
FALL GUY	A 9084	3147	11.0	34.6	98	2224	11.6	24.5	103								
FAMILY TIES	N 7964	3115	10.9	39.1	111	2067	10.8	26.0	110								
FANTASY ISLAND	A 7687	2715	9.5	35.3	100	1647	8.6	21.4	91								
FOULUPS, BLEEPERS & BLUNDERS	A 8861	3262	11.4	36.8	104	2113	11.0	23.8	101								
FOUR SEASONS	C 5095	1978	6.9	38.8	110	1211	6.3	23.8	100								
GIMME A BREAK	N 8838	3221	11.3	36.4	103	2067	10.8	23.4	99								
HART TO HART	A 8978	3119	10.9	34.7	98	2246	11.7	25.0	106								
HILL STREET BLUES	N 8590	3249	11.4	37.8	107	1920	10.0	22.4	94								
HOTEL	A 14085	5000	17.5	35.5	100	3606	18.8	25.6	108								
JEFFERSONS	C 9360	3551	12.4	37.9	107	2285	11.9	24.4	103								
JENNIFER SLEPT HERE	N 5841	2364	8.3	40.5	115	1384	7.2	23.7	100								
KATE & ALLIE	C 9206	3412	11.9	37.1	105	2404	12.5	26.1	110								
KNIGHT RIDER	N 7076	2409	8.4	34.0	96	1723	9.0	24.3	103								
LOVE BOAT	A 12219	4582	16.0	37.5	106	2785	14.5	22.8	96								
MAGNUM PI	C 11199	4098	14.3	36.6	104	2921	15.2	26.1	110								
MAMA'S FAMILY	N 6057	2329	8.1	38.5	109	1473	7.7	24.3	103								
MASTER, THE	N 3598	1217	4.3	33.8	96	839	4.4	23.3	99								
MATT HOUSTON	A 6344	2429	8.5	38.3	108	1579	8.2	24.9	105								
NBC MONDAY NIGHT MOVIE	N 11994	4218	14.7	35.2	100	2809	14.7	23.4	99								
NBC NIGHTLY NEWS	N 5132	2000	7.0	39.0	110	1220	6.4	23.8	100								
NBC NIGHTLY NEWS-SAT	N 3375	1315	4.6	39.0	110	696	3.6	20.6	87								
NBC NIGHTLY NEWS-SUN	N 3130	1039	3.6	33.2	94	715	3.7	22.8	97								
NBC SUNDAY NIGHT MOVIE	N 8284	2822	9.9	34.1	96	2054	10.7	24.8	105								
NEWMART	C 9240	3538	12.4	38.3	108	2210	11.5	23.9	101								
ONE DAY AT A TIME	C 7288	2500	8.7	34.3	97	1639	8.5	22.5	95								
PEOPLE ARE FUNNY	N 4855	2005	7.0	41.3	117	1202	6.3	24.8	105								
REAL PEOPLE	N 8869	3384	11.8	38.2	108	2097	10.9	23.6	100								
REMINGTON STEELE	N 7743	2670	9.3	34.5	98	1646	8.6	21.3	90								
RIPLY'S BELIEVE IT - NOT	A 5345	2020	7.1	37.8	107	1410	7.4	26.4	111								
RIPTIDE	N 6988	2593	9.1	37.1	105	1657	8.6	23.7	100								
SCARECROW & MRS. KING	C 10002	3857	13.5	38.6	109	2519	13.1	25.2	106								
SIMON & SIMON	C 10638	4016	14.0	37.8	107	2825	14.7	26.6	112								
60 MINUTES	C 13293	4735	16.6	35.6	101	3263	17.0	24.5	104								
ST. ELSEWHERE	N 7017	2664	9.3	38.0	107	1654	8.6	23.6	100								
THREE'S COMPANY	A 10917	3870	13.5	35.4	100	2475	12.9	22.7	96								
T.J. HOOKER	A 9204	3298	11.5	35.8	101	2043	10.7	22.2	94								
TONIGHT SHOW	N 2372	1098	3.8	46.3	131	579	3.0	24.4	103								
TRAPPER JOHN, M.D.	C 9846	3531	12.3	35.9	102	2518	13.1	25.6	108								
TV BLOOPERS & PRAC. JOKES	N 9105	3185	11.1	35.0	99	2230	11.6	24.5	103								
20/20	A 9387	3221	11.3	34.3	97	2368	12.4	25.2	107								
WEBSTER	A 11067	4040	14.1	36.5	103	2624	13.7	23.7	100								
WORLD NEWS - SUN	A 3062	1143	4.0	37.3	106	721	3.8	23.5	99								
YELLOW ROSE	N 4978	1862	6.5	37.4	106	1357	7.1	27.3	115								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	4099	14.3	46.2	131	2300	12.0	25.9	109								
BASKETBALL - COLLEGE GAMES	4080	1879	6.6	46.1	130	993	5.2	24.3	103								
BASKETBALL - PRO GAMES	3607	1502	5.3	41.6	118	1112	5.8	30.8	130								
BOWLING	3883	1683	5.9	43.3	123	1097	5.7	28.3	119								
BOXING	3928	1747	6.1	44.5	126	1276	6.7	32.5	137								
FOOTBALL - COLLEGE GAMES	6366	2952	10.3	46.4	131	1951	10.2	30.6	129								
FOOTBALL - PRO GAMES	11300	4811	16.8	42.6	121	3122	16.3	27.6	117								
GOLF	3378	1628	5.7	48.2	136	981	5.1	29.0	123								
POST-SEASON COLL. FOOTBALL	4906	2045	7.1	41.7	118	1558	8.1	31.8	134								
POST-SEASON PRO FOOTBALL	6120	2788	9.7	45.6	129	1945	10.1	31.8	134								
TENNIS	3033	1275	4.5	42.0	119	933	4.9	30.8	130								
WRESTLING - PROFESSIONAL	3344	1408	4.9	42.1	119	1006	5.2	30.1	127								

	TOTAL U.S. '000	DRANO CRYSTAL				DRANO LIQUID				LIQUID-PLUMR				ALL DRANO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	16870	100.0	20.8	100	12839	100.0	15.9	100	14629	100.0	18.1	100	27982	100.0	34.6	100
18 - 24	9282	1577	9.3	17.0	82	1196	9.3	12.9	81	1220	8.3	13.1	73	2512	9.0	27.1	78
25 - 34	19072	4134	24.5	21.7	104	3196	24.9	16.8	106	3223	22.0	16.9	94	6787	24.3	35.6	103
35 - 44	14591	3414	20.2	23.4	112	2477	19.3	17.0	107	2556	17.5	17.5	97	5613	20.1	38.5	111
45 - 54	11345	2639	15.6	23.3	112	1840	14.3	16.2	102	2380	16.3	21.0	116	4162	14.9	36.7	106
55 - 64	11635	2581	15.3	22.2	106	2097	16.3	18.0	114	2335	16.0	20.1	111	4421	15.8	38.0	110
65 OR OLDER	15061	2525	15.0	16.8	80	2033	15.8	13.5	85	2914	19.9	19.3	107	4488	16.0	29.8	86
18 - 34	28354	5711	33.9	20.1	97	4392	34.2	15.5	98	4443	30.4	15.7	87	9298	33.2	32.8	95
18 - 49	48339	10429	61.8	21.6	104	7835	61.0	16.2	102	8258	56.4	17.1	95	16930	60.5	35.0	101
25 - 54	45008	10188	60.4	22.6	109	7513	58.5	16.7	105	8159	55.8	18.1	100	16562	59.2	36.8	107
35 - 49	19985	4718	28.0	23.6	113	3443	26.8	17.2	109	3815	26.1	19.1	106	7632	27.3	38.2	111
50 OR OLDER	32647	6442	38.2	19.7	95	5004	39.0	15.3	97	6370	43.5	19.5	108	11052	39.5	33.9	98
GRADUATED COLLEGE	11155	2532	15.0	22.7	109	1766	13.8	15.8	100	1884	12.9	16.9	93	4065	14.5	36.4	105
ATTENDED COLLEGE	13682	3064	18.2	22.4	108	2254	17.6	16.5	104	2606	17.8	19.0	105	4926	17.6	36.0	104
GRADUATED HIGH SCHOOL	33880	7263	43.1	21.4	103	5685	44.3	16.8	106	6602	45.1	19.5	108	12223	43.7	36.1	104
DID NOT GRADUATE HIGH SCHOOL	22270	4012	23.8	18.0	86	3134	24.4	14.1	89	3537	24.2	15.9	88	6768	24.2	30.4	88
EMPLOYED	40306	9229	54.7	22.9	110	6917	53.9	17.2	108	7244	49.5	18.0	99	14944	53.4	37.1	107
EMPLOYED FULL-TIME	32850	7483	44.4	22.8	109	5812	45.3	17.7	112	5870	40.1	17.9	99	12267	43.8	37.3	108
EMPLOYED PART-TIME	7456	1746	10.3	23.4	112	1104	8.6	14.8	93	1373	9.4	18.4	102	2677	9.6	35.9	104
NOT EMPLOYED	40680	7641	45.3	18.8	90	5922	46.1	14.6	92	7385	50.5	18.2	100	13038	46.6	32.1	93
PROFESSIONAL/MANAGER	10392	2524	15.0	24.3	117	1857	14.5	17.9	113	1891	12.9	18.2	101	4032	14.4	38.8	112
TECH/CLERICAL/SALES	17574	3857	22.9	21.9	105	2938	22.9	16.7	105	3328	22.7	18.9	105	6410	22.9	36.5	106
PRECISION/CRAFT	985	**179	1.1	18.2	87	**180	1.4	18.3	115	**129	0.9	13.1	73	*348	1.2	35.3	102
OTHER EMPLOYED	11354	2669	15.8	23.5	113	1941	15.1	17.1	108	1895	13.0	16.7	92	4154	14.8	36.6	106
SINGLE	9863	1830	10.8	18.6	89	1509	11.8	15.3	97	1663	11.4	16.9	93	3233	11.6	32.8	95
MARRIED	51375	11333	67.2	22.1	106	8194	63.8	15.9	101	9799	67.0	19.1	106	18341	65.5	35.7	103
DIVORCED/SEPARATED/WIDOWED	19748	3707	22.0	18.8	90	3136	24.4	15.9	100	3167	21.6	16.0	89	6408	22.9	32.4	94
PARENTS	32590	7139	42.3	21.9	105	5363	41.8	16.5	104	5497	37.6	16.9	93	11588	41.4	35.6	103
WHITE	70416	15006	89.0	21.3	102	11060	86.1	15.7	99	12998	88.9	18.5	102	24696	88.3	35.1	102
BLACK	8778	1495	8.9	17.0	82	1451	11.3	16.5	104	1310	9.0	14.9	83	2662	9.5	30.3	88
OTHER	1791	**369	2.2	20.6	99	**328	2.6	18.3	116	**320	2.2	17.9	99	*624	2.2	34.8	101
NORTHEAST-CENSUS	17786	3941	23.4	22.2	106	2701	21.0	15.2	96	3223	22.0	18.1	100	6225	22.2	35.0	101
NORTH CENTRAL	20741	4309	25.5	20.8	100	3980	31.0	19.2	121	4592	31.4	22.1	123	7826	28.0	37.7	109
SOUTH	27775	5350	31.7	19.3	92	4086	31.8	14.7	93	4173	28.5	15.0	83	8939	31.9	32.2	93
WEST	14683	3270	19.4	22.3	107	2073	16.1	14.1	89	2641	18.1	18.0	100	4991	17.8	34.0	98
NORTHEAST-MKTG.	17961	3621	21.5	20.2	97	2549	19.9	14.2	90	2756	18.8	15.3	85	5839	20.9	32.5	94
EAST CENTRAL	11885	2706	16.0	22.8	109	2325	18.1	19.6	123	2662	18.2	22.4	124	4775	17.1	40.2	116
WEST CENTRAL	14090	2963	17.6	21.0	101	2663	20.7	18.9	119	3151	21.5	22.4	124	5270	18.8	37.4	108
SOUTH	24081	4661	27.6	19.4	93	3483	27.1	14.5	91	3741	25.6	15.5	86	7653	27.3	31.8	92
PACIFIC	12969	2918	17.3	22.5	108	1819	14.2	14.0	88	2319	15.9	17.9	99	4445	15.9	34.3	99
COUNTY SIZE A	32439	6148	36.4	19.0	91	5262	41.0	16.2	102	5756	39.3	17.7	98	10754	38.4	33.2	96
COUNTY SIZE B	24915	5395	32.0	21.7	104	3804	29.6	15.3	96	4618	31.6	18.5	103	8654	30.9	34.7	101
COUNTY SIZE C	12930	3292	19.5	25.5	122	1895	14.8	14.7	92	2455	16.8	19.0	105	4814	17.2	37.2	108
COUNTY SIZE D	10703	2034	12.1	19.0	91	1878	14.6	17.5	111	1799	12.3	16.8	93	3759	13.4	35.1	102
METRO CENTRAL CITY	24518	4565	27.1	18.6	89	3660	28.5	14.9	94	4448	30.4	18.1	100	7768	27.8	31.7	92
METRO SUBURBAN	35919	7517	44.6	20.9	100	6118	47.7	17.0	107	6539	44.7	18.2	101	12770	45.6	35.6	103
NON METRO	20549	4789	28.4	23.3	112	3061	23.8	14.9	94	3642	24.9	17.7	98	7444	26.6	36.2	105
TOP 5 ADI'S	18341	3343	19.8	18.2	88	3000	23.4	16.4	103	3626	24.8	19.8	109	5994	21.4	32.7	95
TOP 10 ADI'S	25378	4666	27.7	18.4	88	3904	30.4	15.4	97	4517	30.9	17.8	99	8080	28.9	31.8	92
TOP 20 ADI'S	36488	6862	40.7	18.8	90	5872	45.7	16.1	102	6564	44.9	18.0	100	12016	42.9	32.9	95
HSGLD INC. \$50,000 OR MORE	6612	1427	8.5	21.6	104	1182	9.2	17.9	113	1199	8.2	18.1	100	2472	8.8	37.4	108
\$40,000 OR MORE	12659	2923	17.3	23.1	111	2114	16.5	16.7	105	2375	16.2	18.8	104	4705	16.8	37.2	108
\$30,000 OR MORE	24698	5673	33.6	23.0	110	4159	32.4	16.8	106	4592	31.4	18.6	103	9299	33.2	37.7	109
\$25,000 OR MORE	32077	7298	43.3	22.8	109	5478	42.7	17.1	108	6137	42.0	19.1	106	12045	43.0	37.6	109
\$20,000 - \$24,999	9144	2155	12.8	23.6	113	1481	11.5	16.2	102	1784	12.2	19.5	108	3470	12.4	37.9	110
\$15,000 - \$19,999	8728	1727	10.2	19.8	95	1458	11.4	16.7	105	1401	9.6	16.1	89	2990	10.7	34.3	99
\$10,000 - \$14,999	12562	2736	16.2	21.8	105	2162	16.8	17.2	109	2423	16.6	19.3	107	4445	15.9	35.4	102
UNDER \$10,000	18475	2954	17.5	16.0	77	2260	17.6	12.2	77	2883	19.7	15.6	86	5033	18.0	27.2	79
HOUSEHOLD OF 1 PERSON	11987	2134	12.6	17.8	85	1680	13.1	14.0	88	2048	14.0	17.1	95	3702	13.2	30.9	89
2 PEOPLE	26577	5364	31.8	20.2	97	4224	32.9	15.9	100	4927	33.7	18.5	103	9015	32.2	33.9	98
3 OR 4 PEOPLE	30617	6699	39.7	21.9	105	5107	39.8	16.7	105	5383	36.8	17.6	97	11130	39.8	36.4	105
5 OR MORE PEOPLE	11804	2673	15.8	22.6	109	1828	14.2	15.5	98	2271	15.5	19.2	107	4135	14.8	35.0	101
NO CHILD IN HSHLD	46165	9263	54.9	20.1	96	7177	55.9	15.5	98	8657	59.2	18.8	104	15669	56.0	33.9	98
CHILD(REN) UNDER 2 YRS	5325	1077	6.4	20.2	97	704	5.5	13.2	83	858	5.9	16.1	89	1642	5.9	30.8	89
2 - 5 YEARS	14221	3169	18.8	22.3	107	2089	16.3	14.7	93	2197	15.0	15.4	86	4815	17.2	33.9	98
6 - 11 YEARS	15117	3294	19.5	21.8	105	2422	18.9	16.0	101	2601	17.8	17.2	95	5383	19.2	35.6	103
12 - 17 YEARS	16611	3614	21.4	21.8	104	2933	22.8	17.7	111	3015	20.6	18.2	100	6136	21.9	36.9	107
RESIDENCE OWNED	55884	12633	74.9	22.6	109	9464	73.7	16.9	107	11160	76.3	20.0	111	20985	75.0	37.6	109
VALUE: \$50,000 OR MORE	31744	6933	41.1	21.8	105	5221	40.7	16.4	104	6229	42.6	19.6	109	11541	41.2	36.4	105
VALUE: UNDER \$50,000	24140	5700	33.8	23.6	113	4244	33.1	17.6	111	4931	33.7	20.4	113	9444	33.8	39.1	113

			TOTAL	DRANO CRYSTAL				DRANO LIQUID				LIQUID-PLUMR				ALL DRANO			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
				DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS		
TOTAL FEMALE HOMEMAKERS			80986	16870	100.0	20.8	100	12839	100.0	15.9	100	14629	100.0	18.1	100	27982	100.0	34.6	100
MAGAZINES	QUINTILE 1	15799	3868	22.9	24.5	118	2985	23.2	18.9	119	3418	23.4	21.6	120	6288	22.5	39.8	115	
	QUINTILE 2	17259	3665	21.7	21.2	102	3238	25.2	18.8	118	3088	21.1	17.9	99	6526	23.3	37.8	109	
	QUINTILE 3	13545	2781	16.5	20.5	99	1812	14.1	13.4	84	2412	16.5	17.8	99	4200	15.0	31.0	90	
	QUINTILE 4	15133	3026	17.9	20.0	96	2267	17.7	15.0	94	2712	18.5	17.9	99	5045	18.0	33.3	96	
	QUINTILE 5	19250	3531	20.9	18.3	88	2537	19.8	13.2	83	2998	20.5	15.6	86	5924	21.2	30.8	89	
NEWSPAPERS	QUINTILE 1	12413	2838	16.8	22.9	110	2303	17.9	18.6	117	2495	17.1	20.1	111	4816	17.2	38.8	112	
	QUINTILE 2	24116	5114	30.3	21.2	102	3993	31.1	16.6	104	4866	33.3	20.2	112	8636	30.9	35.8	104	
	QUINTILE 3	11261	2229	13.2	19.8	95	2021	15.7	17.9	113	2074	14.2	18.4	102	3990	14.3	35.4	103	
	QUINTILE 4	20255	4027	23.9	19.9	95	2977	23.2	14.7	93	3390	23.2	16.7	93	6512	23.3	32.2	93	
	QUINTILE 5	12940	2663	15.8	20.6	99	1545	12.0	11.9	75	1803	12.3	13.9	77	4028	14.4	31.1	90	
OUTDOOR	QUINTILE 1	14852	3243	19.2	21.8	105	2473	19.3	16.7	105	2890	19.8	19.5	108	5247	18.8	35.3	102	
	QUINTILE 2	15725	3307	19.6	21.0	101	2484	19.3	15.8	100	2736	18.7	17.4	96	5419	19.4	34.5	100	
	QUINTILE 3	16330	3330	19.7	20.4	98	2912	22.7	17.8	112	3194	21.8	19.6	108	5893	21.1	36.1	104	
	QUINTILE 4	16744	3590	21.3	21.4	103	2583	20.1	15.4	97	2915	19.9	17.4	96	5832	20.8	34.8	101	
	QUINTILE 5	17334	3400	20.2	19.6	94	2386	18.6	13.8	87	2894	19.8	16.7	92	5591	20.0	32.3	93	
RADIO-DRIVE TIME	QUINTILE 1	15911	3470	20.6	21.8	105	2954	23.0	18.6	117	2986	20.4	18.8	104	5889	21.0	37.0	107	
	QUINTILE 2	14837	3359	19.9	22.6	109	2507	19.5	16.9	107	3187	21.8	21.5	119	5554	19.8	37.4	108	
	QUINTILE 3	15339	2974	17.6	19.4	93	2271	17.7	14.8	93	2513	17.2	16.4	91	4924	17.6	32.1	93	
	QUINTILE 4	16723	3516	20.8	21.0	101	2706	21.1	16.2	102	2820	19.3	16.9	93	5857	20.9	35.0	101	
	QUINTILE 5	18176	3551	21.0	19.5	94	2401	18.7	13.2	83	3123	21.3	17.2	95	5759	20.6	31.7	92	
RADIO-MID- DAY	TERCILE 1	21020	4460	26.4	21.2	102	3782	29.5	18.0	113	3967	27.1	18.9	104	7705	27.5	36.7	106	
	TERCILE 2	21610	4590	27.2	21.2	102	3366	26.2	15.6	98	4329	29.6	20.0	111	7483	26.7	34.6	100	
	TERCILE 3	38355	7820	46.4	20.4	98	5691	44.3	14.8	94	6332	43.3	16.5	91	12794	45.7	33.4	97	
RADIO-TOTAL	QUINTILE 1	15988	3261	19.3	20.4	98	2883	22.5	18.0	114	2842	19.4	17.8	98	5624	20.1	35.2	102	
	QUINTILE 2	15626	3357	19.9	21.5	103	2543	19.8	16.3	103	3068	21.0	19.6	109	5554	19.8	35.5	103	
	QUINTILE 3	16723	3945	23.4	23.6	113	2776	21.6	16.6	105	3509	24.0	21.0	116	6357	22.7	38.0	110	
	QUINTILE 4	16342	3111	18.4	19.0	91	2790	21.7	17.1	108	2642	18.1	16.2	89	5600	20.0	34.3	99	
	QUINTILE 5	16306	3196	18.9	19.6	94	1847	14.4	11.3	71	2567	17.5	15.7	87	4847	17.3	29.7	86	
TV-PRIME TIME	QUINTILE 1	15953	3761	22.3	23.6	113	2630	20.5	16.5	104	3332	22.8	20.9	116	5918	21.1	37.1	107	
	QUINTILE 2	16137	3173	18.8	19.7	94	2858	22.3	17.7	112	2680	18.3	16.6	92	5619	20.1	34.8	101	
	QUINTILE 3	16420	3182	18.9	19.4	93	2485	19.4	15.1	95	3145	21.5	19.2	106	5411	19.3	33.0	95	
	QUINTILE 4	16687	3436	20.4	20.6	99	2467	19.2	14.8	93	2731	18.7	16.4	91	5644	20.2	33.8	98	
	QUINTILE 5	15789	3318	19.7	21.0	101	2400	18.7	15.2	96	2741	18.7	17.4	96	5389	19.3	34.1	99	
TV-DAYTIME	TERCILE 1	27736	5839	34.6	21.1	101	4335	33.8	15.6	99	5234	35.8	18.9	104	9512	34.0	34.3	99	
	TERCILE 2	26489	5082	30.1	19.2	92	4201	32.7	15.9	100	4640	31.7	17.5	97	8720	31.2	32.9	95	
	TERCILE 3	26761	5948	35.3	22.2	107	4303	33.5	16.1	101	4755	32.5	17.8	98	9750	34.8	36.4	105	
TV-TOTAL	QUINTILE 1	16345	3507	20.8	21.5	103	2651	20.6	16.2	102	3196	21.8	19.6	108	5653	20.2	34.6	100	
	QUINTILE 2	16447	3359	19.9	20.4	98	2619	20.4	15.9	100	3242	22.2	19.7	109	5707	20.4	34.7	100	
	QUINTILE 3	15980	3112	18.4	19.5	93	2888	22.5	18.1	114	2850	19.5	17.8	99	5573	19.9	34.9	101	
	QUINTILE 4	15887	3177	18.8	20.0	96	2288	17.8	14.4	91	2806	19.2	17.7	98	5259	18.8	33.1	96	
	QUINTILE 5	16326	3715	22.0	22.8	109	2394	18.6	14.7	92	2535	17.3	15.5	86	5790	20.7	35.5	103	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	4784	28.4	23.1	111	3808	29.7	18.4	116	4005	27.4	19.3	107	7999	28.6	38.6	112	
	NEWSPAPER IMPERATIVE	19186	4130	24.5	21.5	103	3216	25.0	16.8	106	3433	23.5	17.9	99	6794	24.3	35.4	102	
	NEWSPAPER IMPERATIVE	21899	4305	25.5	19.7	94	3475	27.1	15.9	100	4316	29.5	19.7	109	7442	26.6	34.0	98	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	3725	22.1	24.1	116	2877	22.4	18.6	117	2950	20.2	19.1	106	6101	21.8	39.5	114	
	MAGAZINE IMPERATIVE	25953	5602	33.2	21.6	104	4390	34.2	16.9	107	4929	33.7	19.0	105	9352	33.4	36.0	104	
	OUTDOOR IMPERATIVE	24400	4631	27.5	19.0	91	3459	26.9	14.2	89	4275	29.2	17.5	97	7582	27.1	31.1	90	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	4226	25.1	23.4	112	3347	26.1	18.5	117	3639	24.9	20.2	112	6955	24.9	38.5	112	
	MAGAZINE IMPERATIVE	23571	5089	30.2	21.6	104	3963	30.9	16.8	106	4447	30.4	18.9	104	8507	30.4	36.1	104	
	RADIO IMPERATIVE	23278	4729	28.0	20.3	98	3487	27.2	15.0	94	4203	28.7	18.1	100	7802	27.9	33.5	97	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	3356	19.9	21.7	104	2996	23.3	19.4	122	3285	22.5	21.2	118	5812	20.8	37.6	109	
	MAGAZINE IMPERATIVE	25829	5748	34.1	22.3	107	4241	33.0	16.4	104	4587	31.4	17.8	98	9428	33.7	36.5	106	
	TELEVISION IMPERATIVE	26039	5079	30.1	19.5	94	3702	28.8	14.2	90	4567	31.2	17.5	97	8362	29.9	32.1	93	
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	3826	22.7	23.0	111	3015	23.5	18.2	115	3360	23.0	20.2	112	6374	22.8	38.4	111	
	NEWSPAPER IMPERATIVE	26834	5578	33.1	20.8	100	4455	34.7	16.6	105	5299	36.2	19.7	109	9558	34.2	35.6	103	
	OUTDOOR IMPERATIVE	23346	4696	27.8	20.1	97	3652	28.4	15.6	99	4026	27.5	17.2	95	7671	27.4	32.9	95	
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	3530	20.9	20.6	99	3039	23.7	17.7	112	3608	24.7	21.1	117	6202	22.2	36.2	105	
	NEWSPAPER IMPERATIVE	25892	5533	32.8	21.4	103	4337	33.8	16.8	106	4942	33.8	19.1	106	9399	33.6	36.3	105	
	RADIO IMPERATIVE	23167	5067	30.0	21.9	105	3743	29.2	16.2	102	3966	27.1	17.1	95	8096	28.9	34.9	101	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	3609	21.4	21.0	101	3142	24.5	18.3	116	3768	25.8	22.0	122	6385	22.8	37.2	108	
	NEWSPAPER IMPERATIVE	26214	5435	32.2	20.7	100	4452	34.7	17.0	107	4746	32.4	18.1	100	9362	33.5	35.7	103	
	TELEVISION																		

	TOTAL U.S. '000	DRANO CRYSTAL				DRANO LIQUID				LIQUID-PLUMR				ALL DRANO			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	16870	100.0	20.8	100	12839	100.0	15.9	100	14629	100.0	18.1	100	27982	100.0	34.6	100
ATLANTIC MONTHLY	415	**122	0.7	29.4	141	**95	0.7	22.9	144	**36	0.2	8.7	48	*201	0.7	48.4	140
BARRON'S	453	**72	0.4	15.9	76	**68	0.5	15.0	95	**95	0.6	21.0	116	**139	0.5	30.7	89
BETTER HOMES & GARDENS	16256	3789	22.5	23.3	112	2973	23.2	18.3	115	3294	22.5	20.3	112	6303	22.5	38.8	112
BON APPETIT	2535	471	2.8	18.6	89	493	3.8	19.4	123	528	3.6	20.8	115	872	3.1	34.4	100
BUSINESS WEEK	1278	292	1.7	22.8	110	232	1.8	18.2	115	*196	1.3	15.3	85	500	1.8	39.1	113
CAR AND DRIVER	378	**73	0.4	19.3	93	**11	0.1	2.9	18	**77	0.5	20.4	113	**84	0.3	22.2	64
CBS MAGAZINE NETWORK (GROSS)	1498	*268	1.6	17.9	86	*222	1.7	14.8	93	410	2.8	27.4	152	477	1.7	31.8	92
CHANGING TIMES	1505	374	2.2	24.9	119	281	2.2	18.7	118	242	1.7	16.1	89	620	2.2	41.2	119
COLONIAL HOMES	1231	280	1.7	22.7	109	*173	1.3	14.1	89	225	1.5	18.3	101	424	1.5	34.4	100
CONDE NAST MAG. PKG. (GROSS)	14146	3366	20.0	23.8	114	2469	19.2	17.5	110	2674	18.3	18.9	105	5339	19.1	37.7	109
CONSUMERS DIGEST	1323	*340	2.0	25.7	123	259	2.0	19.6	123	402	2.7	30.4	168	551	2.0	41.6	121
COSMOPOLITAN	7102	1658	9.8	23.3	112	1235	9.6	17.4	110	1363	9.3	19.2	106	2681	9.6	37.7	109
COUNTRY LIVING	2481	582	3.4	23.5	113	394	3.1	15.9	100	521	3.6	21.0	116	928	3.3	37.4	108
CUISINE	1472	275	1.6	18.7	90	287	2.2	19.5	123	*234	1.6	15.9	88	546	2.0	37.1	107
CYCLE WORLD	425	**55	0.3	12.9	62	**104	0.8	24.5	154	**125	0.9	29.4	163	**150	0.5	35.3	102
DCI:CREATIVE IDEAS FOR LIV	2510	633	3.8	25.2	121	370	2.9	14.7	93	456	3.1	18.2	101	927	3.3	36.9	107
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1560	9.2	23.3	112	987	7.7	14.7	93	1328	9.1	19.8	110	2410	8.6	36.0	104
DISCOVER	894	*234	1.4	26.2	126	*151	1.2	16.9	107	*180	1.2	20.1	111	339	1.2	37.9	110
EBONY	3507	746	4.4	21.3	102	624	4.9	17.8	112	638	4.4	18.2	101	1206	4.3	34.4	100
ESQUIRE	1083	*143	0.8	13.2	63	*223	1.7	20.6	130	*212	1.4	19.6	108	323	1.2	29.8	86
ESSENCE	1830	349	2.1	19.1	92	310	2.4	16.9	107	344	2.4	18.8	104	571	2.0	31.2	90
FAMILY CIRCLE	15930	3729	22.1	23.4	112	2605	20.3	16.4	103	3049	20.8	19.1	106	5939	21.2	37.3	108
THE FAMILY HANDYMAN	1126	367	2.2	32.6	156	*183	1.4	16.3	103	297	2.0	26.4	146	503	1.8	44.7	129
FAMILY WEEKLY	11468	2239	13.3	19.5	94	1612	12.6	14.1	89	2394	16.4	20.9	116	3636	13.0	31.7	92
FIELD & STREAM	2234	542	3.2	24.3	116	381	3.0	17.1	108	433	3.0	19.4	107	853	3.0	38.2	111
FOOD & WINE	579	*177	1.0	30.6	147	*125	1.0	21.6	136	*218	1.5	37.7	208	272	1.0	47.0	136
FORBES	728	*116	0.7	15.9	76	*175	1.4	24.0	152	*156	1.1	21.4	119	270	1.0	37.1	107
FORTUNE	906	*220	1.3	24.3	117	*222	1.7	24.5	155	*141	1.0	15.6	86	400	1.4	44.2	128
GENTLEMAN'S QUARTERLY	791	*132	0.8	16.7	80	**105	0.8	13.3	84	**105	0.7	13.3	73	*204	0.7	25.8	75
GLAMOUR	5265	1312	7.8	24.9	120	920	7.2	17.5	110	1037	7.1	19.7	109	2046	7.3	38.9	112
GOLF DIGEST	636	*165	1.0	25.9	125	**135	1.1	21.2	134	**102	0.7	16.0	89	*269	1.0	42.3	122
GOLF DIGEST/TENNIS (GROSS)	1186	308	1.8	26.0	125	*256	2.0	21.6	136	*167	1.1	14.1	78	507	1.8	42.7	124
GOLF MAGAZINE	441	**81	0.5	18.4	88	**95	0.7	21.5	136	**66	0.5	15.0	83	*169	0.6	38.3	111
GOLF MAGAZINE/SKI (GROSS)	922	*193	1.1	20.9	100	*165	1.3	17.9	113	*130	0.9	14.1	78	341	1.2	37.0	107
GOOD HOUSEKEEPING	16487	3586	21.3	21.8	104	2942	22.9	17.8	113	3328	22.7	20.2	112	6122	21.9	37.1	107
HARPER'S BAZAAR	2423	603	3.6	24.9	119	420	3.3	17.3	109	466	3.2	19.2	106	967	3.5	39.9	116
HEALTH	1994	423	2.5	21.2	102	469	3.7	23.5	148	449	3.1	22.5	125	870	3.1	43.6	126
HEARST MAG CORP. BUY (GROSS)	44101	10337	61.3	23.4	113	7836	61.0	17.8	112	8945	61.1	20.3	112	16836	60.2	38.2	110
HEARST MAN POWER (GROSS)	1993	553	3.3	27.7	133	290	2.3	14.6	92	449	3.1	22.5	125	768	2.7	38.5	112
HEARST WOMAN POWER (GROSS)	31274	7227	42.8	23.1	111	5701	44.4	18.2	115	6372	43.6	20.4	113	12002	42.9	38.4	111
HOUSE BEAUTIFUL	3623	812	4.8	22.4	108	683	5.3	18.9	119	703	4.8	19.4	107	1360	4.9	37.5	109
INC.	283	**76	0.5	26.9	129	**67	0.5	23.7	149	**62	0.4	21.9	121	**143	0.5	50.5	146
JET	2928	625	3.7	21.3	102	566	4.4	19.3	122	545	3.7	18.6	103	1030	3.7	35.2	102
LADIES' HOME JOURNAL	11918	2765	16.4	23.2	111	2125	16.6	17.8	112	2478	16.9	20.8	115	4581	16.4	38.4	111
LHJ FAMILY GRP COMBO(GROSS)	16764	3889	23.1	23.2	111	3065	23.9	18.3	115	3473	23.7	20.7	115	6539	23.4	39.0	113
LIFE	4254	866	5.1	20.4	98	897	7.0	21.1	133	749	5.1	17.6	97	1591	5.7	37.4	108
L.A. TIMES HOME MAGAZINE	1145	*196	1.2	17.1	82	*250	1.9	21.8	138	326	2.2	28.5	158	448	1.6	39.1	113
LEMOISELLE	2884	672	4.0	23.3	112	491	3.8	17.0	107	581	4.0	20.1	112	1082	3.9	37.5	109
MC CALL'S	13460	3156	18.7	23.4	113	2271	17.7	16.9	106	2787	19.1	20.7	115	5082	18.2	37.8	109
MC CALL'S/WRK MOTHER (GROSS)	14606	3458	20.5	23.7	114	2478	19.3	17.0	107	3054	20.9	20.9	116	5568	19.9	38.1	110
MECHANIX ILLUSTRATED	772	*223	1.3	28.9	139	*146	1.1	18.9	119	*220	1.5	28.5	158	339	1.2	43.9	127
METROPOLITAN HOME	967	*215	1.3	22.2	107	*169	1.3	17.5	110	*189	1.3	19.5	108	357	1.3	36.9	107
MONEY	1588	308	1.8	19.4	93	302	2.4	19.0	120	*272	1.9	17.1	95	532	1.9	33.5	97
MOTHER EARTH NEWS	1002	*241	1.4	24.1	115	*133	1.0	13.3	84	*233	1.6	23.3	129	321	1.1	32.0	93
MS.	825	*206	1.2	25.0	120	*127	1.0	15.4	97	*125	0.9	15.2	84	318	1.1	38.5	112
NATIONAL ENQUIRER	10336	2094	12.4	20.3	97	2096	16.3	20.3	128	2106	14.4	20.4	113	3825	13.7	37.0	107
NATIONAL GEOGRAPHIC	9597	2240	13.3	23.3	112	1550	12.1	16.2	102	1845	12.6	19.2	106	3513	12.6	36.6	106
NATIONAL SUNDAY MAGAZINE PKG	49558	10439	61.9	21.1	101	8333	64.9	16.8	106	9377	64.1	18.9	105	17683	63.2	35.7	103
NATURAL HISTORY	573	**73	0.4	12.7	61	**116	0.9	20.2	128	**121	0.8	21.1	117	*175	0.6	30.5	88
NEW WOMAN	1699	424	2.5	25.0	120	275	2.1	16.2	102	289	2.0	17.0	94	650	2.3	38.3	111
NEW YORK INCLUDING CUE	443	**101	0.6	22.8	109	*103	0.8	23.3	147	*70	0.5	15.8	87	*173	0.6	39.1	113
THE NEW YORKER	1270	305	1.8	24.0	115	221	1.7	17.4	110	*195	1.3	15.4	85	489	1.7	38.5	111
NEWSWEEK	6277	1492	8.8	23.8	114	988	7.7	15.7	99	1368	9.4	21.8	121	2346	8.4	37.4	108
THE N.Y. TIMES DAILY EDITION	1205	265	1.6	22.0	106	212	1.7	17.6	111	*147	1.0	12.2	68	430	1.5	35.7	103
THE N.Y. TIMES MAGAZINE	2081	512	3.0	24.6	118	352	2.7	16.9	107	263	1.8	12.6	70	836	3.0	40.2	116
OMNI	788	*197	1.2	25.0	120	*123	1.0	15.6	98	*169	1.2	21.4	119	285	1.0	36.2	105
ON CABLE	1158	*280	1.7	24.2	116	**109	0.8	9.4	59	412	2.8	35.6	197	368	1.3	31.8	92
1001 HOME IDEAS	2852	700	4.1	24.5	118	471	3.7	16.5	104	546	3.7	19.1	106	1087	3.9	38.1	110
ORGANIC GARDENING	1658	342	2.0	20.6	99	346	2.7	20.9	132	372	2.5	22.4	124	613	2.2	37.0	107
OUTDOOR LIFE	896	*157	0.9	17.5	84	*190	1.5	21.2	134	*110	0.8	12.3	68	317	1.1	35.4	102
PARADE MAGAZINE	24275	5590	33.1	23.0	111	4117	32.1	17.0	107	4516	30.9	18.6	103	9190	32.8	37.9	110

	TOTAL U.S. '000	DRANO CRYSTAL				DRANO LIQUID				LIQUID-PLUMR				ALL DRANO			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	50986	16870	100.0	20.8	100	12839	100.0	15.9	100	14629	100.0	18.1	100	27982	100.0	34.6	100
PARENTS	3845	984	5.8	25.6	123	608	4.7	15.8	100	610	4.2	15.9	88	1504	5.4	39.1	113
PENTHOUSE	831	*182	1.1	21.9	105	**124	1.0	14.9	94	**113	0.8	13.6	75	283	1.0	34.1	99
PEOPLE	11645	2517	14.9	21.6	104	2237	17.4	19.2	121	2217	15.2	19.0	105	4411	15.8	37.9	110
PLAYBOY	2006	337	2.0	16.8	81	369	2.9	18.4	116	339	2.3	16.9	94	630	2.3	31.4	91
POPULAR HOT RODDING	297	**73	0.4	24.6	118	**36	0.3	12.1	76	**79	0.5	26.6	147	**101	0.4	34.0	98
POPULAR MECHANICS	1018	*329	2.0	32.3	155	**107	0.8	10.5	66	*262	1.8	25.7	142	408	1.5	40.1	116
POPULAR SCIENCE	878	*282	1.7	32.1	154	*193	1.5	22.0	139	*163	1.1	18.6	103	417	1.5	47.5	137
PREVENTION	3913	879	5.2	22.5	108	704	5.5	18.0	113	993	6.8	25.4	140	1484	5.3	37.9	110
PSYCHOLOGY TODAY	1710	410	2.4	24.0	115	271	2.1	15.8	100	250	1.7	14.6	81	669	2.4	39.1	113
READER'S DIGEST	22204	5283	31.3	23.8	114	3877	30.2	17.5	110	4498	30.7	20.3	112	8515	30.4	38.3	111
REDFEEL	7684	1983	11.8	25.8	124	1524	11.9	19.8	125	1681	11.5	21.9	121	3199	11.4	41.6	120
ROAD & TRACK	410	**81	0.5	19.8	95	**59	0.5	14.4	91	**103	0.7	25.1	139	**137	0.5	33.4	97
ROLLING STONE	969	273	1.6	28.2	135	*264	2.1	27.2	172	217	1.5	22.4	124	480	1.7	49.5	143
RUNNER'S WORLD	298	**54	0.3	18.1	87	**48	0.4	16.1	102	**52	0.4	17.4	97	*105	0.4	35.2	102
SATURDAY EVENING POST	1169	292	1.7	25.0	120	224	1.7	19.2	121	248	1.7	21.2	117	452	1.6	38.7	112
SCIENCE 84	587	*173	1.0	29.5	141	**99	0.8	16.9	106	**112	0.8	19.1	106	*218	0.8	37.1	107
SCIENCE DIGEST	482	**112	0.7	23.2	112	**82	0.6	17.0	107	**108	0.7	22.4	124	*164	0.6	34.0	98
SCIENTIFIC AMERICAN	594	*137	0.8	23.1	111	**85	0.7	14.3	90	**71	0.5	12.0	66	*193	0.7	32.5	94
SELF	2089	519	3.1	24.8	119	385	3.0	18.4	116	396	2.7	19.0	105	841	3.0	40.3	117
SEVENTEEN	2411	527	3.1	21.9	105	380	3.0	15.8	99	470	3.2	19.5	108	831	3.0	34.5	100
SKI	480	**112	0.7	23.3	112	**70	0.5	14.6	92	**63	0.4	13.1	73	*171	0.6	35.6	103
SMITHSONIAN	2760	571	3.4	20.7	99	522	4.1	18.9	119	613	4.2	22.2	123	1039	3.7	37.6	109
SOAP OPERA DIGEST	3013	663	3.9	22.0	106	593	4.6	19.7	124	668	4.6	22.2	123	1089	3.9	36.1	105
SOUTHERN LIVING	4184	926	5.5	22.1	106	617	4.8	14.7	93	872	6.0	20.8	115	1484	5.3	35.5	103
SPORT	559	**128	0.8	22.9	110	**165	1.3	29.5	186	**84	0.6	15.0	83	*255	0.9	45.6	132
THE SPORTING NEWS	436	**95	0.6	21.8	105	**91	0.7	20.9	132	**86	0.6	19.7	109	**187	0.7	42.9	124
SPORTS AFIELD	493	*112	0.7	22.7	109	**101	0.8	20.5	129	**79	0.5	16.0	89	*196	0.7	39.8	115
SPORTS ILLUSTRATED	2758	670	4.0	24.3	117	594	4.6	21.5	136	564	3.9	20.4	113	1143	4.1	41.4	120
STAR	7456	1586	9.4	21.3	102	1544	12.0	20.7	131	1612	11.0	21.6	120	2807	10.0	37.6	109
SUNDAY	24936	5027	29.8	20.2	97	4329	33.7	17.4	110	4592	31.4	18.4	102	8832	31.6	35.4	103
SUNSET	2124	550	3.3	25.9	124	316	2.5	14.9	94	514	3.5	24.2	134	809	2.9	38.1	110
TV GUIDE	21661	4587	27.2	21.2	102	3968	30.9	18.3	116	4223	28.9	19.5	108	7924	28.3	36.6	106
TENNIS	550	*143	0.8	26.0	125	**121	0.9	22.0	139	**65	0.4	11.8	65	*239	0.9	43.5	126
TIME	15880	1820	10.8	20.5	98	1481	11.5	16.7	105	1689	11.5	19.0	105	3068	11.0	34.5	100
TOWN & COUNTRY	917	228	1.4	24.9	119	*157	1.2	17.1	108	*172	1.2	18.8	104	328	1.2	35.8	104
TRAVEL & LEISURE	972	*229	1.4	23.6	113	*168	1.3	17.3	109	*223	1.5	22.9	127	379	1.4	39.0	113
TRUE STORY	3356	705	4.2	21.0	101	589	4.6	17.6	111	721	4.9	21.5	119	1124	4.0	33.5	97
U.S. NEWS & WORLD REPORT	3410	774	4.6	22.7	109	576	4.5	16.9	107	590	4.0	17.3	96	1219	4.4	35.7	103
USA TODAY	1759	558	3.3	31.7	152	301	2.3	17.1	108	311	2.1	17.7	98	740	2.6	42.1	122
US	1873	471	2.8	25.1	121	420	3.3	22.4	141	430	2.9	23.0	127	819	2.9	43.7	127
VOGUE	3909	862	5.1	22.1	106	673	5.2	17.2	109	659	4.5	16.9	93	1371	4.9	35.1	102
WALL STREET JOURNAL	1886	360	2.1	19.1	92	349	2.7	18.5	117	308	2.1	16.3	90	678	2.4	35.9	104
WEIGHT WATCHERS	2120	460	2.7	21.7	104	504	3.9	23.8	150	378	2.6	17.8	99	898	3.2	42.4	123
WOMAN'S DAY	14172	3324	19.7	23.5	113	2275	17.7	16.1	101	2685	18.4	18.9	105	5317	19.0	37.5	109
WORKING MOTHER	1146	302	1.8	26.4	127	*207	1.6	18.1	114	*267	1.8	23.3	129	486	1.7	42.4	123
WORKING WOMAN	1322	209	1.2	15.8	76	*245	1.9	18.5	117	282	1.9	21.3	118	433	1.5	32.8	95
WORLD TENNIS	*163	**10	0.1	6.1	29	**22	0.2	13.5	85	**21	0.1	12.9	71	**35	0.1	21.5	62
ZIFF-DAVIS MAG NETWK (GROSS)	2532	480	2.8	19.0	91	420	3.3	16.6	105	514	3.5	20.3	112	825	2.9	32.6	94
BLAIR INSERTS	43657	9177	54.4	21.0	101	7612	59.3	17.4	110	8082	55.2	18.5	102	15795	56.4	36.2	105
DAILY NEWSPAPERS																	
READ ANY	51633	10917	64.7	21.1	102	8780	68.4	17.0	107	10257	70.1	19.9	110	18553	66.3	35.9	104
READ ONE	43463	9148	54.2	21.0	101	7293	56.8	16.8	106	8533	58.3	19.6	109	15555	55.6	35.8	104
READ TWO OR MORE	8170	1769	10.5	21.7	104	1487	11.6	18.2	115	1723	11.8	21.1	117	2997	10.7	36.7	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	11239	66.6	21.3	102	8859	69.0	16.8	106	9947	68.0	18.9	105	18926	67.6	35.9	104
READ ONE	46126	9623	57.0	20.9	100	7699	60.0	16.7	105	8562	58.5	18.6	103	16289	58.2	35.3	102
READ TWO OR MORE	6552	1616	9.6	24.7	118	1161	9.0	17.7	112	1385	9.5	21.1	117	2637	9.4	40.2	116
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.36				27.40				28.36				28.15			
30 DAY REACH	71455	14919	88.4	20.9	100	11476	89.4	16.1	101	13073	89.4	18.3	101	24782	88.6	34.7	100
50 SHWG - 30 DAY AV FREQ	14.56	14.92				14.32				14.90				14.80			
30 DAY REACH	67742	14184	84.1	20.9	101	10988	85.6	16.2	102	12453	85.1	18.4	102	23599	84.3	34.8	101
25 SHWG - 30 DAY AV FREQ	7.94	8.08				7.69				8.06				8.00			
30 DAY REACH	62117	13105	77.7	21.1	101	10258	79.9	16.5	104	11522	78.8	18.5	103	21844	78.1	35.2	102
CABLE TV: HOME WIRED	32077	7146	42.4	22.3	107	5352	41.7	16.7	105	6392	43.7	19.9	110	11706	41.8	36.5	106
HOME NOT WIRED	48909	9724	57.6	19.9	95	7487	58.3	15.3	97	8237	56.3	16.8	93	16276	58.2	33.3	96
HAVE PAY CABLE	15935	3802	22.5	23.9	115	2955	23.0	18.5	117	3491	23.9	21.9	121	6360	22.7	39.9	116

	TOTAL U.S. '000	DRANO CRYSTAL				DRANO LIQUID				LIQUID-PLUMR				ALL DRANO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	16870	100.0	20.8	100	12839	100.0	15.9	100	14629	100.0	18.1	100	27982	100.0	34.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	9523	56.4	21.7	104	7454	58.1	17.0	107	8219	56.2	18.7	104	15853	56.7	36.1	104
10:00 AM - 3:00 PM	30659	6516	38.6	21.3	102	5270	41.0	17.2	108	6030	41.2	19.7	109	11074	39.6	36.1	105
3:00 PM - 7:00 PM	31045	6684	39.6	21.5	103	5468	42.6	17.6	111	5694	38.9	18.3	102	11275	40.3	36.3	105
7:00 PM - MIDNIGHT	15767	3311	19.6	21.0	101	2603	20.3	16.5	104	2843	19.4	18.0	100	5528	19.8	35.1	101
MIDNIGHT - 6:00 AM	9120	2065	12.2	22.6	109	1534	11.9	16.8	106	1786	12.2	19.6	108	3278	11.7	35.9	104
6:00 AM - MIDNIGHT	58527	12567	74.5	21.5	103	9917	77.2	16.9	107	10975	75.0	18.8	104	21034	75.2	35.9	104
ENTIRE DAY	59311	12709	75.3	21.4	103	10005	77.9	16.9	106	11159	76.3	18.8	104	21240	75.9	35.8	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3720	22.1	23.0	110	2659	20.7	16.4	104	3075	21.0	19.0	105	5943	21.2	36.7	106
ALL NEWS	2256	387	2.3	17.2	82	374	2.9	16.6	105	438	3.0	19.4	107	747	2.7	33.1	96
AOR/PROGRESSIVE	3874	892	5.3	23.0	111	687	5.4	17.7	112	666	4.6	17.2	95	1406	5.0	36.3	105
BEAUTIFUL MUSIC	5660	1254	7.4	22.2	106	922	7.2	16.3	103	1145	7.8	20.2	112	2079	7.4	36.7	106
BLACK	2204	441	2.6	20.0	96	383	3.0	17.4	110	339	2.3	15.4	85	747	2.7	33.9	98
CLASSICAL	1418	406	2.4	28.6	137	*234	1.8	16.5	104	*250	1.7	17.6	98	604	2.2	42.6	123
CHR/ROCK	9538	2229	13.2	23.4	112	1720	13.4	18.0	114	1563	10.7	16.4	91	3693	13.2	38.7	112
COUNTRY	12648	2829	16.8	22.4	107	2303	17.9	18.2	115	2744	18.8	21.7	120	4800	17.2	38.0	110
GOLDEN OLDIES	1191	*216	1.3	18.1	87	*172	1.3	14.4	91	*241	1.6	20.2	112	383	1.4	32.2	93
MOR/NOSTALGIA	4757	1044	6.2	21.9	105	819	6.4	17.2	109	1001	6.8	21.0	116	1769	6.3	37.2	108
NEWS/TALK	3863	727	4.3	18.8	90	618	4.8	16.0	101	801	5.5	20.7	115	1221	4.4	31.6	91
RELIGIOUS	3084	547	3.2	17.7	85	445	3.5	14.4	91	535	3.7	17.3	96	965	3.4	31.3	91
SOFT ROCK	521	**98	0.6	18.8	90	**96	0.7	18.4	116	**111	0.8	21.3	118	*185	0.7	35.5	103
URBAN CONTEMPORARY	1585	226	1.3	14.3	68	348	2.7	22.0	138	*202	1.4	12.7	71	535	1.9	33.8	98
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	630	3.7	19.3	93	583	4.5	17.9	113	601	4.1	18.4	102	1125	4.0	34.5	100
ABC DIRECTION	2316	553	3.3	23.9	115	520	4.1	22.5	142	422	2.9	18.2	101	970	3.5	41.9	121
ABC ENTERTAINMENT	4834	1021	6.1	21.1	101	903	7.0	18.7	118	952	6.5	19.7	109	1800	6.4	37.2	108
ABC FM	2202	488	2.9	22.2	106	421	3.3	19.1	121	340	2.3	15.4	85	819	2.9	37.2	108
ABC INFORMATION	5425	1286	7.6	23.7	114	966	7.5	17.8	112	1018	7.0	18.8	104	2130	7.6	39.3	114
ABC ROCK	1677	466	2.8	27.8	133	337	2.6	20.1	127	298	2.0	17.8	98	718	2.6	42.8	124
CBS	4430	931	5.5	21.0	101	702	5.5	15.8	100	853	5.8	19.3	107	1533	5.5	34.6	100
MUTUAL	4992	1104	6.5	22.1	106	1050	8.2	21.0	133	1237	8.5	24.8	137	2018	7.2	40.4	117
NBC	4679	1073	6.4	22.9	110	808	6.3	17.3	109	897	6.1	19.2	106	1771	6.3	37.8	110
RADIO/ROCK	1994	586	3.5	29.4	141	353	2.7	17.7	112	505	3.5	25.3	140	902	3.2	45.2	131
RKO ONE	2298	576	3.4	25.1	120	329	2.6	14.3	90	358	2.4	15.6	86	898	3.2	39.1	113
RKO TWO	3311	823	4.9	24.9	119	579	4.5	17.5	110	672	4.6	20.3	112	1230	4.4	37.1	108
THE SOURCE	2114	418	2.5	19.8	95	297	2.3	14.0	89	325	2.2	15.4	85	704	2.5	33.3	96
NON-HIRED : BLAIR	8654	1935	11.5	22.4	107	1300	10.1	15.0	95	1504	10.3	17.4	96	2980	10.6	34.4	100
INTERNET	12025	2766	16.4	23.0	110	2268	17.7	18.9	119	2311	15.8	19.2	106	4578	16.4	38.1	110
KATZ RADIO GROUP	15359	3254	19.3	21.2	102	2709	21.1	17.6	111	3014	20.6	19.6	109	5551	19.8	36.1	105
SUPERNET	10628	2538	15.0	23.9	115	1842	14.3	17.3	109	1992	13.6	18.7	104	4058	14.5	38.2	111
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1759	10.4	20.3	98	1322	10.3	15.3	96	1637	11.2	18.9	105	2850	10.2	32.9	95
MKDAY 9:00 AM - 1:00 PM	12163	2476	14.7	20.4	98	1903	14.8	15.6	99	2270	15.5	18.7	103	4074	14.6	33.5	97
MKDAY 1:00 PM - 4:30 PM	16150	3221	19.1	19.9	96	2537	19.8	15.7	99	3093	21.1	19.2	106	5380	19.2	33.3	96
MKDAY 4:30 PM - 7:30 PM	22463	4528	26.8	20.2	97	3535	27.5	15.7	99	4293	29.3	19.1	106	7552	27.0	33.6	97
MKDAY 7:30 PM - 8:00 PM	31795	6485	38.4	20.4	98	5035	39.2	15.8	100	5947	40.7	18.7	104	10774	38.5	33.9	98
MKDAY 11:00 PM - 11:30 PM	23977	5089	30.2	21.2	102	3953	30.8	16.5	104	4779	32.7	19.9	110	8533	30.5	35.6	103
MKDAY 11:30 PM - 1:00 AM	7703	1575	9.3	20.4	98	1388	10.8	18.0	114	1668	11.4	21.7	120	2792	10.0	36.2	105
M-SAT 8-11 PM-SUN 7-11 PM	33800	7191	42.6	21.3	102	5498	42.8	16.3	103	6363	43.5	18.8	104	11890	42.5	35.2	102
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1118	6.6	17.1	82	1041	8.1	15.9	100	1217	8.3	18.6	103	2011	7.2	30.8	89
ANOTHER WORLD	N 4620	951	5.6	20.6	99	688	5.4	14.9	94	878	6.0	19.0	105	1562	5.6	33.8	98
AS THE WORLD TURNS	C 5614	1138	6.7	20.3	97	869	6.8	15.5	98	1122	7.7	20.0	111	1882	6.7	33.5	97
CAPITOL	C 3396	645	3.8	19.0	91	559	4.4	16.5	104	688	4.7	20.3	112	1111	4.0	32.7	95
CBS MORN. NEWS 1	C 1446	270	1.6	18.7	90	270	2.1	18.7	118	286	2.0	19.8	109	500	1.8	34.6	100
CBS MORN. NEWS 2	C 1207	253	1.5	21.0	101	197	1.5	16.3	103	266	1.8	22.0	122	414	1.5	34.3	99
DAYS OF OUR LIVES	N 5877	1241	7.4	21.1	101	983	7.7	16.7	106	1248	8.5	21.2	118	2086	7.5	35.5	103
FACTS OF LIFE - DAYTIME	N 2290	420	2.5	18.3	88	348	2.7	15.2	96	395	2.7	17.2	95	699	2.5	30.5	88
FAMILY FEUD	A 3023	532	3.2	17.6	84	447	3.5	14.8	93	464	3.2	15.3	85	886	3.2	29.3	85
GENERAL HOSPITAL	A 6097	1239	7.3	20.3	98	962	7.5	15.8	100	1007	6.9	16.5	91	2085	7.5	34.2	99
GOOD MORNING, AMERICA-730A	A 3515	625	3.7	17.8	85	577	4.5	16.4	104	600	4.1	17.1	94	1151	4.1	32.7	95
GOOD MORNING, AMERICA-830A	A 2816	595	3.5	21.1	101	436	3.4	15.5	98	526	3.6	18.7	103	1004	3.6	35.6	103
GUIDING LIGHT	C 5339	1154	6.8	21.6	104	849	6.6	15.9	100	1130	7.7	21.2	117	1835	6.6	34.4	99
ONE LIFE TO LIVE	A 4478	887	5.3	19.8	95	665	5.2	14.9	94	781	5.3	17.4	97	1450	5.2	32.4	94
PRESS YOUR LUCK	C 2244	516	3.1	23.0	110	430	3.3	19.2	121	515	3.5	23.0					

	TOTAL U.S. '000	DRANO CRYSTAL				DRANO LIQUID				LIQUID-PLUMR				ALL DRANO			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	16170	100.0	20.8	100	12839	100.0	15.9	100	14629	100.0	18.1	100	27982	100.0	34.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	5231	31.0	20.1	96	4173	32.5	16.0	101	5079	34.7	19.5	108	8830	31.6	33.9	98
NETWORK AFFILIATES - LATE	20261	4336	25.7	21.4	103	3371	26.3	16.6	105	4076	27.9	20.1	111	7272	26.0	35.9	104
INDEPENDENTS - LATE	2076	435	2.6	21.0	101	286	2.2	13.8	87	426	2.9	20.5	114	664	2.4	32.0	93
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 10453	2374	14.1	22.7	109	1601	12.5	15.3	97	2077	14.2	19.9	110	3583	12.8	34.3	99
ABC MONDAY NIGHT MOVIE	A 6412	1389	8.2	21.7	104	996	7.8	15.5	98	1127	7.7	17.6	97	2257	8.1	35.2	102
ABC SUNDAY NIGHT MOVIE	A 12407	2587	15.3	20.9	100	1860	14.5	15.0	95	2176	14.9	17.5	97	4214	15.1	34.0	98
ABC WORLD NEWS TONIGHT	A 6176	1211	7.2	19.6	94	910	7.1	14.7	93	1175	8.0	19.0	105	1995	7.1	32.3	93
AFTERMASH	C 5863	1215	7.2	20.7	99	942	7.3	16.1	101	1340	9.2	22.9	127	1972	7.0	33.6	97
ALICE	C 9594	1977	11.7	20.6	99	1532	11.9	16.0	101	1911	13.1	19.9	110	3283	11.7	34.2	99
AMERICAN PARADE	C 6622	1265	7.5	19.1	92	1065	8.3	16.1	101	1105	7.6	16.7	92	2218	7.9	33.5	97
BENSON	A 10886	2105	12.5	19.3	93	1657	12.9	15.2	96	2243	15.3	20.6	114	3661	13.1	33.6	97
BLUE THUNDER	A 5036	1070	6.3	21.2	102	763	5.9	15.2	96	896	6.1	17.8	98	1728	6.2	34.3	99
CAGNEY & LACEY	C 9965	2050	12.2	20.6	99	1661	12.9	16.7	105	2034	13.9	20.4	113	3484	12.5	35.0	101
CBS EVENING NEWS-DEAN	C 3491	762	4.5	21.8	105	583	4.5	16.7	105	649	4.4	18.6	103	1242	4.4	35.6	103
CBS EVENING NEWS-RATHER	C 7123	1525	9.0	21.4	103	1184	9.2	16.6	105	1557	10.6	21.9	121	2520	9.0	35.4	102
CBS SAT. NEWS-SCHIEFFER	C 3621	737	4.4	20.4	98	595	4.6	16.4	104	617	4.2	17.0	94	1248	4.5	34.5	100
CBS SATURDAY NIGHT MOVIE	C 5436	1258	7.5	23.1	111	834	6.5	15.3	97	961	6.6	17.7	98	1961	7.0	36.1	104
CBS WEDNESDAY NIGHT MOVIE	C 6100	1412	8.4	23.1	111	869	6.8	14.2	90	1197	8.2	19.6	109	2090	7.5	34.3	99
CHEERS	N 8889	2137	12.7	24.0	115	1693	13.2	19.0	120	1873	12.8	21.1	117	3549	12.7	39.9	116
DALLAS	C 22109	4955	29.4	22.4	108	3618	28.2	16.4	103	4185	28.6	18.9	105	8136	29.1	36.8	107
DIFF'RENT STROKES	N 6940	1478	8.8	21.3	102	1176	9.2	16.9	107	1416	9.7	20.4	113	2396	8.6	34.5	100
DOUBLE TROUBLE	N 7223	1507	8.9	20.9	100	1255	9.8	17.4	110	1357	9.3	18.8	104	2601	9.3	36.0	104
DUCK FACTORY	N 5595	1397	8.3	25.0	120	1033	8.0	18.5	116	1149	7.9	20.5	114	2240	8.0	40.0	116
DUKES OF HAZZARD	C 5768	1322	7.8	22.9	110	890	6.9	15.4	97	1130	7.7	19.6	108	2074	7.4	36.0	104
DYNASTY	A 20053	3950	23.4	19.7	95	3101	24.2	15.5	98	3603	24.6	18.0	99	6727	24.0	33.5	97
FACTS OF LIFE	N 8087	1572	9.3	19.4	93	1407	11.0	17.4	110	1656	11.3	20.5	113	2777	9.9	34.3	99
FALCON CREST	C 20046	4316	25.6	21.5	103	3439	26.8	17.2	108	3679	25.1	18.4	102	7339	26.2	36.6	106
FALL GUY	A 9084	1889	11.2	20.8	100	1429	11.1	15.7	99	1687	11.5	18.6	103	3153	11.3	34.7	100
FAMILY TIES	N 7964	1804	10.7	22.7	109	1492	11.6	18.7	118	1596	10.9	20.0	111	3050	10.9	38.3	111
FANTASY ISLAND	A 7687	1450	8.6	18.9	91	1186	9.2	15.4	97	1367	9.3	17.8	98	2493	8.9	32.4	94
FOULUPS,BLEEPS & BLUNDERS	A 8861	1863	11.0	21.0	101	1484	11.6	16.7	106	1676	11.5	18.9	105	3156	11.3	35.6	103
FOUR SEASONS	C 5095	1080	6.4	21.2	102	820	6.4	16.1	102	1245	8.5	24.4	135	1728	6.2	33.9	98
GIMME A BREAK	N 8838	1834	10.9	20.8	100	1511	11.8	17.1	108	1670	11.4	18.9	105	3138	11.2	35.5	103
HART TO HART	A 8978	1983	11.8	22.1	106	1427	11.1	15.9	100	1695	11.6	18.9	105	3158	11.3	35.2	102
HILL STREET BLUES	N 8590	1671	9.9	19.5	93	1730	13.5	20.1	127	1637	11.2	19.1	105	3156	11.3	36.7	106
HOTEL	A 14085	3147	18.7	22.3	107	2233	17.4	15.9	100	2606	17.8	18.5	102	5146	18.4	36.5	106
JEFFERSONS	C 9360	2036	12.1	21.8	104	1539	12.0	16.4	104	1968	13.5	21.0	116	3342	11.9	35.7	103
JENNIFER SLEPT HERE	N 5841	1241	7.4	21.2	102	1002	7.8	17.2	108	1311	9.0	22.4	124	2037	7.3	34.9	101
KATE & ALLIE	C 9206	2121	12.6	23.0	111	1497	11.7	16.3	103	1792	12.2	19.5	108	3356	12.0	36.5	106
KNIGHT RIDER	N 7076	1564	9.3	22.1	106	1146	8.9	16.2	102	1207	8.3	17.1	94	2481	8.9	35.1	101
LOVE BOAT	A 12219	2432	14.4	19.9	96	1886	14.7	15.4	97	2410	16.5	19.7	109	4087	14.6	33.4	97
MAGNUM PI	C 11199	2576	15.3	23.0	110	1889	14.7	16.9	106	1960	13.4	17.5	97	4126	14.7	36.8	107
MAMA'S FAMILY	N 6057	1269	7.5	21.0	101	1045	8.1	17.3	109	1297	8.9	21.4	119	2143	7.7	35.4	102
MASTER, THE	N 3598	756	4.5	21.0	101	521	4.1	14.5	91	705	4.8	19.6	108	1169	4.2	32.5	94
MATT HOUSTON	A 6344	1407	8.3	22.2	106	1124	8.8	17.7	112	1372	9.4	21.6	120	2357	8.4	37.2	108
NBC MONDAY NIGHT MOVIE	N 11994	2476	14.7	20.6	99	2021	15.7	16.9	106	2095	14.3	17.5	97	4270	15.3	35.6	103
NBC NIGHTLY NEWS	N 5132	1042	6.2	20.3	97	869	6.8	16.9	107	1003	6.9	19.5	108	1799	6.4	35.1	101
NBC NIGHTLY NEWS-SAT	N 3375	572	3.4	16.9	81	600	4.7	17.8	112	656	4.5	19.4	108	1092	3.9	32.4	94
NBC NIGHTLY NEWS-SUN	N 3130	595	3.5	19.0	91	457	3.6	14.6	92	546	3.7	17.4	97	959	3.4	30.6	89
NBC SUNDAY NIGHT MOVIE	N 8284	1818	10.8	21.9	105	1339	10.4	16.2	102	1519	10.4	18.3	102	2829	10.1	34.2	99
NEWHART	C 9240	1915	11.4	20.7	99	1631	12.7	17.7	111	1804	12.3	19.5	108	3299	11.8	35.7	103
ONE DAY AT A TIME	C 7288	1462	8.7	20.1	96	1133	8.8	15.5	98	1229	8.4	16.9	93	2434	8.7	33.4	97
PEOPLE ARE FUNNY	N 4855	1020	6.0	21.0	101	877	6.8	18.1	114	1162	7.9	23.9	132	1734	6.2	35.7	103
REAL PEOPLE	N 8869	1810	10.7	20.4	98	1519	11.8	17.1	108	1720	11.8	19.4	107	3056	10.9	34.5	100
REMINGTON STEELE	N 7743	1481	8.8	19.1	92	1063	8.3	13.7	87	1380	9.4	17.8	99	2403	8.6	31.0	90
RIPLY'S BELIEVE IT - NOT A RIPTIDE	A 5345	1244	7.4	23.3	112	842	6.6	15.8	99	1162	7.9	21.7	120	1948	7.0	36.4	105
SCARECROW & MRS. KING	C 10002	1489	8.8	21.3	102	1091	8.5	15.6	98	1427	9.8	20.4	113	2338	8.4	33.5	97
SIMON & SIMON	C 10638	2225	13.2	22.2	107	1639	12.8	16.4	103	2033	13.9	20.3	113	3671	13.1	36.7	106
60 MINUTES	C 13293	2513	14.9	23.6	113	1765	13.7	16.6	105	1908	13.0	17.9	99	3960	14.2	37.2	108
ST. ELSEWHERE	N 7017	2867	17.0	21.6	104	2080	16.2	15.6	99	2389	16.3						

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		'000	%	UNWEIGHTED							
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?		YES	31769	39.2	3604						
		NO	49217	60.8	5831						
		ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED	
		'000	%	'000	%	'000	%	'000	%		
IF YES											
4B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?											
WAXES ONLY		11213	13.8	9110	11.2	1498	1.8	606	.7	1274	
CLEANS & WAXES AT SAME TIME		20740	25.6	18636	23.0	1189	1.5	914	1.1	2326	
DO NOT KNOW		1920	2.4							229	
4C. WHAT KINDS ARE USED BY YOUR HOUSEHOLD?											
REQUIRES BUFFING		2719	3.4	1898	2.3	395	.5	425	.5	319	
SELF-POLISHING		26358	32.5	25538	31.5	749	.9	71	.1	2963	
DO NOT KNOW		3513	4.3							414	
4D. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?											
AEROMAX		1988	2.5	561	.7	1125	1.4	303	.4	233	
ARMSTRONG ONE-STEP		1753	2.2	754	.9	714	.9	285	.4	178	
ARMSTRONG PROLONG		321	.4	32	*	190	.2	99	.1	35	
OTHER ARMSTRONG		575	.7	194	.2	298	.4	84	.1	64	
BEACON/BEACON BLUE		367	.5	141	.2	178	.2	48	.1	47	
BRITE		4373	5.4	1597	2.0	2248	2.8	528	.7	519	
BRUCE		1012	1.2	344	.4	454	.6	214	.3	139	
BUTCHER		584	.7	253	.3	209	.3	122	.2	66	
FORMICA		439	.5	85	.1	283	.3	70	.1	57	
JOHNSON'S BRAVO/SUPER BRAVO		379	.5	98	.1	215	.3	66	.1	48	
JOHNSON'S FUTURE		3739	4.6	1615	2.0	1755	2.2	370	.5	400	
JOHNSON'S GLO-COAT		3290	4.1	1263	1.6	1608	2.0	419	.5	352	
JOHNSON'S KLEAR		2636	3.3	1027	1.3	1218	1.5	391	.5	333	
JOHNSON'S PRONTO		177	.2	36	*	50	.1	91	.1	22	
JOHNSON'S STEP SAVER		3393	4.2	914	1.1	1727	2.1	752	.9	374	
OTHER JOHNSON'S		1068	1.3	409	.5	515	.6	145	.2	139	
MOP & GLO		12342	15.2	6168	7.6	4658	5.8	1517	1.9	1389	
PERK		3509	4.3	1158	1.4	1556	1.9	795	1.0	368	
PREEN/WOOD PREEN		438	.5	104	.1	142	.2	192	.2	55	
SHINE-GUARD		414	.5	108	.1	211	.3	95	.1	50	
SIMONIZ		453	.6	77	.1	205	.3	170	.2	57	
VISTA ONE STEP		679	.8	226	.3	219	.3	234	.3	64	
OTHER VISTA		122	.2	9	*	66	.1	47	.1	11	
OTHER BRANDS		4832	6.0	2758	3.4	1452	1.8	621	.8	530	
DO NOT KNOW		775	1.0							85	
		'000	%	UNWEIGHTED							
4E. ABOUT HOW MANY BOTTLES, CANS OR CONTAINERS OF FLOOR WAX OR POLISH WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 6 MONTHS?											
SIX OR MORE		H	1317	1.6	143						
FIVE		H	646	.8	83						
FOUR		H	1293	1.6	153						
THREE		H	3262	4.0	351						
TWO		M	6503	8.0	711						
ONE		M	8813	10.9	998						
LESS THAN ONE		L	8886	11.0	1039						
NONE		L	1048	1.3	126						

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B DOWN	C ACROSS %	D INDEX	A '000	B DOWN	C ACROSS %	D INDEX	A '000	B DOWN	C ACROSS %	D INDEX	A '000	B DOWN	C ACROSS %	D INDEX
TOTAL FEMALE HOMEOWNERS	80986	31769	100.0	39.2	100	6518	100.0	8.0	100	15316	100.0	18.9	100	9936	100.0	12.3	100
18 - 24	9282	3022	9.5	32.6	83	854	13.1	9.2	114	1285	8.4	13.8	73	883	8.9	9.5	78
25 - 34	19072	8050	25.3	42.2	108	1738	26.7	9.1	113	3758	24.5	19.7	104	2554	25.7	13.4	109
35 - 44	14591	5846	18.4	40.1	102	1158	17.8	7.9	99	3045	19.9	20.9	110	1643	16.5	11.3	92
45 - 54	11345	4735	14.9	41.7	106	1020	15.6	9.0	112	2227	14.5	19.6	104	1488	15.0	13.1	107
55 - 64	11635	4808	15.1	41.3	105	827	12.7	7.1	88	2436	15.9	20.9	111	1545	15.5	13.3	108
65 OR OLDER	15061	5309	16.7	35.2	90	921	14.1	6.1	76	2566	16.8	17.0	90	1823	18.3	12.1	99
18 - 34	28354	11071	34.8	39.0	100	2592	39.8	9.1	114	5043	32.9	17.8	94	3437	34.6	12.1	99
18 - 49	48339	19312	60.8	40.0	102	4320	66.3	8.9	111	9175	59.9	19.0	100	5816	58.5	12.0	98
25 - 54	45008	18630	58.6	41.4	106	3916	60.1	8.7	108	9029	59.0	20.1	106	5685	57.2	12.6	103
35 - 49	19985	8240	25.9	41.2	105	1729	26.5	8.7	107	4133	27.0	20.7	109	2379	23.9	11.9	97
50 OR OLDER	32647	12458	39.2	38.2	97	2197	33.7	6.7	84	6141	40.1	18.8	99	4120	41.5	12.6	103
GRADUATED COLLEGE	11155	4944	15.6	44.3	113	803	12.3	7.2	89	2262	14.8	20.3	107	1879	18.9	16.8	137
ATTENDED COLLEGE	13682	5399	17.0	39.5	101	1014	15.6	7.4	92	2492	16.3	18.2	96	1893	19.1	13.8	113
GRADUATED HIGH SCHOOL	33880	13612	42.8	40.2	102	2714	41.6	8.0	100	6807	44.4	20.1	106	4091	41.2	12.1	98
DID NOT GRADUATE HIGH SCHOOL	22270	7815	24.6	35.1	89	1987	30.5	8.9	111	3755	24.5	16.9	89	2072	20.9	9.3	76
EMPLOYED	40306	16429	51.7	40.8	104	3224	49.5	8.0	99	7778	50.8	19.3	102	5427	54.6	13.5	110
EMPLOYED FULL-TIME	32850	13349	42.0	40.6	104	2639	40.5	8.0	100	6320	41.3	19.2	102	4390	44.2	13.4	109
EMPLOYED PART-TIME	7456	3081	9.7	41.3	105	585	9.0	7.8	97	1458	9.5	19.6	103	1037	10.4	13.9	113
NOT EMPLOYED	40680	15340	48.3	37.7	96	3294	50.5	8.1	101	7538	49.2	18.5	98	4508	45.4	11.1	90
PROFESSIONAL/MANAGER	10392	4579	14.4	44.1	112	748	11.5	7.2	89	2114	13.8	20.3	108	1717	17.3	16.5	135
TECH/CLERICAL/SALES	17574	7340	23.1	41.8	106	1526	23.4	8.7	108	3417	22.3	19.4	103	2398	24.1	13.6	111
PRECISION/CRAFT	985	*321	1.0	32.6	83	**61	0.9	6.2	77	**142	0.9	14.4	76	**118	1.2	12.0	98
OTHER EMPLOYED	11354	4190	13.2	36.9	94	889	13.6	7.8	97	2105	13.7	18.5	98	1195	12.0	10.5	86
SINGLE	9863	3654	11.5	37.0	94	888	13.6	9.0	112	1557	10.2	15.8	83	1209	12.2	12.3	100
MARRIED	51375	20988	66.1	40.9	104	4262	65.4	8.3	103	10207	66.6	19.9	105	6519	65.6	12.7	103
DIVORCED/SEPARATED/WIDOWED	19748	7127	22.4	36.1	92	1367	21.0	6.9	86	3552	23.2	18.0	95	2208	22.2	11.2	91
PARENTS	32590	13350	42.0	41.0	104	3095	47.5	9.5	118	6557	42.8	20.1	106	3697	37.2	11.3	92
WHITE	70416	27625	87.0	39.2	100	5194	79.7	7.4	92	13271	86.6	18.8	100	9160	92.2	13.0	106
BLACK	8778	3555	11.2	40.5	103	1252	19.2	14.3	177	1724	11.3	19.6	104	579	5.8	6.6	54
OTHER	1791	*590	1.9	32.9	84	**72	1.1	4.0	50	**322	2.1	18.0	95	**197	2.0	11.0	90
NORTHEAST-CENSUS	17786	7126	22.4	40.1	102	1727	26.5	9.7	121	3637	23.7	20.4	108	1762	17.7	9.9	81
NORTH CENTRAL	20741	8981	28.3	43.3	110	1709	26.2	8.2	102	4015	26.2	19.4	102	3257	32.8	15.7	128
SOUTH	27775	9770	30.8	35.2	90	2250	34.5	8.1	101	5076	33.1	18.3	97	2443	24.6	8.8	72
WEST	14683	5892	18.5	40.1	102	831	12.7	5.7	70	2588	16.9	17.6	93	2473	24.9	16.8	137
NORTHEAST-MKTG.	17961	7163	22.5	39.9	102	1676	25.7	9.3	116	3705	24.2	20.6	109	1782	17.9	9.9	81
EAST CENTRAL	11885	5017	15.8	42.2	108	987	15.1	8.3	103	2389	15.6	20.1	106	1641	16.5	13.8	113
WEST CENTRAL	14090	6043	19.0	42.9	109	1117	17.1	7.9	99	2600	17.0	18.5	98	2326	23.4	16.5	135
SOUTH	24081	8238	25.9	34.2	87	2006	30.8	8.3	104	4238	27.7	17.6	93	1995	20.1	8.3	68
PACIFIC	12969	5308	16.7	40.9	104	731	11.2	5.6	70	2385	15.6	18.4	97	2192	22.1	16.9	138
COUNTY SIZE A	32439	12915	40.7	39.8	101	2439	37.4	7.5	93	6448	42.1	19.9	105	4027	40.5	12.4	101
COUNTY SIZE B	24915	10055	31.7	40.4	103	2234	34.3	9.0	111	4849	31.7	19.5	103	2972	29.9	11.9	97
COUNTY SIZE C	12930	4652	14.6	36.0	92	974	14.9	7.5	94	1986	13.0	15.4	81	1692	17.0	13.1	107
COUNTY SIZE D	10703	4148	13.1	38.8	99	871	13.4	8.1	101	2033	13.3	19.0	100	1244	12.5	11.6	95
METRO CENTRAL CITY	24518	8671	27.3	35.4	90	2018	31.0	8.2	102	4068	26.6	16.6	88	2586	26.0	10.5	86
METRO SUBURBAN	35919	15253	48.0	42.5	108	2760	42.3	7.7	95	7645	49.9	21.3	113	4847	48.8	13.5	110
NON METRO	20549	7845	24.7	38.2	97	1740	26.7	8.5	105	3603	23.5	17.5	93	2502	25.2	12.2	99
TOP 5 ADI'S	18341	7346	23.1	40.1	102	1523	23.4	8.3	103	3722	24.3	20.3	107	2102	21.2	11.5	93
TOP 10 ADI'S	25378	9979	31.4	39.3	100	1950	29.9	7.7	95	5147	33.6	20.3	107	2883	29.0	11.4	93
TOP 20 ADI'S	36488	14323	45.1	39.3	100	2727	41.8	7.5	93	7173	46.8	19.7	104	4422	44.5	12.1	99
HSHLD INC. \$50,000 OR MORE	6612	2855	9.0	43.2	110	*486	7.5	7.4	91	1495	9.8	22.6	120	873	8.8	13.2	108
\$40,000 OR MORE	12659	5611	17.7	44.3	113	979	15.0	7.7	96	2758	18.0	21.8	115	1875	18.9	14.8	121
\$30,000 OR MORE	24698	10551	33.2	42.7	109	1911	29.3	7.7	96	5005	32.7	20.3	107	3635	36.6	14.7	120
\$25,000 OR MORE	32077	13748	43.3	42.9	109	2365	36.3	7.4	92	6795	44.4	21.2	112	4588	46.2	14.3	117
\$20,000 - \$24,999	9144	3675	11.6	40.2	102	884	13.6	9.7	120	1627	10.6	17.8	94	1164	11.7	12.7	104
\$15,000 - \$19,999	8728	3534	11.1	40.5	103	628	9.6	7.2	89	1747	11.4	20.0	106	1160	11.7	13.3	108
\$10,000 - \$14,999	12562	4966	15.6	39.5	101	1042	16.0	8.3	103	2460	16.1	19.6	104	1465	14.7	11.7	95
UNDER \$10,000	18475	5846	18.4	31.6	81	1598	24.5	8.6	107	2688	17.6	14.5	77	1560	15.7	8.4	69
HOUSEHOLD OF 1 PERSON	11987	4153	13.1	34.6	88	556	8.5	4.6	58	1913	12.5	16.0	84	1684	16.9	14.0	115
2 PEOPLE	26577	10600	33.4	39.9	102	1840	28.2	6.9	86	5149	33.6	19.4	102	3611	36.3	13.6	111
3 OR 4 PEOPLE	30617	12481	39.3	40.8	104	2922	44.8	9.5	119	5970	39.0	19.5	103	3589	36.1	11.7	96
5 OR MORE PEOPLE	11804	4535	14.3	38.4	98	1200	18.4	10.2	126	2283	14.9	19.3	102	1051	10.6	8.9	73
NO CHILD IN HSHLD	46165	17583	55.3	38.1	97	3090	47.4	6.7	83	8399	54.8	18.2	96	6093	61.3	13.2	108
CHILD(REN) UNDER 2 YRS	5325	1966	6.2	36.9	94	*456	7.0	8.6	106	929	6.1	17.4	92	*582	5.9	10.9	89
2 - 5 YEARS	14221	5798	18.3	40.8	104	1546	23.7	10.9	135	2703	17.6	19.0	101	1550	15.6	10.9	89
6 - 11 YEARS	15117	6391	20.1	42.3	108	1651	25.3	10.9	136	3134	20.5	20.7	110	1607	16.2	10.6	87
12 - 17 YEARS	16611	6896	21.7	41.5	106	1598	24.5	9.6	120	3592	23.5	21.6	114	1707	17.2	10.3	84
RESIDENCE OWNED	55884	23452	73.8	42.0	107	4350	66.7	7.8	97	11408	74.5	20.4	108	7694	77.4	13.8	112
VALUE: \$50,000 OR MORE	31744	13841	43.6	43.6	111	2407	36.9	7.6	94	6776	44.2	21.3	113	4658	46.9	14.7	120
VALUE: UNDER \$50,000	24140	9611	30.3	39.8	101	1943	29.8	8.0	100	4632	30.2	19.2	101	3036	30.6	12.6	103

FLOOR WAX & POLISH: USAGE IN LAST 6 MONTHS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS		80986	31769	100.0	39.2	100	6518	100.0	8.0	100	15316	100.0	18.9	100	9936	100.0	12.3	100
MAGAZINES	QUINTILE 1	15799	6922	21.8	43.8	112	1467	22.5	9.3	115	3341	21.8	21.1	112	2114	21.3	13.4	109
	QUINTILE 2	17259	7246	22.8	42.0	107	1421	21.8	8.2	102	3567	23.3	20.7	109	2258	22.7	13.1	107
	QUINTILE 3	13545	5523	17.4	40.8	104	1274	19.5	9.4	117	2541	16.6	18.8	99	1708	17.2	12.6	103
	QUINTILE 4	15133	5693	17.9	37.6	96	1026	15.7	6.8	84	2910	19.0	19.2	102	1758	17.7	11.6	95
	QUINTILE 5	19250	6386	20.1	33.2	85	1330	20.4	6.9	86	2957	19.3	15.4	81	2099	21.1	10.9	89
NEWSPAPERS	QUINTILE 1	12413	5488	17.3	44.2	113	1079	16.6	8.7	108	2711	17.7	21.8	115	1698	17.1	13.7	111
	QUINTILE 2	24116	9996	31.5	41.4	106	1784	27.4	7.4	92	4968	32.4	20.6	109	3243	32.6	13.4	111
	QUINTILE 3	11261	4596	14.5	40.8	104	1019	15.6	9.0	112	2216	14.5	19.7	104	1362	13.7	12.1	99
	QUINTILE 4	20255	7408	23.3	36.6	93	1472	22.6	7.3	90	3467	22.6	17.1	91	2469	24.8	12.2	99
	QUINTILE 5	12940	4282	13.5	33.1	84	1164	17.9	9.0	112	1954	12.8	15.1	80	1163	11.7	9.0	73
OUTDOOR	QUINTILE 1	14852	6083	19.1	41.0	104	1281	19.7	8.6	107	2944	19.2	19.8	105	1857	18.7	12.5	102
	QUINTILE 2	15725	5932	18.7	37.7	96	1098	16.8	7.0	87	2809	18.3	17.9	94	2025	20.4	12.9	105
	QUINTILE 3	16330	6648	20.9	40.7	104	1469	22.5	9.0	112	3084	20.1	18.9	100	2095	21.1	12.8	105
	QUINTILE 4	16744	6702	21.1	40.0	102	1467	22.5	8.8	109	3243	21.2	19.4	102	1992	20.0	11.9	97
	QUINTILE 5	17334	6404	20.2	36.9	94	1202	18.4	6.9	86	3236	21.1	18.7	99	1966	19.8	11.3	92
RADIO-DRIVE TIME	QUINTILE 1	15911	6450	20.3	40.5	103	1349	20.7	8.5	105	3169	20.7	19.9	105	1932	19.4	12.1	99
	QUINTILE 2	14837	6439	20.3	43.4	111	1358	20.8	9.2	114	3221	21.0	21.7	115	1861	18.7	12.5	102
	QUINTILE 3	15339	5909	18.6	38.5	98	1209	18.5	7.9	98	2554	16.7	16.7	88	2146	21.6	14.0	114
	QUINTILE 4	16723	6310	19.9	37.7	96	1308	20.1	7.8	97	3092	20.2	18.5	98	1911	19.2	11.4	93
	QUINTILE 5	18176	6660	21.0	36.6	93	1294	19.9	7.1	88	3280	21.4	18.0	95	2086	21.0	11.5	94
RADIO-MID- DAY	TERCILE 1	21020	8580	27.0	40.8	104	1661	25.5	7.9	98	4081	26.6	19.4	103	2838	28.6	13.5	110
	TERCILE 2	21610	8871	27.9	41.1	105	1957	30.0	9.1	113	4380	28.6	20.3	107	2534	25.5	11.7	96
	TERCILE 3	38355	14319	45.1	37.3	95	2900	44.5	7.6	94	6855	44.8	17.9	95	4564	45.9	11.9	97
RADIO-TOTAL	QUINTILE 1	15988	6548	20.6	41.0	104	1465	22.5	9.2	114	3168	20.7	19.8	105	1915	19.3	12.0	98
	QUINTILE 2	15626	6676	21.0	42.7	109	1490	22.9	9.5	118	3145	20.5	20.1	106	2042	20.6	13.1	107
	QUINTILE 3	16723	6743	21.2	40.3	103	1309	20.1	7.8	97	3362	22.0	20.1	106	2072	20.9	12.4	101
	QUINTILE 4	16342	6000	18.9	36.7	94	1067	16.4	6.5	81	2695	17.6	16.5	87	2237	22.5	13.7	112
	QUINTILE 5	16306	5803	18.3	35.6	91	1187	18.2	7.3	90	2947	19.2	18.1	96	1670	16.8	10.2	83
TV-PRIME TIME	QUINTILE 1	15953	6271	19.7	39.3	100	1205	18.5	7.6	94	3035	19.8	19.0	101	2031	20.4	12.7	104
	QUINTILE 2	16137	6574	20.7	40.7	104	1356	20.8	8.4	104	3115	20.3	19.3	102	2103	21.2	13.0	106
	QUINTILE 3	16420	6344	20.0	38.6	98	1398	21.4	8.5	106	3247	21.2	19.8	105	1699	17.1	10.3	84
	QUINTILE 4	16687	6632	20.9	39.7	101	1352	20.7	8.1	101	3215	21.0	19.3	102	2066	20.8	12.4	101
	QUINTILE 5	15789	5948	18.7	37.7	96	1207	18.5	7.6	95	2704	17.7	17.1	91	2037	20.5	12.9	105
TV-DAYTIME	TERCILE 1	27736	10792	34.0	38.9	99	2413	37.0	8.7	108	5119	33.4	18.5	98	3260	32.8	11.8	96
	TERCILE 2	26489	10108	31.8	38.2	97	2276	34.9	8.6	107	4660	30.4	17.6	93	3172	31.9	12.0	98
	TERCILE 3	26761	10869	34.2	40.6	104	1829	28.1	6.8	85	5537	36.2	20.7	109	3503	35.3	13.1	107
TV-TOTAL	QUINTILE 1	16345	6378	20.1	39.0	99	1519	23.3	9.3	115	3123	20.4	19.1	101	1736	17.5	10.6	87
	QUINTILE 2	16447	6301	19.8	38.3	98	1328	20.4	8.1	100	2941	19.2	17.9	95	2031	20.4	12.3	101
	QUINTILE 3	15980	6346	20.0	39.7	101	1230	18.9	7.7	96	3264	21.3	20.4	108	1852	18.6	11.6	94
	QUINTILE 4	15887	6340	20.0	39.9	102	1300	19.9	8.2	102	3057	20.0	19.2	102	1983	20.0	12.5	102
	QUINTILE 5	16326	6404	20.2	39.2	100	1140	17.5	7.0	87	2931	19.1	18.0	95	2333	23.5	14.3	116
MAGAZINES-NEWSPAPERS: DUAL		20721	9182	28.9	44.3	113	1803	27.7	8.7	108	4613	30.1	22.3	118	2766	27.8	13.3	109
MAGAZINE IMPERATIVE		19186	7723	24.3	40.3	103	1727	26.5	9.0	112	3534	23.1	18.4	97	2462	24.8	12.8	105
NEWSPAPER IMPERATIVE		21899	8669	27.3	39.6	101	1588	24.4	7.3	90	4216	27.5	19.3	102	2866	28.8	13.1	107
MAGAZINES-OUTDOOR: DUAL		15451	6761	21.3	43.8	112	1343	20.6	8.7	108	3228	21.1	20.9	110	2190	22.0	14.2	116
MAGAZINE IMPERATIVE		25953	10934	34.4	42.1	107	2318	35.6	8.9	111	5260	34.3	20.3	107	3356	33.8	12.9	105
OUTDOOR IMPERATIVE		24400	8791	27.7	36.0	92	1748	26.8	7.2	89	4117	26.9	16.9	89	2925	29.4	12.0	98
MAGAZINES-RADIO: DUAL		18049	7646	24.1	42.4	108	1697	26.0	9.4	117	3787	24.7	21.0	111	2161	21.7	12.0	98
MAGAZINE IMPERATIVE		23571	9769	30.8	41.4	106	1902	29.2	8.1	100	4680	30.6	19.9	105	3188	32.1	13.5	110
RADIO IMPERATIVE		23278	9156	28.8	39.3	100	1957	30.0	8.4	104	4284	28.0	18.4	97	2915	29.3	12.5	102
MAGAZINES-TELEVISION: DUAL		15459	6735	21.2	43.6	111	1426	21.9	9.2	115	3376	22.0	21.8	115	1933	19.5	12.5	102
MAGAZINE IMPERATIVE		25829	10643	33.5	41.2	105	2104	32.3	8.1	101	5134	33.5	19.9	105	3406	34.3	13.2	107
TELEVISION IMPERATIVE		26039	9234	29.1	35.5	90	1978	30.3	7.6	94	4431	28.9	17.0	90	2824	28.4	10.8	88
NEWSPAPERS-OUTDOOR: DUAL		16605	7121	22.4	42.9	109	1398	21.4	8.4	105	3585	23.4	21.6	114	2139	21.5	12.9	105
NEWSPAPER IMPERATIVE		26834	11174	35.2	41.6	106	2116	32.5	7.9	98	5444	35.5	20.3	107	3613	36.4	13.5	110
OUTDOOR IMPERATIVE		23346	8486	26.7	36.3	93	1874	28.8	8.0	100	3848	25.1	16.5	87	2765	27.8	11.8	97
NEWSPAPERS-RADIO: DUAL		17133	7519	23.7	43.9	112	1513	23.2	8.8	110	3836	25.0	22.4	118	2171	21.8	12.7	103
NEWSPAPER IMPERATIVE		25892	10501	33.1	40.6	103	1834	28.1	7.1	88	5090	33.2	19.7	104	3578	36.0	13.8	113
RADIO IMPERATIVE		23167	8971	28.2	38.7	99	2165	33.2	9.3	116	4048	26.4	17.5	92	2758	27.8	11.9	97
NEWSPAPERS-TELEVISION: DUAL		17159	7405	23.3	43.2	110	1474	22.6	8.6	107	3534	23.1	20.6	109	2397	24.1	14.0	114
NEWSPAPER IMPERATIVE		26214	10895	34.3	41.6	106	1894	29.1	7.2	90	5556	36.3	21.2	112	3445	34.7	13.1	107
TELEVISION IMPERATIVE		23412	8278	26.1	35.4	90	1999	30.7	8.5	106	3935	25.7	16.8	89	2345	23.6	10.0	82
OUTDOOR-RADIO: DUAL		15303	6289	19.8	41.1	105	1309	20.1	8.6	106	3124	20.4	20.					

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	31769	100.0	39.2	100	6518	100.0	8.0	100	15316	100.0	18.9	100	9936	100.0	12.3	100
ATLANTIC MONTHLY	415	*231	0.7	55.7	142	**77	1.2	18.6	231	**87	0.6	21.0	111	**66	0.7	15.9	130
BARRON'S	453	*165	0.5	36.4	93	**29	0.4	6.4	80	**66	0.4	14.6	77	**70	0.7	15.5	126
BETTER HOMES & GARDENS	16256	7167	22.6	44.1	112	1517	23.3	9.3	116	3437	22.4	21.1	112	2213	22.3	13.6	111
BON APPETIT	2535	1180	3.7	46.5	119	*215	3.3	8.5	105	431	2.8	17.0	90	534	5.4	21.1	172
BUSINESS WEEK	1278	553	1.7	43.3	110	**111	1.7	8.7	108	271	1.8	21.2	112	*172	1.7	13.5	110
CAR AND DRIVER	378	**120	0.4	31.7	81	**35	0.5	9.3	115	**65	0.4	17.2	91	**20	0.2	5.3	43
CBS MAGAZINE NETWORK (GROSS)	1498	558	1.8	37.2	95	*187	2.9	12.5	155	*252	1.6	16.8	89	*119	1.2	7.9	65
CHANGING TIMES	1505	762	2.4	50.6	129	*187	2.9	12.4	154	358	2.3	23.8	126	*216	2.2	14.4	117
COLONIAL HOMES	1231	570	1.8	46.3	118	*138	2.1	11.2	139	301	2.0	24.5	129	*131	1.3	10.6	87
CONDE NAST MAG. PKG. (GROSS)	14146	5888	18.5	41.6	106	1388	21.3	9.8	122	2871	18.7	20.3	107	1629	16.4	11.5	94
CONSUMERS DIGEST	1323	657	2.1	49.7	127	**106	1.6	8.0	100	377	2.5	28.5	151	*174	1.8	13.2	107
COSMOPOLITAN	7102	3000	9.4	42.2	108	728	11.2	10.3	127	1456	9.5	20.5	108	816	8.2	11.5	94
COUNTRY LIVING	2481	1118	3.5	45.1	115	*188	2.9	7.6	94	650	4.2	26.2	139	280	2.8	11.3	92
CUISINE	1472	713	2.2	48.4	123	*157	2.4	10.7	133	373	2.4	25.3	134	*183	1.8	12.4	101
CYCLE WORLD	425	*179	0.6	42.1	107	**75	1.2	17.6	219	**97	0.6	22.8	121	**7	0.1	1.6	13
DCI:CREATIVE IDEAS FOR LIV	2510	1076	3.4	42.9	109	*194	3.0	7.7	96	646	4.2	25.7	136	*237	2.4	9.4	77
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2820	8.9	42.1	107	532	8.2	7.9	99	1547	10.1	23.1	122	742	7.5	11.1	90
DISCOVER	894	393	1.2	44.0	112	*93	1.4	10.4	129	*208	1.4	23.3	123	**92	0.9	10.3	84
EBONY	3507	1499	4.7	42.7	109	572	8.8	16.3	203	711	4.6	20.3	107	216	2.2	6.2	50
ESQUIRE	1083	456	1.4	42.1	107	*148	2.3	13.7	170	220	1.4	20.3	107	**87	0.9	8.0	65
ESSENCE	1830	818	2.6	44.7	114	279	4.3	15.2	189	406	2.7	22.2	117	*133	1.3	7.3	59
FAMILY CIRCLE	15930	6842	21.5	43.0	109	1432	22.0	9.0	112	3395	22.2	21.3	113	2014	20.3	12.6	103
THE FAMILY HANDYMAN	1126	494	1.6	43.9	112	*135	2.1	12.0	149	*240	1.6	21.3	113	**120	1.2	10.7	87
FAMILY WEEKLY	11468	4759	15.0	41.5	106	*913	14.0	8.0	99	2285	14.9	19.9	105	1561	15.7	13.6	111
FIELD & STREAM	2234	900	2.8	40.3	103	*234	3.6	10.5	130	427	2.8	19.1	101	*239	2.4	10.7	87
FOOD & WINE	579	258	0.8	44.6	114	**51	0.8	8.8	109	*159	1.0	27.5	145	**48	0.5	8.3	68
FORBES	728	277	0.9	38.0	97	**69	1.1	9.5	118	*139	0.9	19.1	101	**69	0.7	9.5	77
FORTUNE	906	391	1.2	43.2	110	*168	2.6	18.5	230	*135	0.9	14.9	79	**89	0.9	9.8	80
GENTLEMEN'S QUARTERLY	791	290	0.9	36.7	93	**121	1.9	15.3	190	*133	0.9	16.8	89	**37	0.4	4.7	38
GLAMOUR	5265	2174	6.8	41.3	105	490	7.5	9.3	116	999	6.5	19.0	100	685	6.9	13.0	106
GOLF DIGEST	636	328	1.0	51.6	131	**69	1.1	10.8	135	**110	0.7	17.3	91	**150	1.5	23.6	192
GOLF DIGEST/TENNIS (GROSS)	1186	584	1.8	49.2	126	*135	2.1	11.4	141	*199	1.3	16.8	89	*249	2.5	21.0	171
GOLF MAGAZINE	441	*281	0.9	63.7	162	**70	1.1	15.9	197	**82	0.5	18.6	98	**129	1.3	29.3	238
GOLF MAGAZINE/SKI (GROSS)	922	471	1.5	51.1	130	**111	1.7	12.0	150	*194	1.3	21.0	111	*165	1.7	17.9	146
GOOD HOUSEKEEPING	16487	6944	21.9	42.1	107	1488	22.8	9.0	112	3348	21.9	20.3	107	2108	21.2	12.8	104
HARPER'S BAZAAR	2423	1118	3.5	46.1	118	266	4.1	11.0	136	497	3.2	20.5	108	355	3.6	14.7	119
HEALTH	1994	759	2.4	38.1	97	*170	2.6	8.5	106	421	2.7	21.1	112	*168	1.7	8.4	69
HEARST MAG CORP. BUY (GROSS)	44101	18963	59.7	43.0	110	4295	65.9	9.7	121	9242	60.3	21.0	111	5426	54.6	12.3	100
HEARST MAN POWER (GROSS)	1993	909	2.9	45.6	116	*322	4.9	16.2	201	346	2.3	17.4	92	*242	2.4	12.1	99
HEARST WOMAN POWER (GROSS)	31274	13152	41.4	42.1	107	2866	44.0	9.2	114	6443	42.1	20.6	109	3844	38.7	12.3	100
HOUSE BEAUTIFUL	3623	1641	5.2	45.3	115	419	6.4	11.6	144	803	5.2	22.2	117	419	4.2	11.6	94
INC.	283	*127	0.4	44.9	114	**20	0.3	7.1	88	**87	0.6	30.7	163	**20	0.2	7.1	58
JET	2928	1267	4.0	43.3	110	562	8.6	19.2	238	573	3.7	19.6	103	*132	1.3	4.5	37
LADIES' HOME JOURNAL	11918	5165	16.3	43.3	110	988	15.2	8.3	103	2593	16.9	21.8	115	1583	15.9	13.3	108
LHJ FAMILY GRP COMBO(GROSS)	16764	7265	22.9	43.3	110	1441	22.1	8.6	107	3754	24.5	22.4	118	2070	20.8	12.3	101
LIFE	4254	1817	5.7	42.7	109	439	6.7	10.3	128	924	6.0	21.7	115	455	4.6	10.7	87
L.A. TIMES HOME MAGAZINE	1145	518	1.6	45.2	115	**86	1.3	7.5	93	257	1.7	22.4	119	*175	1.8	15.3	125
MADAMOISELLE	2884	1301	4.1	45.1	115	341	5.2	11.8	147	602	3.9	20.9	110	358	3.6	12.4	101
MC CALL'S	13460	5999	18.9	44.6	114	1247	19.1	9.3	115	3132	20.4	23.3	123	1621	16.3	12.0	98
MC CALL'S/WRK MOTHER (GROSS)	14606	6497	20.5	44.5	113	1379	21.2	9.4	117	3400	22.2	23.3	123	1717	17.3	11.8	96
MECHANIX ILLUSTRATED	772	352	1.1	45.6	116	**101	1.5	13.1	163	**169	1.1	21.9	116	**82	0.8	10.6	87
METROPOLITAN HOME	967	363	1.1	37.5	96	**77	1.2	8.0	99	*207	1.4	21.4	113	*78	0.8	8.1	66
MONEY	1588	651	2.0	41.0	105	*128	2.0	8.1	100	361	2.4	22.7	120	*163	1.6	10.3	84
MOTHER EARTH NEWS	1002	481	1.5	48.0	122	**131	2.0	13.1	162	*193	1.3	19.3	102	**157	1.6	15.7	128
MS.	825	426	1.3	51.6	132	**90	1.4	10.9	136	*187	1.2	22.7	120	*150	1.5	18.2	148
NATIONAL ENQUIRER	10336	4383	13.8	42.4	108	1167	17.9	11.3	140	2102	13.7	20.3	108	1114	11.2	10.8	88
NATIONAL GEOGRAPHIC	9597	4044	12.7	42.1	107	660	10.1	6.9	85	1914	12.5	19.9	105	1470	14.8	15.3	125
NATIONAL SUNDAY MAGAZINE PKG	49558	20549	64.7	41.5	106	3941	60.5	8.0	99	9993	65.2	20.2	107	6615	66.6	13.3	109
NATURAL HISTORY	573	254	0.8	44.3	113	**40	0.6	7.0	87	**144	0.9	25.1	133	**70	0.7	12.2	100
NEW WOMAN	1699	663	2.1	39.0	99	*135	2.1	7.9	99	371	2.4	21.8	115	*157	1.6	9.2	75
NEW YORK INCLUDING CUE	443	*152	0.5	34.3	87	**40	0.6	9.0	112	**42	0.3	9.5	50	**70	0.7	15.8	129
THE NEW YORKER	1270	482	1.5	38.0	97	**90	1.4	7.1	88	*221	1.4	17.4	92	*171	1.7	13.5	110
NEWSWEEK	6277	2684	8.4	42.8	109	376	5.8	6.0	74	1462	9.5	23.3	123	847	8.5	13.5	110
THE N.Y. TIMES DAILY EDITION	1205	436	1.4	36.2	92	**88	1.4	7.3	91	200	1.3	16.6	88	*148	1.5	12.3	100
THE N.Y. TIMES MAGAZINE	2081	891	2.8	42.8	109	*159	2.4	7.6	95	387	2.5	18.6	98	346	3.5	16.6	136
OMNI	788	335	1.1	42.5	108	**71	1.1	9.0	112	**157	1.0	19.9	105	**107	1.1	13.6	111
ON CABLE	1158	460	1.4	39.7	101	**94	1.4	8.1	101	*226	1.5	19.5	103	**140	1.4	12.1	99
1001 HOME IDEAS	2852	1342	4.2	47.1	120	283	4.3	9.9	123	739	4.8	25.9	137	319	3.2	11.2	91
ORGANIC GARDENING	1658	723	2.3	43.6	111	**117	1.8	7.1	88	340	2.2	20.5	108	266	2.7	16.0	131
OUTDOOR LIFE	896	410	1.3	45.8	117	**76	1.2	8.5	105	*215	1.4	24.0	127	**120	1.2	13.4	109
PARADE MAGAZINE	24275	10198	32.1	42.0	107	2023	31.0	8.3	104	5128	33.5	21.1	112	3047	30.7	12.6	102

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	31769	100.0	39.2	100	6518	100.0	8.0	100	15316	100.0	18.9	100	9936	100.0	12.3	100
PARENTS	3845	1654	5.2	43.0	110	319	4.9	8.3	103	871	5.7	22.7	120	464	4.7	12.1	98
PENTHOUSE	831	300	0.9	36.1	82	**92	1.4	11.1	138	**122	0.8	14.7	78	**86	0.9	10.3	84
PEOPLE	11645	4943	15.6	42.4	108	997	15.3	8.6	106	2458	16.0	21.1	112	1489	15.0	12.8	104
PLAYBOY	2006	773	2.4	38.5	98	241	3.7	12.0	149	295	1.9	14.7	78	**236	2.4	11.8	96
POPULAR HOT RODDING	297	**114	0.4	38.4	98	**42	0.6	14.1	176	**41	0.3	13.8	73	**30	0.3	10.1	82
POPULAR MECHANICS	1018	482	1.5	47.3	121	**212	3.3	20.8	259	**152	1.0	14.9	79	**118	1.2	11.6	94
POPULAR SCIENCE	878	384	1.2	43.7	111	**94	1.4	10.7	133	**142	0.9	16.2	86	**149	1.5	17.0	138
PREVENTION	3913	1831	5.8	46.8	119	375	5.8	9.6	119	714	4.7	18.2	96	742	7.5	19.0	155
PSYCHOLOGY TODAY	1710	777	2.4	45.4	116	*165	2.5	9.6	120	393	2.6	23.0	122	219	2.2	12.8	104
READER'S DIGEST	22204	9399	29.6	42.3	108	1837	28.2	8.3	103	4611	30.1	20.8	110	2951	29.7	13.3	108
REDBOOK	7684	3209	10.1	41.8	106	650	10.0	8.5	105	1639	10.7	21.3	113	920	9.3	12.0	98
ROAD & TRACK	410	**137	0.4	33.4	85	**45	0.7	11.0	136	**32	0.2	7.8	41	**60	0.6	14.6	119
ROLLING STONE	969	392	1.2	40.5	103	**60	0.9	6.2	77	*221	1.4	22.8	121	**112	1.1	11.6	94
RUNNER'S WORLD	298	*132	0.4	44.3	113	**23	0.4	7.7	96	**75	0.5	25.2	133	**34	0.3	11.4	93
SATURDAY EVENING POST	1169	438	1.4	37.5	96	*146	2.2	12.5	155	*190	1.2	16.3	86	*102	1.0	8.7	71
SCIENCE 84	587	321	1.0	54.7	139	**72	1.1	12.3	152	*155	1.0	26.4	140	**94	0.9	16.0	131
SCIENCE DIGEST	482	*251	0.8	52.1	133	**55	0.8	11.4	142	*131	0.9	27.2	144	**65	0.7	13.5	110
SCIENTIFIC AMERICAN	594	*237	0.7	39.9	102	**69	1.1	11.6	144	*771	0.5	12.0	63	**97	1.0	16.3	133
SELF	2089	807	2.5	38.6	98	*189	2.9	9.0	112	387	2.5	18.5	98	*231	2.3	11.1	90
SEVENTEEN	2411	1020	3.2	42.3	108	354	5.4	14.7	182	459	3.0	19.0	101	*207	2.1	8.6	70
SKI	480	*190	0.6	39.6	101	**42	0.6	8.8	109	**113	0.7	23.5	124	**36	0.4	7.5	61
SMITHSONIAN	2760	1166	3.7	42.2	108	*110	1.7	4.0	50	495	3.2	17.9	95	561	5.6	20.3	166
SOAP OPERA DIGEST	3013	1128	3.6	37.4	95	353	5.4	11.7	146	496	3.2	16.5	87	*279	2.8	9.3	75
SOUTHERN LIVING	4184	1745	5.5	41.7	106	338	5.2	8.1	100	901	5.9	21.5	114	505	5.1	12.1	98
SPORT	559	*254	0.8	45.4	116	**133	2.0	23.8	296	**97	0.6	17.4	92	**23	0.2	4.1	34
THE SPORTING NEWS	436	*180	0.6	41.3	105	**39	0.6	8.9	111	**95	0.6	21.8	115	**46	0.5	10.6	86
SPORTS AFIELD	493	*176	0.6	35.7	91	**54	0.8	11.0	136	**63	0.4	12.8	68	**59	0.6	12.0	98
SPORTS ILLUSTRATED	2758	1237	3.9	44.9	114	263	4.0	9.5	118	641	4.2	23.2	123	333	3.4	12.1	98
STAR	7456	2989	9.4	40.1	102	859	13.2	11.5	143	1431	9.3	19.2	101	699	7.0	9.4	76
SUNDAY	24936	10290	32.4	41.3	105	2010	30.8	8.1	100	4928	32.2	19.8	104	3352	33.7	13.4	110
SUNSET	2124	941	3.0	44.3	113	**104	1.6	4.9	61	387	2.5	18.2	96	451	4.5	21.2	173
TV GUIDE	21661	8688	27.3	40.1	102	1871	28.7	8.6	107	4523	29.5	20.9	110	2294	23.1	10.6	86
TENNIS	550	*256	0.8	46.5	119	**67	1.0	12.2	151	**90	0.6	16.4	87	**99	1.0	18.0	147
TIME	8880	3614	11.4	40.7	104	849	13.0	9.6	119	1761	11.5	19.8	105	1003	10.1	11.3	92
TOWN & COUNTRY	917	410	1.3	44.7	114	**83	1.3	9.1	112	*181	1.2	19.7	104	*146	1.5	15.9	130
TRAVEL & LEISURE	972	414	1.3	42.6	109	**98	1.5	10.1	125	*179	1.2	18.4	97	*137	1.4	14.1	115
TRUE STORY	3356	1347	4.2	40.1	102	397	6.1	11.8	147	575	3.8	17.1	91	375	3.8	11.2	91
U.S. NEWS & WORLD REPORT	3410	1488	4.7	43.6	111	269	4.1	7.9	98	755	4.9	22.1	117	464	4.7	13.6	111
USA TODAY	1759	793	2.5	45.1	115	**135	2.1	7.7	95	428	2.8	24.3	129	230	2.3	13.1	107
US	1873	872	2.7	46.6	119	*190	2.9	10.1	126	407	2.7	21.7	115	*276	2.8	14.7	120
VOGUE	3909	1606	5.1	41.1	105	368	5.6	9.4	117	882	5.8	22.6	119	356	3.6	9.1	74
WALL STREET JOURNAL	1886	873	2.7	46.3	118	**106	1.6	5.6	70	423	2.8	22.4	119	345	3.5	18.3	149
WEIGHT WATCHERS	2120	867	2.7	40.9	104	*193	3.0	9.1	113	474	3.1	22.4	118	*200	2.0	9.4	77
WOMAN'S DAY	14172	6426	20.2	45.3	116	1443	22.1	10.2	127	2949	19.3	20.8	110	2035	20.5	14.4	117
WORKING MOTHER	1146	497	1.6	43.4	111	*133	2.0	11.6	144	*268	1.7	23.4	124	**96	1.0	8.4	68
WORKING WOMAN	1322	664	2.1	50.2	128	*163	2.5	12.3	153	311	2.0	23.5	124	*190	1.9	14.4	117
WORLD TENNIS	*163	**74	0.2	45.4	116	**33	0.5	20.2	252	**29	0.2	17.8	94	**12	0.1	7.4	60
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1070	3.4	42.3	108	273	4.2	10.8	134	552	3.6	21.8	115	244	2.5	9.6	79
BLAIR INSERTS	43657	18144	57.1	41.6	106	3435	52.7	7.9	98	8915	58.2	20.4	108	5794	58.3	13.3	108
DAILY NEWSPAPERS																	
READ ANY	51633	21268	66.9	41.2	105	4063	62.3	7.9	98	10407	67.9	20.2	107	6798	68.4	13.2	107
READ ONE	43463	17766	55.9	40.9	104	3366	51.6	7.7	96	8735	57.0	20.1	106	5665	57.0	13.0	106
READ TWO OR MORE	8170	3502	11.0	42.9	109	697	10.7	8.5	106	1672	10.9	20.5	108	1133	11.4	13.9	113
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	21656	68.2	41.1	105	4157	63.8	7.9	98	10623	69.4	20.2	107	6876	69.2	13.1	106
READ ONE	46126	18672	58.8	40.5	103	3549	54.4	7.7	96	9216	60.2	20.0	106	5908	59.5	12.8	104
READ TWO OR MORE	6552	2984	9.4	45.5	116	608	9.3	9.3	115	1407	9.2	21.5	114	969	9.8	14.8	121
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.87				27.89				28.39				27.08			
30 DAY REACH	71455	28268	89.0	39.6	101	5822	89.3	8.1	101	13420	87.6	18.8	99	9027	90.9	12.6	103
50 SHWG - 30 DAY AV FREQ	14.56	14.61				14.49				14.87				14.31			
30 DAY REACH	67742	26978	84.9	39.8	102	5598	85.9	8.3	103	12804	83.6	18.9	100	8576	86.3	12.7	103
25 SHWG - 30 DAY AV FREQ	7.94	7.97				7.82				8.05				7.93			
30 DAY REACH	62117	24792	78.0	39.9	102	5178	79.4	8.3	104	11871	77.5	19.1	101	7743	77.9	12.5	102
CABLE TV: HOME WIRED	32077	13130	41.3	40.9	104	2805	43.0	8.7	109	6373	41.6	19.9	105	3951	39.8	12.3	100
HOME NOT WIRED	48909	18640	58.7	38.1	97	3712	56.9	7.6	94	8943	58.4	18.3	97	5984	60.2	12.2	100
HAVE PAY CABLE	15935	6795	21.4	42.6	109	1655	25.4	10.4	129	3174	20.7	19.9	105	1966	19.8	12.3	101

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	31769	100.0	39.2	100	6518	100.0	8.0	100	15316	100.0	18.9	100	9936	100.0	12.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	17690	55.7	40.3	103	3578	54.9	8.1	101	8501	55.5	19.4	102	5612	56.5	12.8	104
10:00 AM - 3:00 PM	30659	12614	39.7	41.1	105	2523	38.7	8.2	102	6174	40.3	20.1	106	3917	39.4	12.8	104
3:00 PM - 7:00 PM	31045	12687	39.9	40.9	104	2562	39.3	8.3	103	6137	40.1	19.8	105	3989	40.1	12.8	105
7:00 PM - MIDNIGHT	15767	6452	20.3	40.9	104	1372	21.0	8.7	108	3119	20.4	19.8	105	1961	19.7	12.4	101
MIDNIGHT - 6:00 AM	9120	3809	12.0	41.8	106	816	12.5	8.9	111	1809	11.8	19.8	105	1184	11.9	13.0	106
6:00 AM - MIDNIGHT	58527	23649	74.4	40.4	103	4804	73.7	8.2	102	11380	74.3	19.4	103	7464	75.1	12.8	104
ENTIRE DAY	59311	23949	75.4	40.4	103	4908	75.3	8.3	103	11470	74.9	19.3	102	7571	76.2	12.8	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6721	21.2	41.6	106	1249	19.2	7.7	96	3186	20.8	19.7	104	2286	23.0	14.1	115
ALL NEWS	2256	1013	3.2	44.9	114	*243	3.7	10.8	134	423	2.8	18.8	99	347	3.5	15.4	125
AOR/PROGRESSIVE	3874	1721	5.4	44.4	113	436	6.7	11.3	140	739	4.8	19.1	101	547	5.5	14.1	115
BEAUTIFUL MUSIC	5660	2153	6.8	38.0	97	424	6.5	7.5	93	1035	6.8	18.3	97	694	7.0	12.3	100
BLACK	2204	893	2.8	40.5	103	318	4.9	14.4	179	444	2.9	20.1	107	*131	1.3	5.9	48
CLASSICAL	1418	605	1.9	42.7	109	**151	2.3	10.6	132	*277	1.8	19.5	103	*177	1.8	12.5	102
CHR/ROCK	9538	3608	11.4	37.8	96	687	10.5	7.2	89	1780	11.6	18.7	99	1141	11.5	12.0	98
COUNTRY	12648	5022	15.8	39.7	101	1005	15.4	7.9	99	2342	15.3	18.5	98	1675	16.9	13.2	108
GOLDEN OLDIES	1191	580	1.8	48.7	124	**117	1.8	9.8	122	*307	2.0	25.8	136	**155	1.6	13.0	106
MOR/NOSTALGIA	4757	1854	5.8	39.0	99	332	5.1	7.0	87	977	6.4	20.5	109	545	5.5	11.5	93
NEWS/TALK	3863	1548	4.9	40.1	102	*207	3.2	5.4	67	833	5.4	21.6	114	507	5.1	13.1	107
RELIGIOUS	3084	1251	3.9	40.6	103	*183	2.8	5.9	74	528	3.4	17.1	91	540	5.4	17.5	143
SOFT ROCK	521	*204	0.6	39.2	100	**31	0.5	6.0	74	**97	0.6	18.6	98	**75	0.8	14.4	117
URBAN CONTEMPORARY	1585	680	2.1	42.9	109	249	3.8	15.7	195	365	2.4	23.0	122	**65	0.7	4.1	33
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1205	3.8	37.0	94	287	4.4	8.8	109	660	4.3	20.2	107	*258	2.6	7.9	64
ABC DIRECTION	2316	922	2.9	39.8	101	*215	3.3	9.3	115	407	2.7	17.6	93	299	3.0	12.9	105
ABC ENTERTAINMENT	4834	1901	6.0	39.3	100	352	5.4	7.3	90	875	5.7	18.1	96	674	6.8	13.9	114
ABC FM	2202	886	2.8	40.2	103	243	3.7	11.0	137	392	2.6	17.8	94	*251	2.5	11.4	93
ABC INFORMATION	5425	2156	6.8	39.7	101	316	4.8	5.8	72	1133	7.4	20.9	110	707	7.1	13.0	106
ABC ROCK	1677	576	1.8	34.3	88	**115	1.8	6.9	85	289	1.9	17.2	91	*172	1.7	10.3	84
CBS	4430	1843	5.8	41.6	106	279	4.3	6.3	78	913	6.0	20.6	109	651	6.6	14.7	120
MUTUAL	4992	2184	6.9	43.8	112	432	6.6	8.7	108	1212	7.9	24.3	128	540	5.4	10.8	88
NBC	4679	1916	6.0	40.9	104	319	4.9	6.8	85	810	5.3	17.3	92	788	7.9	16.8	137
RADIORADIO	1994	881	2.8	44.2	113	*220	3.4	11.0	137	483	3.2	24.2	128	*177	1.8	8.9	72
RKO ONE	2298	930	2.9	40.5	103	*167	2.6	7.3	90	422	2.8	18.4	97	341	3.4	14.8	121
RKO TWO	3311	1205	3.8	36.4	93	*241	3.7	7.3	90	632	4.1	19.1	101	332	3.3	10.0	82
THE SOURCE	2114	884	2.8	41.8	107	*254	3.9	12.0	149	364	2.4	17.2	91	*266	2.7	12.6	103
NON-WIRED : BLAIR	8654	3401	10.7	39.3	100	668	10.2	7.7	96	1558	10.2	18.0	95	1175	11.8	13.6	111
INTERNET	12025	4974	15.7	41.4	105	1106	17.0	9.2	114	2458	16.0	20.4	108	1410	14.2	11.7	96
KATZ RADIO GROUP	15359	6135	19.3	39.9	102	1167	17.9	7.6	94	2903	19.0	18.9	100	2065	20.8	13.4	110
SUPERNET	10628	4306	13.6	40.5	103	895	13.7	8.4	105	2143	14.0	20.2	107	1269	12.8	11.9	97
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3207	10.1	37.0	94	645	9.9	7.4	93	1551	10.1	17.9	95	1011	10.2	11.7	95
MKDAY 9:00 AM - 1:00 PM	12163	4655	14.7	38.3	98	1106	17.0	9.1	113	2203	14.4	18.1	96	1346	13.5	11.1	90
MKDAY 1:00 PM - 4:30 PM	16150	6302	19.8	39.0	99	1510	23.2	9.3	116	2957	19.3	18.3	97	1836	18.5	11.4	93
MKDAY 4:30 PM - 7:30 PM	22463	8574	27.0	38.2	97	1815	27.8	8.1	100	4152	27.1	18.5	98	2607	26.2	11.6	95
MKDAY 7:30 PM - 8:00 PM	31795	12010	37.8	37.8	96	2412	37.0	7.6	94	5850	38.2	18.4	97	3747	37.7	11.8	96
MKDAY 11:00 PM - 11:30 PM	23977	9754	30.7	40.7	104	1979	30.4	8.3	103	4803	31.4	20.0	106	2972	29.9	12.4	101
MKDAY 11:30 PM - 1:00 AM	7703	3254	10.2	42.2	108	731	11.2	9.5	118	1664	10.9	21.6	114	859	8.6	11.2	91
M-SAT 8-11 PM-SUN 7-11 PM	33800	13374	42.1	39.6	101	2772	42.5	8.2	102	6474	42.3	19.2	101	4128	41.5	12.2	100
MKDY DAYTIME NTKK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2612	8.2	40.0	102	696	10.7	10.6	132	1186	7.7	18.1	96	730	7.3	11.2	91
ANOTHER WORLD	N 4620	1932	6.1	41.8	107	510	7.8	11.0	137	910	5.9	19.7	104	512	5.2	11.1	90
AS THE WORLD TURNS	C 5614	2030	6.4	36.2	92	480	7.4	8.6	106	935	6.1	16.7	88	616	6.2	11.0	89
CAPITOL	C 3396	1180	3.7	34.7	89	295	4.5	8.7	108	572	3.7	16.8	89	313	3.2	9.2	75
CBS MORN. NEWS 1	C 1446	494	1.6	34.2	87	*85	1.3	5.9	73	272	1.8	18.8	99	137	1.4	9.5	77
CBS MORN. NEWS 2	C 1207	398	1.3	33.0	84	*94	1.4	7.8	97	162	1.1	13.4	71	142	1.4	11.8	96
DAYS OF OUR LIVES	N 5877	2543	8.0	43.3	110	596	9.1	10.1	126	1217	7.9	20.7	109	730	7.3	12.4	101
FACTS OF LIFE - DAYTIME	N 2290	818	2.6	35.7	91	244	3.7	10.7	132	438	2.9	19.1	101	137	1.4	6.0	49
FAMILY FEUD	A 3023	1016	3.2	33.6	86	151	2.3	5.0	62	510	3.3	16.9	89	355	3.6	11.7	96
GENERAL HOSPITAL	A 6097	2332	7.3	38.2	98	511	7.8	8.4	104	1101	7.2	18.1	95	719	7.2	11.8	96
GOOD MORNING, AMERICA-730	A 3515	1404	4.4	39.9	102	210	3.2	6.0	74	674	4.4	19.2	101	520	5.2	14.8	121
GOOD MORNING, AMERICA-830	A 2818	1160	3.7	41.2	105	201	3.1	7.1	89	587	3.8	20.8	110	372	3.7	13.2	108
GUIDING LIGHT	C 5339	1844	5.8	34.5	88	477	7.3	8.9	111	828	5.4	15.5	82	539	5.4	10.1	82
ONE LIFE TO LIVE	A 4478	1760	5														

		TOTAL	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	31769	100.0	39.2	100	6518	100.0	8.0	100	15316	100.0	18.9	100	9936	100.0	12.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	9796	30.8	37.6	96	1955	30.0	7.5	93	4857	31.7	18.6	99	2984	30.0	11.4	93
NETWORK AFFILIATES - LATE		20261	8335	26.2	41.1	105	1621	24.9	8.0	99	4139	27.0	20.4	108	2575	25.9	12.7	104
INDEPENDENTS - LATE		2076	808	2.5	38.9	99	182	2.8	8.8	109	410	2.7	19.7	104	216	2.2	10.4	85
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3952	12.4	37.8	96	817	12.5	7.8	97	1936	12.6	18.5	98	1200	12.1	11.5	94
ABC MONDAY NIGHT MOVIE	A	6412	2628	8.3	41.0	104	550	8.4	8.6	107	1182	7.7	18.4	97	897	9.0	14.0	114
ABC SUNDAY NIGHT MOVIE	A	12407	4829	15.2	38.9	99	878	13.5	7.1	88	2419	15.8	19.5	103	1531	15.4	12.3	101
ABC WORLD NEWS TONIGHT	A	6176	2191	6.9	35.5	90	399	6.1	6.5	80	1143	7.5	18.5	98	649	6.5	10.5	86
AFTERMASH	C	5863	2462	7.7	42.0	107	582	8.9	9.9	123	1099	7.2	18.7	99	782	7.9	13.3	109
ALICE	C	9594	3669	11.5	38.2	97	787	12.1	8.2	102	1757	11.5	18.3	97	1125	11.3	11.7	96
AMERICAN PARADE	C	6622	2395	7.5	36.2	92	440	6.8	6.6	103	1167	7.6	17.6	93	789	7.9	11.9	97
BENSON	A	10886	4247	13.4	39.0	99	775	11.9	7.1	88	2171	14.2	19.9	105	1301	13.1	12.0	97
BLUE THUNDER	A	5036	2118	6.7	42.1	107	447	6.9	8.9	110	971	6.3	19.3	102	700	7.0	13.9	113
CAGNEY & LACEY	C	9965	4037	12.7	40.5	103	710	10.9	7.1	89	1970	12.9	19.8	105	1357	13.7	13.6	111
CBS EVENING NEWS-DEAN	C	3491	1374	4.3	39.4	100	*269	4.1	7.7	96	691	4.5	19.8	105	414	4.2	11.9	97
CBS EVENING NEWS-RATHER	C	7123	2701	8.5	37.9	97	445	6.8	6.2	78	1362	8.9	19.1	101	893	9.0	12.5	102
CBS SAT. NEWS-SCHIEFFER	C	3621	1304	4.1	36.0	92	238	3.7	6.6	82	591	3.9	16.3	86	474	4.8	13.1	107
CBS SATURDAY NIGHT MOVIE	C	5436	2122	6.7	39.0	100	521	8.0	9.6	119	1033	6.7	19.0	100	568	5.7	10.4	85
CBS WEDNESDAY NIGHT MOVIE	C	6100	2184	6.9	35.8	91	428	6.6	7.0	87	930	6.1	15.2	81	826	8.3	13.5	110
CHEERS	N	8889	3625	11.4	40.8	104	790	12.1	8.9	110	1845	12.0	20.8	110	989	10.0	11.1	91
DALLAS	C	22109	8767	27.6	39.7	101	1809	27.8	8.2	102	4298	28.1	19.4	103	2660	26.8	12.0	98
DIFF'RENT STROKES	N	6940	2597	8.2	37.4	95	550	8.4	7.9	98	1311	8.6	18.9	100	736	7.4	10.6	86
DOUBLE TROUBLE	N	7223	3010	9.5	41.7	106	590	9.1	8.2	101	1536	10.0	21.3	112	885	8.9	12.3	100
DUCK FACTORY	N	5595	2321	7.3	41.5	106	509	7.8	9.1	113	1212	7.9	21.7	115	599	6.0	10.7	87
DUKES OF HAZZARD	C	5768	2177	6.9	37.7	96	550	8.4	9.5	118	901	5.9	15.6	83	726	7.3	12.6	103
DYNASTY	A	20053	7934	25.0	39.6	101	1746	26.8	8.7	108	3997	26.1	19.9	105	2191	22.1	10.9	89
FACTS OF LIFE	N	8087	3305	10.4	40.9	104	671	10.3	8.3	103	1684	11.0	20.8	110	949	9.6	11.7	96
FALCON CREST	C	20046	7908	24.9	39.4	101	1610	24.7	8.0	100	3916	25.6	19.5	103	2383	24.0	11.9	97
FALL GUY	A	9084	3492	11.0	38.4	98	677	10.4	7.5	93	1672	10.9	18.4	97	1144	11.5	12.6	103
FAMILY TIES	N	7964	3311	10.4	41.6	106	753	11.6	9.5	117	1651	10.8	20.7	110	907	9.1	11.4	93
FANTASY ISLAND	A	7687	3043	9.6	39.6	101	686	10.5	8.9	111	1469	9.6	19.1	101	888	8.9	11.6	94
FOULUPS, BLEEPs & BLUNDERS	A	8861	3448	10.9	38.9	99	729	11.2	8.2	102	1803	11.8	20.3	108	916	9.2	10.3	84
FOUR SEASONS	C	5095	2122	6.7	41.6	106	547	8.4	10.7	133	944	6.2	18.5	98	631	6.4	12.4	101
GIMME A BREAK	N	8838	3505	11.0	39.7	101	783	12.0	8.9	110	1717	11.2	19.4	103	1005	10.1	11.4	93
HART TO HART	A	8978	3542	11.1	39.5	101	765	11.7	8.5	106	1673	10.9	18.6	99	1105	11.1	12.3	100
HILL STREET BLUES	N	8590	3573	11.2	41.6	106	725	11.1	8.4	105	1767	11.5	20.6	109	1082	10.9	12.6	103
HOTEL	A	14085	5637	17.7	40.0	102	1158	17.8	8.2	102	2864	18.7	20.3	108	1615	16.3	11.5	93
JEFFERSONS	C	9360	3632	11.4	38.8	99	897	13.8	9.6	119	1733	11.3	18.5	98	1002	10.1	10.7	87
JENNIFER SLEPT HERE	N	5841	2215	7.0	37.9	97	515	7.9	8.8	110	1131	7.4	19.4	102	568	5.7	9.7	79
KATE & ALLIE	C	9206	3962	12.5	43.0	110	754	11.6	8.2	102	1846	12.1	20.1	106	1361	13.7	14.8	120
KNIGHT RIDER	N	7076	2684	8.4	37.9	97	591	9.1	8.4	104	1209	7.9	17.1	90	884	8.9	12.5	102
LOVE BOAT	A	12219	4718	14.9	38.6	98	970	14.9	7.9	99	2370	15.5	19.4	103	1378	13.9	11.3	92
MAGNUM PI	C	11199	4383	13.8	39.1	100	926	14.2	8.3	103	1969	12.9	17.6	93	1488	15.0	13.3	108
MAMA'S FAMILY	N	6057	2440	7.7	40.3	103	551	8.5	9.1	113	1192	7.8	19.7	104	697	7.0	11.5	94
MASTER, THE	N	3598	1372	4.3	38.1	97	285	4.4	7.9	98	657	4.3	18.3	97	431	4.3	12.0	98
MATT HOUSTON	A	6344	2556	8.0	40.3	103	470	7.2	7.4	92	1165	7.6	18.4	97	922	9.3	14.5	118
NBC MONDAY NIGHT MOVIE	N	11994	4692	14.8	39.1	100	1044	16.0	8.7	108	2189	14.3	18.3	97	1459	14.7	12.2	99
NBC NIGHTLY NEWS	N	5132	1972	6.2	38.4	98	398	6.1	7.8	96	1019	6.7	19.9	105	555	5.6	10.8	88
NBC NIGHTLY NEWS-SAT	N	3375	1278	4.0	37.9	97	217	3.3	6.4	80	685	4.5	20.3	107	376	3.8	11.1	91
NBC NIGHTLY NEWS-SUN	N	3130	1206	3.8	38.5	98	*234	3.6	7.5	93	623	4.1	19.9	105	350	3.5	11.2	91
NBC SUNDAY NIGHT MOVIE	N	8284	3444	10.8	41.6	106	724	11.1	8.7	109	1637	10.7	19.8	104	1083	10.9	13.1	107
NEWMART	C	9240	3802	12.0	41.1	105	698	10.7	7.6	94	1830	11.9	19.8	105	1274	12.8	13.8	112
ONE DAY AT A TIME	C	7288	2711	8.5	37.2	95	638	9.8	8.8	109	1267	8.3	17.4	92	805	8.1	11.0	90
PEOPLE ARE FUNNY	N	4855	1973	6.2	40.6	104	531	8.1	10.9	136	983	6.4	20.2	107	459	4.6	9.5	77
REAL PEOPLE	N	8869	3394	10.7	38.3	98	669	10.3	7.5	94	1699	11.1	19.2	101	1027	10.3	11.6	94
REMINGTON STEELE	N	7743	3014	9.5	38.9	99	655	10.0	8.5	105	1263	8.2	16.3	86	1096	11.0	14.2	115
RIPLY'S BELIEVE IT - NOT	A	5345	2020	6.4	37.8	96	459	7.0	8.6	107	931	6.1	17.4	92	629	6.3	11.8	96
RIPTIDE	N	6988	2682	8.4	38.4	98	574	8.8	8.2	102	1406	9.2	20.1	106	701	7.1	10.0	82
SCARECROW & MRS. KING	C	10002	3979	12.5	39.8	101	796	12.2	8.0	99	1844	12.0	18.4	97	1339	13.5	13.4	109
SIMON & SIMON	C	10638	4183	13.2	39.3	100	794	12.2	7.5	93	2017	13.2	19.0	100	1372	13.8	12.9	105
60 MINUTES	C	13293	5127	16.1	38.6	98	1035	15.9	7.8	97	2445	16.0	18.4	97	1648	16.6	12.4	10

	TOTAL U.S. '000	WAXES ONLY				CLEANS AND WAXES AT SAME TIME											
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS	80986	11213	100.0	13.8	100	20740	100.0	25.6	100								
18 - 24	9282	900	8.0	9.7	70	2195	10.6	23.6	92								
25 - 34	19072	2502	22.3	13.1	95	5996	28.9	31.4	123								
35 - 44	14591	2306	20.6	15.8	114	3654	17.6	25.0	98								
45 - 54	11345	1958	17.5	17.3	125	2867	13.8	25.3	99								
55 - 64	11635	1655	14.8	14.2	103	2984	14.4	25.6	100								
65 OR OLDER	15061	1892	16.9	12.6	91	3044	14.7	20.2	79								
18 - 34	28354	3402	30.3	12.0	87	8191	39.5	28.9	113								
18 - 49	48339	6604	58.9	13.7	99	13382	64.5	27.7	108								
25 - 54	45008	6767	60.3	15.0	109	12517	60.4	27.8	109								
35 - 49	19985	3202	28.6	16.0	116	5191	25.0	26.0	101								
50 OR OLDER	32647	4609	41.1	14.1	102	7357	35.5	22.5	88								
GRADUATED COLLEGE	11155	1751	15.6	15.7	113	3416	16.5	30.6	120								
ATTENDED COLLEGE	13682	1941	17.3	14.2	102	3544	17.1	25.9	101								
GRADUATED HIGH SCHOOL	33880	4657	41.5	13.7	99	9274	44.7	27.4	107								
DID NOT GRADUATE HIGH SCHOOL	22270	2864	25.5	12.9	93	4506	21.7	20.2	79								
EMPLOYED	40306	5575	49.7	13.8	100	11158	53.8	27.7	108								
EMPLOYED FULL-TIME	32850	4503	40.2	13.7	99	9104	43.9	27.7	108								
EMPLOYED PART-TIME	7456	1072	9.6	14.4	104	2053	9.9	27.5	108								
NOT EMPLOYED	40680	5639	50.3	13.9	100	9582	46.2	23.6	92								
PROFESSIONAL/MANAGER	10392	1568	14.0	15.1	109	3184	15.4	30.6	120								
TECH/CLERICAL/SALES	17574	2399	21.4	13.7	99	5118	24.7	29.1	114								
PRECISION/CRAFT	985	**80	0.7	8.1	59	**227	1.1	23.0	90								
OTHER EMPLOYED	11354	1527	13.6	13.4	97	2629	12.7	23.2	90								
SINGLE	9863	1252	11.2	12.7	92	2352	11.3	23.8	93								
MARRIED	51375	7367	65.7	14.3	104	14028	67.6	27.3	107								
DIVORCED/SEPARATED/WIDOWED	19748	2594	23.1	13.1	95	4360	21.0	22.1	86								
PARENTS	32590	4743	42.3	14.6	105	9268	44.7	28.4	111								
WHITE	70416	9603	85.6	13.6	98	18369	88.6	26.1	102								
BLACK	8778	1385	12.4	15.8	114	2027	9.8	23.1	90								
OTHER	1791	**226	2.0	12.6	91	**344	1.7	19.2	75								
NORTHEAST-CENSUS	17786	2486	22.2	14.0	101	4796	23.1	27.0	105								
NORTH CENTRAL	20741	3583	32.0	17.3	125	5688	27.4	27.4	107								
SOUTH	27775	3171	28.3	11.4	82	6414	30.9	23.1	90								
WEST	14683	1973	17.6	13.4	97	3841	18.5	26.2	102								
NORTHEAST-MKTG.	17961	2476	22.1	13.8	100	4768	23.0	26.5	104								
EAST CENTRAL	11885	1735	15.5	14.6	105	3432	16.5	28.9	113								
WEST CENTRAL	14090	2577	23.0	18.3	132	3682	17.8	26.1	102								
SOUTH	24081	2650	23.6	11.0	79	5401	26.0	22.4	88								
PACIFIC	12969	1776	15.8	13.7	99	3457	16.7	26.7	104								
COUNTY SIZE A	32439	4557	40.6	14.0	101	8494	41.0	26.2	102								
COUNTY SIZE B	24915	3372	30.1	13.5	98	6721	32.4	27.0	105								
COUNTY SIZE C	12930	1656	14.8	12.8	93	3015	14.5	23.3	91								
COUNTY SIZE D	10703	1629	14.5	15.2	110	2509	12.1	23.4	92								
METRO CENTRAL CITY	24518	3203	28.6	13.1	94	5587	26.9	22.8	89								
METRO SUBURBAN	35919	5157	46.0	14.4	104	10090	48.6	28.1	110								
NON METRO	20549	2854	25.5	13.9	100	5062	24.4	24.6	96								
TOP 5 ADI'S	18341	2520	22.5	13.7	99	5050	24.3	27.5	108								
TOP 10 ADI'S	25378	3365	30.0	13.3	96	6777	32.7	26.7	104								
TOP 20 ADI'S	36488	4846	43.2	13.3	96	9497	45.8	26.0	102								
HSHLD INC. \$50,000 OR MORE	6612	992	8.8	15.0	108	1954	9.4	29.6	115								
\$40,000 OR MORE	12659	1960	17.5	15.5	112	3763	18.1	29.7	116								
\$30,000 OR MORE	24698	3539	31.6	14.3	103	7142	34.4	28.9	113								
\$25,000 OR MORE	32077	4728	42.2	14.7	106	9374	45.2	29.2	114								
\$20,000 - \$24,999	9144	1615	14.4	17.7	128	2413	11.6	26.4	103								
\$15,000 - \$19,999	8728	1208	10.8	13.8	100	2361	11.4	27.1	106								
\$10,000 - \$14,999	12562	1649	14.7	13.1	95	3111	15.0	24.8	97								
UNDER \$10,000	18475	2014	18.0	10.9	79	3480	16.8	18.8	74								
HOUSEHOLD OF 1 PERSON	11987	1413	12.6	11.8	85	2482	12.0	20.7	81								
2 PEOPLE	26577	3498	31.2	13.2	95	6912	33.3	26.0	102								
3 OR 4 PEOPLE	30617	4680	41.7	15.3	110	8311	40.1	27.1	106								
5 OR MORE PEOPLE	11804	1623	14.5	13.7	99	3034	14.6	25.7	100								
NO CHILD IN HSHLD	46165	6203	55.3	13.4	97	10963	52.9	23.7	93								
CHILD(REN) UNDER 2 YRS	5325	630	5.6	11.8	85	1523	7.3	28.6	112								
2 - 5 YEARS	14221	1895	16.9	13.3	96	4205	20.3	29.6	115								
6 - 11 YEARS	15117	2269	20.2	15.0	108	4397	21.2	29.1	114								
12 - 17 YEARS	16611	2640	23.5	15.9	115	4487	21.6	27.0	105								
RESIDENCE OWNED	55884	8467	75.5	15.2	109	15137	73.0	27.1	106								
VALUE: \$50,000 OR MORE	31744	4987	44.5	15.7	113	9122	44.0	28.7	112								
VALUE: UNDER \$50,000	24140	3481	31.0	14.4	104	6015	29.0	24.9	97								

		TOTAL U.S. '000	MAXES ONLY				CLEANS AND MAXES AT SAME TIME											
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX				
TOTAL FEMALE HOMEOWNERS		50986	11213	100.0	13.8	100	20740	100.0	25.6	100								
MAGAZINES	QUINTILE 1	15799	2558	22.8	16.2	117	4590	22.1	29.1	113								
	QUINTILE 2	17259	2583	23.0	15.0	108	4809	23.2	27.9	109								
	QUINTILE 3	13545	1878	16.7	13.9	100	3713	17.9	27.4	107								
	QUINTILE 4	15133	1976	17.6	13.1	94	3654	17.6	24.1	94								
	QUINTILE 5	19250	2219	19.8	11.5	83	3974	19.2	20.6	81								
NEWSPAPERS	QUINTILE 1	12413	2103	18.8	16.9	122	3481	16.8	28.0	110								
	QUINTILE 2	24116	3442	30.7	14.3	103	6500	31.3	27.0	105								
	QUINTILE 3	11261	1713	15.3	15.2	110	3108	15.0	27.6	108								
	QUINTILE 4	20255	2475	22.1	12.2	88	4997	24.1	24.7	96								
	QUINTILE 5	12940	1480	13.2	11.4	83	2654	12.8	20.5	80								
OUTDOOR	QUINTILE 1	14852	2090	18.6	14.1	102	4022	19.4	27.1	106								
	QUINTILE 2	15725	2029	18.1	12.9	93	4119	19.9	26.2	102								
	QUINTILE 3	16330	2673	23.8	16.4	118	3895	18.8	23.9	93								
	QUINTILE 4	16744	2298	20.5	13.7	99	4459	21.5	26.6	104								
	QUINTILE 5	17334	2123	18.9	12.2	88	4244	20.5	24.5	96								
RADIO-DRIVE TIME	QUINTILE 1	15911	2490	22.2	15.6	113	4142	20.0	26.0	102								
	QUINTILE 2	14837	2088	18.6	14.1	102	4417	21.3	29.8	116								
	QUINTILE 3	15339	2051	18.3	13.4	97	3839	18.5	25.0	98								
	QUINTILE 4	16723	2196	19.6	13.1	95	4195	20.2	25.1	98								
	QUINTILE 5	18176	2390	21.3	13.1	95	4147	20.0	22.8	89								
RADIO-MID- DAY	TERCILE 1	21020	3048	27.2	14.5	105	5742	27.7	27.3	107								
	TERCILE 2	21610	3376	30.1	15.6	113	5638	27.2	26.1	102								
	TERCILE 3	20355	4790	42.7	12.5	90	9360	45.1	24.4	95								
RADIO-TOTAL	QUINTILE 1	15988	2280	20.3	14.3	103	4269	20.6	26.7	104								
	QUINTILE 2	15626	2665	23.8	17.1	123	4423	21.3	28.3	111								
	QUINTILE 3	16723	2302	20.5	13.8	99	4514	21.8	27.0	105								
	QUINTILE 4	16342	2110	18.8	12.9	93	3805	18.3	23.3	91								
	QUINTILE 5	16306	1857	16.6	11.4	82	3729	18.0	22.9	89								
TV-PRIME TIME	QUINTILE 1	15953	2417	21.6	15.2	109	4229	20.4	26.5	104								
	QUINTILE 2	16137	2396	21.4	14.8	107	4184	20.2	25.9	101								
	QUINTILE 3	16420	2153	19.2	13.1	95	4228	20.4	25.7	101								
	QUINTILE 4	16687	1964	17.5	11.8	85	4520	21.8	27.1	106								
	QUINTILE 5	15789	2284	20.4	14.5	104	3580	17.3	22.7	89								
TV-DAYTIME	TERCILE 1	27736	3730	33.3	13.4	97	7075	34.1	25.5	100								
	TERCILE 2	26489	3620	32.3	13.7	99	6632	32.0	25.0	98								
	TERCILE 3	26761	3863	34.5	14.4	104	7032	33.9	26.3	103								
TV-TOTAL	QUINTILE 1	16345	2263	20.2	13.8	100	4227	20.4	25.9	101								
	QUINTILE 2	16447	2325	20.7	14.1	102	4025	19.4	24.5	96								
	QUINTILE 3	15980	2352	21.0	14.7	106	4000	19.3	25.0	98								
	QUINTILE 4	15887	2135	19.0	13.4	97	4458	21.5	28.1	110								
	QUINTILE 5	16326	2138	19.1	13.1	95	4030	19.4	24.7	96								
MAGAZINES-NEWSPAPERS: DUAL		20721	3227	28.8	15.6	112	6073	29.3	29.3	114								
MAGAZINE IMPERATIVE		19186	2784	24.8	14.5	105	5277	25.4	27.5	107								
NEWSPAPER IMPERATIVE		21899	3174	28.3	14.5	105	5464	26.3	25.0	97								
MAGAZINES-OUTDOOR: DUAL		15451	2281	20.3	14.8	107	4586	22.1	29.7	116								
MAGAZINE IMPERATIVE		25953	4034	36.0	15.5	112	7141	34.4	27.5	107								
OUTDOOR IMPERATIVE		24400	3085	27.5	12.6	91	5679	27.4	23.3	91								
MAGAZINES-RADIO: DUAL		18049	3019	26.9	16.7	121	4981	24.0	27.6	108								
MAGAZINE IMPERATIVE		23571	3157	28.2	13.4	97	6603	31.8	28.0	109								
RADIO IMPERATIVE		23278	3073	27.4	13.2	95	6187	29.8	26.6	104								
MAGAZINES-TELEVISION: DUAL		15459	2357	21.0	15.2	110	4454	21.5	28.8	113								
MAGAZINE IMPERATIVE		25829	3760	33.5	14.6	105	7158	34.5	27.7	108								
TELEVISION IMPERATIVE		26039	3273	29.2	12.6	91	5903	28.5	22.7	89								
NEWSPAPERS-OUTDOOR: DUAL		16605	2347	20.9	14.1	102	4850	23.4	29.2	114								
NEWSPAPER IMPERATIVE		26834	4218	37.6	15.7	114	7025	33.9	26.2	102								
OUTDOOR IMPERATIVE		23346	3154	28.1	13.5	98	5462	26.3	23.4	91								
NEWSPAPERS-RADIO: DUAL		17133	2704	24.1	15.8	114	4919	23.7	28.7	112								
NEWSPAPER IMPERATIVE		25892	3646	32.5	14.1	102	6805	32.8	26.3	103								
RADIO IMPERATIVE		23167	3205	28.6	13.8	100	6134	29.6	26.5	103								
NEWSPAPERS-TELEVISION: DUAL		17159	2403	21.4	14.0	101	5018	24.2	29.2	114								
NEWSPAPER IMPERATIVE		26214	4037	36.0	15.4	111	6967	33.6	26.6	104								
TELEVISION IMPERATIVE		23412	3124	27.9	13.3	96	5141	24.8	22.0	86								
OUTDOOR-RADIO: DUAL		15303	2389	21.3	15.6	113	4257	20.5	27.8	109								
OUTDOOR IMPERATIVE		24901	3170	28.3	12.7	92	6102	29.4	24.5	96								
RADIO IMPERATIVE		26492	3989	35.6	15.1	109	7338	35.4	27.7	108								
OUTDOOR-TELEVISION: DUAL		14794	2241	20.0	15.1	109	3702	17.8	25.0	98								
OUTDOOR IMPERATIVE		25437	3565	31.8	14.0	101	6727	32.4	26.4	103								
TELEVISION IMPERATIVE		27877	3827	34.1	13.7	99	7003	33.8	25.1	98								
RADIO-TELEVISION: DUAL		15996	2638	23.5	16.5	119	4421	21.3	27.6	108								
RADIO IMPERATIVE		25478	3781	33.7	14.8	107	6884	33.2	27.0	106								
TELEVISION IMPERATIVE		26573	3288	29.3	12.4	89	6159	29.7	23.2	91								

	TOTAL U.S. '000	MAXES ONLY				CLEANS AND MAXES AT SAME TIME											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAkers	80986	11213	100.0	13.8	100	20740	100.0	25.6	100								
ATLANTIC MONTHLY	415	**140	1.2	33.7	244	**109	0.5	26.3	103								
BARRON'S	453	**54	0.5	11.9	86	**142	0.7	31.3	122								
BETTER HOMES & GARDENS	16256	2548	22.7	15.7	113	4711	22.7	29.0	113								
BON APPETIT	2535	542	4.8	21.4	154	680	3.3	26.8	105								
BUSINESS WEEK	1278	*145	1.3	11.3	82	402	1.9	31.5	123								
CAR AND DRIVER	378	**38	0.3	10.1	73	**83	0.4	22.0	86								
CBS MAGAZINE NETWORK (GROSS)	1498	*217	1.9	14.5	105	378	1.8	25.2	99								
CHANGING TIMES	1505	291	2.6	19.3	140	523	2.5	34.8	136								
COLONIAL HOMES	1231	*223	2.0	18.1	131	353	1.7	28.7	112								
CONDE NAST MAG. PKG. (GROSS)	14146	2213	19.7	15.6	113	3810	18.4	26.9	105								
CONSUMERS DIGEST	1323	*169	1.5	12.8	92	478	2.3	36.1	141								
COSMOPOLITAN	7102	1037	9.2	14.6	105	2057	9.9	29.0	113								
COUNTRY LIVING	2481	511	4.6	20.6	149	636	3.1	25.6	100								
CUISINE	1472	*223	2.0	15.1	109	503	2.4	34.2	133								
CYCLE WORLD	425	**88	0.8	20.7	150	**123	0.6	28.9	113								
DCI:CREATIVE IDEAS FOR LIV	2510	426	3.8	17.0	123	682	3.3	27.2	106								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	919	8.2	13.7	99	1903	9.2	28.4	111								
DISCOVER	894	*140	1.2	15.7	113	270	1.3	30.2	118								
EBONY	3507	518	4.6	14.8	107	955	4.6	27.2	106								
ESQUIRE	1083	*182	1.6	16.8	121	296	1.4	27.3	107								
ESSENCE	1830	255	2.3	13.9	101	573	2.8	31.3	122								
FAMILY CIRCLE	15930	2454	21.9	15.4	111	4538	21.9	28.5	111								
THE FAMILY HANDYMAN	1126	*240	2.1	21.3	154	326	1.6	29.0	113								
FAMILY WEEKLY	11468	1565	14.0	13.6	99	3244	15.6	28.3	110								
FIELD & STREAM	2234	*330	2.9	14.8	107	587	2.8	26.3	103								
FOOD & WINE	579	**68	0.6	11.7	85	*184	0.9	31.8	124								
FORBES	728	**128	1.1	17.6	127	*150	0.7	20.6	80								
FORTUNE	906	*132	1.2	14.6	105	296	1.4	32.7	128								
GENTLEMEN'S QUARTERLY	791	*139	1.2	17.6	127	*179	0.9	22.6	88								
GLAMOUR	5265	746	6.7	14.2	102	1488	7.2	28.3	110								
GOLF DIGEST	636	**118	1.1	18.6	134	*247	1.2	38.8	152								
GOLF DIGEST/TENNIS (GROSS)	1186	*184	1.6	15.5	112	415	2.0	35.0	137								
GOLF MAGAZINE	441	**103	0.9	23.4	169	*187	0.9	42.4	166								
GOLF MAGAZINE/SKI (GROSS)	922	*200	1.8	21.7	157	*251	1.2	27.2	106								
GOOD HOUSEKEEPING	16487	2397	21.4	14.5	105	4677	22.6	28.4	111								
HARPER'S BAZAAR	2423	405	3.6	16.7	121	693	3.3	28.6	112								
HEALTH	1994	277	2.5	13.9	100	492	2.4	24.7	96								
HEARST MAG CORP. BUY (GROSS)	44101	7053	62.9	16.0	116	12367	59.6	28.0	110								
HEARST MAN POWER (GROSS)	1993	402	3.6	20.2	146	552	2.7	27.7	108								
HEARST WOMAN POWER (GROSS)	31274	4686	41.8	15.0	108	8817	42.5	28.2	110								
HOUSE BEAUTIFUL	3623	713	6.4	19.7	142	975	4.7	26.9	105								
INC.	283	**55	0.5	19.4	140	**80	0.4	28.3	110								
JET	2928	448	4.0	15.3	111	816	3.9	27.9	109								
LADIES' HOME JOURNAL	11918	1804	16.1	15.1	109	3418	16.5	28.7	112								
LHJ FAMILY GRP COMBO(GROSS)	16764	2601	23.2	15.5	112	4841	23.3	28.9	113								
LIFE	4254	690	6.2	16.2	117	1195	5.8	28.1	110								
L.A. TIMES HOME MAGAZINE	1145	*193	1.7	16.9	122	324	1.6	28.3	110								
MADemoisELLE	2884	498	4.4	17.3	125	802	3.9	27.8	109								
MC CALL'S	13460	2039	18.2	15.1	109	4033	19.4	30.0	117								
MC CALL'S/WRK MOTHER (GROSS)	14606	2201	19.6	15.1	109	4360	21.0	29.9	117								
MECHANIX ILLUSTRATED	772	**194	1.7	25.1	181	*224	1.1	29.0	113								
METROPOLITAN HOME	967	*153	1.4	15.8	114	*218	1.1	22.5	88								
MONEY	1588	280	2.5	17.6	127	413	2.0	26.0	102								
MOTHER EARTH NEWS	1002	*180	1.6	18.0	130	324	1.6	32.3	126								
MS.	825	*170	1.5	20.6	149	270	1.3	32.7	128								
NATIONAL ENQUIRER	10336	1630	14.5	15.8	114	2881	13.9	27.9	109								
NATIONAL GEOGRAPHIC	9597	1700	15.2	17.7	128	2459	11.9	25.6	100								
NATIONAL SUNDAY MAGAZINE PKG	49558	7314	65.2	14.8	107	13381	64.5	27.0	105								
NATURAL HISTORY	573	**151	1.3	26.4	190	*162	0.8	28.3	110								
NEW WOMAN	1699	276	2.5	16.2	117	376	1.8	22.1	86								
NEW YORK INCLUDING CUE	443	**61	0.5	13.8	99	*104	0.5	23.5	92								
THE NEW YORKER	1270	*208	1.9	16.4	118	295	1.4	23.2	91								
NEWSWEEK	6277	885	7.9	14.1	102	1767	8.5	28.2	110								
THE N.Y. TIMES DAILY EDITION	1205	*121	1.1	10.0	73	322	1.6	26.7	104								
THE N.Y. TIMES MAGAZINE	2081	279	2.5	13.4	97	693	3.3	33.3	130								
OMNI	788	**83	0.7	10.5	76	*271	1.3	34.4	134								
ON CABLE	1158	**153	1.4	13.2	95	354	1.7	30.6	119								
1001 HOME IDEAS	2852	520	4.6	18.2	132	931	4.5	32.6	127								
ORGANIC GARDENING	1658	*242	2.2	14.6	105	544	2.6	32.8	128								
OUTDOOR LIFE	896	*179	1.6	20.0	144	*234	1.1	26.1	102								
PARADE MAGAZINE	24275	3641	32.5	15.0	108	6588	31.8	27.1	106								

	TOTAL U.S. '000	WAXES ONLY				CLEANS AND WAXES AT SAME TIME											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	11213	100.0	13.8	100	20740	100.0	25.6	100								
PARENTS	3845	461	4.1	12.0	87	1259	6.1	32.7	128								
PENTHOUSE	831	**98	0.9	11.8	85	*213	1.0	25.6	100								
PEOPLE	11645	1739	15.5	14.9	108	3145	15.2	27.0	105								
PLAYBOY	2006	268	2.4	13.4	96	548	2.6	27.3	107								
POPULAR HOT RODDING	297	**43	0.4	14.5	105	**79	0.4	26.6	104								
POPULAR MECHANICS	1018	*256	2.3	25.1	182	*278	1.3	27.3	107								
POPULAR SCIENCE	878	**175	1.6	19.9	144	*250	1.2	28.5	111								
PREVENTION	3913	741	6.6	18.9	137	1023	4.9	26.1	102								
PSYCHOLOGY TODAY	1710	264	2.4	15.4	112	529	2.6	30.9	121								
READER'S DIGEST	22204	3173	28.3	14.3	103	6052	29.2	27.3	106								
REDBOOK	7684	1252	11.2	16.3	118	2082	10.0	27.1	106								
ROAD & TRACK	410	**42	0.4	10.2	74	**94	0.5	22.9	90								
ROLLING STONE	969	*167	1.5	17.2	124	230	1.1	23.7	93								
RUNNER'S WORLD	298	**36	0.3	12.1	87	**100	0.5	33.6	131								
SATURDAY EVENING POST	1169	*207	1.8	17.7	128	209	1.0	17.9	70								
SCIENCE 84	587	**127	1.1	21.6	156	*205	1.0	34.9	136								
SCIENCE DIGEST	482	**70	0.6	14.5	105	*179	0.9	37.1	145								
SCIENTIFIC AMERICAN	594	**82	0.7	13.8	100	*168	0.8	28.3	110								
SELF	2089	298	2.7	14.3	103	550	2.7	26.3	103								
SEVENTEEN	2411	423	3.8	17.5	127	614	3.0	25.5	99								
SKI	480	**97	0.9	20.2	146	**65	0.3	13.5	53								
SMITHSONIAN	2760	474	4.2	17.2	124	780	3.8	28.3	110								
SOAP OPERA DIGEST	3013	331	3.0	11.0	79	895	4.3	29.7	116								
SOUTHERN LIVING	4184	493	4.4	11.8	85	1221	5.9	29.2	114								
SPORT	559	**122	1.1	21.8	158	**157	0.8	28.1	110								
THE SPORTING NEWS	436	**90	0.8	20.6	149	**124	0.6	28.4	111								
SPORTS AFIELD	493	**76	0.7	15.4	111	**95	0.5	19.3	75								
SPORTS ILLUSTRATED	2758	299	2.7	10.8	78	987	4.8	35.8	140								
STAR	7456	1089	9.7	14.6	105	1968	9.5	26.4	103								
SUNDAY	24936	3712	33.1	14.9	108	6658	32.1	26.7	104								
SUNSET	2124	452	4.0	21.3	154	557	2.7	26.2	102								
TV GUIDE	21661	2832	25.3	13.1	94	5899	28.4	27.2	106								
TENNIS	550	**66	0.6	12.0	87	*168	0.8	30.5	119								
TIME	8880	1280	11.4	14.4	104	2349	11.3	26.5	103								
TOWN & COUNTRY	917	**94	0.8	10.3	74	320	1.5	34.9	136								
TRAVEL & LEISURE	972	*163	1.5	16.8	121	261	1.3	26.9	105								
TRUE STORY	3356	457	4.1	13.6	98	906	4.4	27.0	105								
U.S. NEWS & WORLD REPORT	3410	549	4.9	16.1	116	914	4.4	26.8	105								
USA TODAY	1759	313	2.8	17.8	129	487	2.3	27.7	108								
US	1873	*302	2.7	16.1	116	632	3.0	33.7	132								
VOGUE	3909	671	6.0	17.2	124	969	4.7	24.8	97								
WALL STREET JOURNAL	1886	366	3.3	19.4	140	525	2.5	27.8	109								
WEIGHT WATCHERS	2120	336	3.0	15.8	114	566	2.7	26.7	104								
WOMAN'S DAY	14172	2363	21.1	16.7	120	4245	20.5	30.0	117								
WORKING MOTHER	1146	*162	1.4	14.1	102	327	1.6	28.5	111								
WORKING WOMAN	1322	*230	2.1	17.4	126	454	2.2	34.3	134								
WORLD TENNIS	*163	**32	0.3	19.6	142	**38	0.2	23.3	91								
ZIFF-DAVIS MAG NETMK (GROSS)	2532	436	3.9	17.2	124	659	3.2	26.0	102								
BLAIR INSERTS	43657	6503	58.0	14.9	108	11795	56.9	27.0	105								
DAILY NEWSPAPERS																	
READ ANY	51633	7631	68.1	14.8	107	13834	66.7	26.8	105								
READ ONE	43463	6243	55.7	14.4	104	11675	56.3	26.9	105								
READ TWO OR MORE	8170	1387	12.4	17.0	123	2160	10.4	26.4	103								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7628	68.0	14.5	105	14296	68.9	27.1	106								
READ ONE	46126	6520	58.1	14.1	102	12337	59.5	26.7	104								
READ TWO OR MORE	6552	1107	9.9	16.9	122	1959	9.4	29.9	117								
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.30				28.40											
30 DAY REACH	71455	10046	89.6	14.1	102	18458	89.0	25.8	101								
50 SHMG - 30 DAY AV FREQ	14.56	14.35				14.93											
30 DAY REACH	67742	9601	85.6	14.2	102	17537	84.6	25.9	101								
25 SHMG - 30 DAY AV FREQ	7.94	7.71				8.17											
30 DAY REACH	62117	8918	79.5	14.4	104	16081	77.5	25.9	101								
CABLE TV: HOME WIRED	32077	4390	39.2	13.7	99	8903	42.9	27.8	108								
HOME NOT WIRED	48909	6823	60.8	14.0	101	11837	57.1	24.2	95								
HAVE PAY CABLE	15935	2189	19.5	13.7	99	4883	23.5	30.6	120								

	TOTAL U.S. '000	MAXES ONLY				CLEANS AND MAXES AT SAME TIME				A				B			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	11213	100.0	13.8	100	20740	100.0	25.6	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6220	55.5	14.2	102	11683	56.3	26.6	104								
10:00 AM - 3:00 PM	30659	4680	41.7	15.3	110	8248	39.8	26.9	105								
3:00 PM - 7:00 PM	31045	4271	38.1	13.8	99	8708	42.0	28.0	110								
7:00 PM - MIDNIGHT	15767	2191	19.5	13.9	100	4445	21.4	28.2	110								
MIDNIGHT - 6:00 AM	9120	1294	11.5	14.2	102	2542	12.3	27.9	109								
6:00 AM - MIDNIGHT	58527	8424	75.1	14.4	104	15600	75.2	26.7	104								
ENTIRE DAY	59311	8544	76.2	14.4	104	15798	76.2	26.6	104								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2494	22.2	15.4	111	4450	21.5	27.5	107								
ALL NEWS	2256	344	3.1	15.2	110	658	3.2	29.2	114								
AOR/PROGRESSIVE	3874	483	4.3	12.5	90	1310	6.3	33.8	132								
BEAUTIFUL MUSIC	5660	728	6.5	12.9	93	1418	6.8	25.1	98								
BLACK	2204	367	3.3	16.7	120	561	2.7	25.5	99								
CLASSICAL	1418	*282	2.5	19.9	144	337	1.6	23.8	93								
CHR/ROCK	9538	1135	10.1	11.9	86	2629	12.7	27.6	108								
COUNTRY	12648	1791	16.0	14.2	102	3380	16.3	26.7	104								
GOLDEN OLDIES	1191	*194	1.7	16.3	118	406	2.0	34.1	133								
MOR/NOSTALGIA	4757	558	5.0	11.7	85	1273	6.1	26.8	104								
NEWS/TALK	3863	461	4.1	11.9	86	1079	5.2	27.9	109								
RELIGIOUS	3084	398	3.5	12.9	93	766	3.7	24.8	97								
SOFT ROCK	521	**41	0.4	7.9	57	*150	0.7	28.8	112								
URBAN CONTEMPORARY	1585	273	2.4	17.2	124	407	2.0	25.7	100								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	383	3.4	11.7	85	860	4.1	26.4	103								
ABC DIRECTION	2316	387	3.5	16.7	121	582	2.8	25.1	98								
ABC ENTERTAINMENT	4834	723	6.4	15.0	108	1195	5.8	24.7	97								
ABC FM	2202	293	2.6	13.3	96	643	3.1	29.2	114								
ABC INFORMATION	5425	710	6.3	13.1	95	1471	7.1	27.1	106								
ABC ROCK	1677	*182	1.6	10.9	78	470	2.3	28.0	109								
CBS	4430	704	6.3	15.9	115	1180	5.7	26.6	104								
MUTUAL	4992	690	6.2	13.8	100	1472	7.1	29.5	115								
NBC	4679	743	6.6	15.9	115	1232	5.9	26.3	103								
RADIORADIO	1994	*262	2.3	13.1	95	628	3.0	31.5	123								
RKO ONE	2298	287	2.6	12.5	90	632	3.0	27.5	107								
RKO TWO	3311	400	3.6	12.1	87	759	3.7	22.9	90								
THE SOURCE	2114	342	3.1	16.2	117	564	2.7	26.7	104								
NON-WIRED : BLAIR	8654	1167	10.4	13.5	97	2346	11.3	27.1	106								
INTERNET	12025	1561	13.9	13.0	94	3393	16.4	28.2	110								
KATZ RADIO GROUP	15359	2066	18.4	13.5	97	4219	20.3	27.5	107								
SUPERNET	10628	1525	13.6	14.3	104	2954	14.2	27.8	109								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1163	10.4	13.4	97	2096	10.1	24.2	95								
MKDAY 9:00 AM - 1:00 PM	12163	1566	14.0	12.9	93	3089	14.9	25.4	99								
MKDAY 1:00 PM - 4:30 PM	16150	2223	19.8	13.8	99	4105	19.8	25.4	99								
MKDAY 4:30 PM - 7:30 PM	22463	2941	26.2	13.1	95	5618	27.1	25.0	98								
MKDAY 7:30 PM - 8:00 PM	31795	4229	37.7	13.3	96	8007	38.6	25.2	98								
MKDAY 11:00 PM - 11:30 PM	23977	3691	32.9	15.4	111	6270	30.2	26.2	102								
MKDAY 11:30 PM - 1:00 AM	7703	1310	11.7	17.0	123	2068	10.0	26.8	105								
M-SAT 8-11 PM-SUN 7-11 PM	33800	4841	43.2	14.3	103	8834	42.6	26.1	102								
WKDY DAYTIME NTK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	884	7.9	13.5	98	1729	8.3	26.4	103								
ANOTHER WORLD	N 4620	687	6.1	14.9	107	1261	6.1	27.3	107								
AS THE WORLD TURNS	C 5614	686	6.1	12.2	88	1261	6.1	22.5	88								
CAPITOL	C 3396	437	3.9	12.9	93	780	3.8	23.0	90								
CBS MORN. NEWS 1	C 1446	192	1.7	13.3	96	310	1.5	21.4	84								
CBS MORN. NEWS 2	C 1207	155	1.4	12.8	93	231	1.1	19.1	75								
DAYS OF OUR LIVES	N 5877	851	7.6	14.5	105	1775	8.6	30.2	118								
FACTS OF LIFE - DAYTIME	N 2290	281	2.5	12.3	89	524	2.5	22.9	89								
FAMILY FEUD	A 3023	336	3.0	11.1	80	683	3.3	22.6	88								
GENERAL HOSPITAL	A 6097	793	7.1	13.0	94	1527	7.4	25.0	98								
GOOD MORNING, AMERICA-730A	A 3515	511	4.6	14.5	105	907	4.4	25.8	101								
GOOD MORNING, AMERICA-830A	A 2818	407	3.6	14.4	104	764	3.7	27.1	106								
GUIDING LIGHT	C 5339	700	6.2	13.1	95	1183	5.7	22.2	87								
ONE LIFE TO LIVE	A 4478	585	5.2	13.1	94	1169	5.6	26.1	102								
PRESS YOUR LUCK	C 2244	306	2.7	13.6	98	576	2.8	25.7	100								
PRICE IS RIGHT 1	C 4348	600	5.4	13.8	100	1108	5.3	25.5	100								
PRICE IS RIGHT 2	C 5014	756	6.7	15.1	109	1228	5.9	24.5	96								
RYAN'S HOPE	A 3150	464	4.1	14.7	106	890	4.3	28.3	110								
SALE OF THE CENTURY	N 2695	406	3.6	15.1	109	620	3.0	23.0	90								
SEARCH FOR TOMORROW	N 2319	270	2.4	11.6	84	622	3.0	26.8	105								
TODAY SHOW 1	N 2693	363	3.2	13.5	97	649	3.1	24.1	94								
TODAY SHOW 2	N 2498	310	2.8	12.4	90	590	2.8	23.6	92								
\$25,000 PYRAMID	C 2753	357	3.2	13.0	94	654	3.2	23.8	93								
WHEEL OF FORTUNE	N 4388	700	6.2	16.0	115	1074	5.2	24.5	96								
YOUNG AND THE RESTLESS	C 5695	773	6.9	13.6	98	1300	6.3	22.8	89								
WEEKEND DAYTIME NTK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	225	2.0	12.8	92	453	2.2	25.7	101								
NBA PLAYOFF GAME -1 C	1136	230	2.1	20.2	146	272	1.3	23.9	93								
NBC MAJOR LEAGUE PRE-GAME N	953	**168	1.5	17.6	127	*219	1.1	23.0	90								
SPORTSWORLD - SUN N	1233	*165	1.5	13.4	97	341	1.6	27.7	108								
SUNDAY MORNING C	1611	234	2.1	14.5	105	323	1.6	20.0	78								

	TOTAL U.S. '000	WAXES ONLY				CLEANS AND WAXES AT SAME TIME											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	11213	100.0	13.8	100	20740	100.0	25.6	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3465	30.9	13.3	96	6240	30.1	23.9	93								
NETWORK AFFILIATES - LATE	20261	3158	28.2	15.6	113	5354	25.8	26.4	103								
INDEPENDENTS - LATE	2076	341	3.0	16.4	119	495	2.4	23.8	93								
TV EVENING NEWS 6 PM - 2 AM																	
A TEAM	M 10453	1320	11.8	12.6	91	2799	13.5	26.8	105								
ABC MONDAY NIGHT MOVIE	A 6412	986	8.8	15.4	111	1659	8.0	25.9	101								
ABC SUNDAY NIGHT MOVIE	A 12407	1890	16.9	15.2	110	3172	15.3	25.6	100								
ABC WORLD NEWS TONIGHT	A 6176	737	6.6	11.9	86	1417	6.8	22.9	90								
AFTERMASH	C 5863	897	8.0	15.3	110	1656	8.0	28.2	110								
ALICE	C 9594	1330	11.9	13.9	100	2401	11.6	25.0	98								
AMERICAN PARADE	C 6622	890	7.9	13.4	97	1499	7.2	22.6	88								
BENSON	A 10886	1573	14.0	14.4	104	2756	13.3	25.3	99								
BLUE THUNDER	A 5036	757	6.8	15.0	109	1402	6.8	27.8	109								
CAGNEY & LACEY	C 9965	1452	12.9	14.6	105	2601	12.5	26.1	102								
CBS EVENING NEWS-DEAN	C 3491	464	4.1	13.3	96	992	4.8	28.4	111								
CBS EVENING NEWS-RATHER	C 7123	1036	9.2	14.5	105	1714	8.3	24.1	94								
CBS SAT. NEWS-SCHIEFFER	C 3621	426	3.8	11.8	85	885	4.3	24.4	95								
CBS SATURDAY NIGHT MOVIE	C 5436	754	6.7	13.9	100	1438	6.9	26.5	103								
CBS WEDNESDAY NIGHT MOVIE	C 6100	773	6.9	12.7	92	1379	6.6	22.6	88								
CHEERS	N 8889	1284	11.5	14.4	104	2433	11.7	27.4	107								
DALLAS	C 22109	3225	28.8	14.6	105	5624	27.1	25.4	99								
DIFF'RENT STROKES	N 6940	951	8.5	13.7	99	1730	8.3	24.9	97								
DOUBLE TROUBLE	N 7223	1110	9.9	15.4	111	2042	9.8	28.3	110								
DUCK FACTORY	N 5595	919	8.2	16.4	119	1437	6.9	25.7	100								
DUKES OF HAZZARD	C 5768	778	6.9	13.5	97	1368	6.6	23.7	93								
DYNASTY	A 20053	2554	22.8	12.7	92	5328	25.7	26.6	104								
FACTS OF LIFE	N 8087	1216	10.8	15.0	109	2313	11.2	28.6	112								
FALCON CREST	C 20046	2950	26.3	14.7	106	5118	24.7	25.5	100								
FALL GUY	A 9084	1312	11.7	14.4	104	2339	11.3	25.7	101								
FAMILY TIES	N 7964	1181	10.5	14.8	107	2239	10.8	28.1	110								
FANTASY ISLAND	A 7687	1056	9.4	13.7	99	1964	9.5	25.5	100								
FOULUPS, BLEEPERS & BLUNDERS	A 8861	1167	10.4	13.2	95	2424	11.7	27.4	107								
FOUR SEASONS	C 5095	804	7.2	15.8	114	1375	6.6	27.0	105								
GIMME A BREAK	N 8838	1356	12.1	15.3	111	2232	10.8	25.3	99								
HART TO HART	A 8978	1288	11.5	14.3	104	2177	10.5	24.2	95								
HILL STREET BLUES	N 8590	1488	13.3	17.3	125	2091	10.1	24.3	95								
HOTEL	A 14085	1996	17.8	14.2	102	3729	18.0	26.5	103								
JEFFERSONS	C 9360	1370	12.2	14.6	106	2354	11.4	25.1	98								
JENNIFER SLEPT HERE	N 5841	879	7.8	15.0	109	1474	7.1	25.2	99								
KATE & ALLIE	C 9206	1353	12.1	14.7	106	2706	13.0	29.4	115								
KNIGHT RIDER	N 7076	964	8.6	13.6	98	1791	8.6	25.3	99								
LOVE BOAT	A 12219	1617	14.4	13.2	96	2977	14.4	24.4	95								
MAGNUM PI	C 11199	1646	14.7	14.7	106	2750	13.3	24.6	96								
MAMA'S FAMILY	N 6057	861	7.7	14.2	103	1642	7.9	27.1	106								
MASTER, THE	N 3598	444	4.0	12.3	89	925	4.5	25.7	100								
MATT HOUSTON	A 6344	950	8.5	15.0	108	1598	7.7	25.2	98								
NBC MONDAY NIGHT MOVIE	N 11994	1684	15.0	14.0	101	3129	15.1	26.1	102								
NBC NIGHTLY NEWS	N 5132	617	5.5	12.0	87	1373	6.6	26.8	104								
NBC NIGHTLY NEWS-SAT	N 3375	391	3.5	11.6	84	863	4.2	25.6	100								
NBC NIGHTLY NEWS-SUN	N 3130	446	4.0	14.2	103	770	3.7	24.6	96								
NBC SUNDAY NIGHT MOVIE	N 8284	1490	13.3	18.0	130	2081	10.0	25.1	98								
NEWHART	C 9240	1331	11.9	14.4	104	2622	12.6	28.4	111								
ONE DAY AT A TIME	C 7288	870	7.8	11.9	86	1830	8.8	25.1	98								
PEOPLE ARE FUNNY	N 4855	769	6.9	15.8	114	1342	6.5	27.6	108								
REAL PEOPLE	N 8869	1159	10.3	13.1	94	2277	11.0	25.7	100								
REMINGTON STEELE	N 7743	1068	9.5	13.8	100	1968	9.5	25.4	99								
RIPLEY'S BELIEVE IT - NOT	A 5345	705	6.3	13.2	95	1352	6.5	25.3	99								
RIPTIDE	N 6988	977	8.7	14.0	101	1778	8.6	25.4	99								
SCARECROW & MRS. KING	C 10002	1277	11.4	12.8	92	2622	12.6	26.2	102								
SIMON & SIMON	C 10638	1491	13.3	14.0	101	2728	13.2	25.6	100								
60 MINUTES	C 13293	1875	16.7	14.1	102	3325	16.0	25.0	98								
ST. ELSEWHERE	N 7017	1089	9.7	15.5	112	1850	8.9	26.4	103								
THREE'S COMPANY	A 10917	1562	13.9	14.3	103	2988	14.4	27.4	107								
T.J. HOOKER	A 9204	1090	9.7	11.8	86	2338	11.3	25.4	99								
TONIGHT SHOW	N 2372	476	4.2	20.1	145	666	3.2	28.1	110								
TRAPPER JOHN, M.D.	C 9846	1379	12.3	14.0	101	2433	11.7	24.7	96								
TV BLOOPERS & PRAC. JOKES	M 9105	1223	10.9	13.4	97	2633	12.7	28.9	113								
20/20	A 9387	1269	11.3	13.5	98	2529	12.2	26.9	105								
WEBSTER	A 11067	1589	14.2	14.4	104	2725	13.1	24.6	96								
WORLD NEWS - SUN	A 3062	413	3.7	13.5	97	675	3.3	22.0	86								
YELLOW ROSE	N 4978	830	7.4	16.7	120	1164	5.6	23.4	91								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	1487	13.3	16.7	121	2448	11.8	27.6	108								
BASKETBALL - COLLEGE GAMES	4080	680	6.1	16.7	120	1064	5.1	26.1	102								
BASKETBALL - PRO GAMES	3607	564	5.0	15.6	113	1007	4.9	27.9	109								
BOWLING	3883	549	4.9	14.1	102	1247	6.0	32.1	125								
BOXING	3928	543	4.8	13.8	100	1160	5.6	29.5	115								
FOOTBALL - COLLEGE GAMES	6366	943	8.4	14.8	107	2064	10.0	32.4	127								
FOOTBALL - PRO GAMES	11300	1609	14.3	14.2	103	3292	15.9	29.1	114								
GOLF	3378	*496	4.4	14.7	106	1244	6.0	36.8	144								
POST-SEASON COLL. FOOTBALL	4906	678	6.0	13.8	100	1715	8.3	35.0	137								
POST-SEASON PRO FOOTBALL	6120	898	8.0	14.7	106	1906	9.2	31.1	122								
TENNIS	3033	*515	4.6	17.0	123	858	4.1	28.3	110								
WRESTLING - PROFESSIONAL	3344	*358	3.2	10.7	77	1274	6.1	38.1	149								

	TOTAL U.S. '000	REQUIRES BUFFING				SELF-POLISHING				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		'000	DOWN	%	INDX	'000	DOWN	%	INDX												
TOTAL FEMALE HOMEMAKERS	80986	2719	100.0	3.4	100	26358	100.0	32.5	100												
18 - 24	9282	**226	8.3	2.4	73	2586	9.8	27.9	86												
25 - 34	19072	*621	22.8	3.3	97	6982	26.5	36.6	112												
35 - 44	14591	625	23.0	4.3	128	4815	18.3	33.0	101												
45 - 54	11345	*389	14.3	3.4	102	4109	15.6	36.2	111												
55 - 64	11635	*356	13.1	3.1	91	3904	14.8	33.6	103												
65 OR OLDER	15061	502	18.5	3.3	99	3963	15.0	26.3	81												
18 - 34	28354	846	31.1	3.0	89	9568	36.3	33.7	104												
18 - 49	48339	1672	61.5	3.5	103	16422	62.3	34.0	104												
25 - 54	45008	1635	60.1	3.6	108	15906	60.3	35.3	109												
35 - 49	19985	826	30.4	4.1	123	6853	26.0	34.3	105												
50 OR OLDER	32647	1047	38.5	3.2	96	9937	37.7	30.4	94												
GRADUATED COLLEGE	11155	546	20.1	4.9	146	4222	16.0	37.8	116												
ATTENDED COLLEGE	13682	*449	16.5	3.3	98	4576	17.4	33.4	103												
GRADUATED HIGH SCHOOL	33880	1107	40.7	3.3	97	11818	44.8	34.9	107												
DID NOT GRADUATE HIGH SCHOOL	22270	617	22.7	2.8	83	5742	21.8	25.8	79												
EMPLOYED	40306	1336	49.1	3.3	99	14008	53.1	34.8	107												
EMPLOYED FULL-TIME	32850	1145	42.1	3.5	104	11519	43.7	35.1	108												
EMPLOYED PART-TIME	7456	**191	7.0	2.6	76	2489	9.4	33.4	103												
NOT EMPLOYED	40680	1382	50.8	3.4	101	12350	46.9	30.4	93												
PROFESSIONAL/MANAGER	10392	*380	14.0	3.7	109	3931	14.9	37.8	116												
TECH/CLERICAL/SALES	17574	580	21.3	3.3	98	6399	24.3	36.4	112												
PRECISION/CRAFT	985	**38	1.4	3.9	115	*280	1.1	28.4	87												
OTHER EMPLOYED	11354	*339	12.5	3.0	89	3398	12.9	29.9	92												
SINGLE	9863	*273	10.0	2.8	82	2988	11.3	30.3	93												
MARRIED	51375	1778	65.4	3.5	103	17687	67.1	34.4	106												
DIVORCED/SEPARATED/WIDOWED	19748	667	24.5	3.4	101	5684	21.6	28.8	88												
PARENTS	32590	1160	42.7	3.6	106	11448	43.4	35.1	108												
WHITE	70416	2383	87.6	3.4	101	23093	87.6	32.8	101												
BLACK	8778	*302	11.1	3.4	102	2805	10.6	32.0	98												
OTHER	1791	**33	1.2	1.8	55	**461	1.7	25.7	79												
NORTHEAST-CENSUS	17786	814	29.9	4.6	136	5949	22.6	33.4	103												
NORTH CENTRAL	20741	514	18.9	2.5	74	7663	29.1	36.9	114												
SOUTH	27775	768	28.2	2.8	82	8112	30.8	29.2	90												
WEST	14683	622	22.9	4.2	126	4635	17.6	31.6	97												
NORTHEAST-MKTG.	17961	922	33.9	5.1	153	5840	22.2	32.5	100												
EAST CENTRAL	11885	*374	13.8	3.1	94	4308	16.3	36.2	111												
WEST CENTRAL	14090	*279	10.3	2.0	59	5164	19.6	36.7	113												
SOUTH	24081	571	21.0	2.4	71	6895	26.2	28.6	88												
PACIFIC	12969	*573	21.1	4.4	132	4151	15.7	32.0	98												
COUNTY SIZE A	32439	1362	50.1	4.2	125	10524	39.9	32.4	100												
COUNTY SIZE B	24915	766	28.2	3.1	92	8387	31.8	33.7	103												
COUNTY SIZE C	12930	**275	10.1	2.1	63	3932	14.9	30.4	93												
COUNTY SIZE D	10703	*316	11.6	3.0	88	3516	13.3	32.9	101												
METRO CENTRAL CITY	24518	978	36.0	4.0	119	6962	26.4	28.4	87												
METRO SUBURBAN	35919	1131	41.6	3.1	94	12893	48.9	35.9	110												
NON METRO	20549	*610	22.4	3.0	88	6504	24.7	31.7	97												
TOP 5 ADI'S	18341	776	28.5	4.2	126	5913	22.4	32.2	99												
TOP 10 ADI'S	25378	1094	40.2	4.3	128	8067	30.6	31.8	98												
TOP 20 ADI'S	36488	1442	53.0	4.0	118	11646	44.2	31.9	98												
HSHLD INC. \$50,000 OR MORE	6612	*305	11.2	4.6	137	2370	9.0	35.8	110												
\$40,000 OR MORE	12659	*557	20.5	4.4	131	4704	17.8	37.2	114												
\$30,000 OR MORE	24698	973	35.8	3.9	117	9106	34.5	36.9	113												
\$25,000 OR MORE	32077	1210	44.5	3.8	112	11930	45.3	37.2	114												
\$20,000 - \$24,999	9144	*376	13.8	4.1	122	3159	12.0	34.5	106												
\$15,000 - \$19,999	8728	*372	13.7	4.3	127	2925	11.1	33.5	103												
\$10,000 - \$14,999	12562	*327	12.0	2.6	78	3910	14.8	31.1	96												
UNDER \$10,000	18475	433	15.9	2.3	70	4435	16.8	24.0	74												
HOUSEHOLD OF 1 PERSON	11987	347	12.8	2.9	86	3196	12.1	26.7	82												
2 PEOPLE	26577	964	35.5	3.6	108	8678	32.9	32.7	100												
3 OR 4 PEOPLE	30617	1095	40.3	3.6	107	10463	39.7	34.2	105												
5 OR MORE PEOPLE	11804	*313	11.5	2.7	79	4022	15.3	34.1	105												
NO CHILD IN HSHLD	46165	1542	56.7	3.3	99	14146	53.7	30.6	94												
CHILD(REN) UNDER 2 YRS	5325	**157	5.8	2.9	88	1677	6.4	31.5	97												
2 - 5 YEARS	14221	*482	17.7	3.4	101	5049	19.2	35.5	109												
6 - 11 YEARS	15117	552	20.3	3.7	109	5510	20.9	36.4	112												
12 - 17 YEARS	16611	553	20.3	3.3	99	6006	22.8	36.2	111												
RESIDENCE OWNED	55884	2078	76.4	3.7	111	19734	74.9	35.3	108												
VALUE: \$50,000 OR MORE	31744	1497	55.1	4.7	140	11569	43.9	36.4	112												
VALUE: UNDER \$50,000	24140	580	21.3	2.4	72	8165	31.0	33.8	104												

		TOTAL U.S. '000	REQUIRES BUFFING				SELF-POLISHING											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	2719	100.0	3.4	100	26358	100.0	32.5	100								
MAGAZINES	QUINTILE 1	15799	576	21.2	3.6	109	5755	21.8	36.4	112								
	QUINTILE 2	17259	602	22.1	3.5	104	6246	23.7	36.2	111								
	QUINTILE 3	13545	638	23.5	4.7	140	4558	17.3	33.7	103								
	QUINTILE 4	15133	*408	15.0	2.7	80	4808	18.2	31.8	98								
	QUINTILE 5	19250	494	18.2	2.6	76	4991	18.9	25.9	80								
NEWSPAPERS	QUINTILE 1	12413	549	20.2	4.4	132	4551	17.3	36.7	113								
	QUINTILE 2	24116	807	29.7	3.3	100	8415	31.9	34.9	107								
	QUINTILE 3	11261	*376	13.8	3.3	99	3893	14.8	34.6	106								
	QUINTILE 4	20255	719	26.4	3.5	106	6092	23.1	30.1	92								
	QUINTILE 5	12940	*268	9.9	2.1	62	3408	12.9	26.3	81								
OUTDOOR	QUINTILE 1	14852	*471	17.3	3.2	94	5278	20.0	35.5	109								
	QUINTILE 2	15725	*441	16.2	2.8	84	5004	19.0	31.8	98								
	QUINTILE 3	16330	596	21.9	3.6	109	5392	20.5	33.0	101								
	QUINTILE 4	16744	671	24.7	4.0	119	5533	21.0	33.0	102								
	QUINTILE 5	17334	540	19.9	3.1	93	5152	19.5	29.7	91								
RADIO-DRIVE TIME	QUINTILE 1	15911	*591	21.7	3.7	111	5438	20.6	34.2	105								
	QUINTILE 2	14837	*493	18.1	3.3	99	5480	20.8	36.9	113								
	QUINTILE 3	15339	503	18.5	3.3	98	4963	18.8	32.4	99								
	QUINTILE 4	16723	*448	16.5	2.7	80	5134	19.5	30.7	94								
	QUINTILE 5	18176	684	25.2	3.8	112	5344	20.3	29.4	90								
RADIO-MID- DAY	TERCILE 1	21020	720	26.5	3.4	102	7102	26.9	33.8	104								
	TERCILE 2	21610	856	31.5	4.0	118	7329	27.8	33.9	104								
	TERCILE 3	38355	1143	42.0	3.0	89	11927	45.3	31.1	96								
RADIO-TOTAL	QUINTILE 1	15988	660	24.3	4.1	123	5365	20.4	33.6	103								
	QUINTILE 2	15626	*544	20.0	3.5	104	5647	21.4	36.1	111								
	QUINTILE 3	16723	592	21.8	3.5	105	5803	22.0	34.7	107								
	QUINTILE 4	16342	*438	16.1	2.7	80	4769	18.1	29.2	90								
	QUINTILE 5	16306	485	17.8	3.0	89	4776	18.1	29.3	90								
TV-PRIME TIME	QUINTILE 1	15953	587	21.6	3.7	110	5273	20.0	33.1	102								
	QUINTILE 2	16137	482	17.7	3.0	89	5545	21.0	34.4	106								
	QUINTILE 3	16420	*504	18.5	3.1	91	5246	19.9	31.9	98								
	QUINTILE 4	16687	*478	17.6	2.9	85	5527	21.0	33.1	102								
	QUINTILE 5	15789	668	24.6	4.2	126	4768	18.1	30.2	93								
TV-DAYTIME	TERCILE 1	27736	924	34.0	3.3	99	8903	33.8	32.1	99								
	TERCILE 2	26489	688	25.3	2.6	77	8438	32.0	31.9	98								
	TERCILE 3	26761	1106	40.7	4.1	123	9018	34.2	33.7	104								
TV-TOTAL	QUINTILE 1	16345	541	19.9	3.3	99	5312	20.2	32.5	100								
	QUINTILE 2	16447	501	18.4	3.0	91	5105	19.4	31.0	95								
	QUINTILE 3	15980	*484	17.8	3.0	90	5326	20.2	33.3	102								
	QUINTILE 4	15887	*491	18.1	3.1	92	5501	20.9	34.6	106								
	QUINTILE 5	16326	702	25.8	4.3	128	5115	19.4	31.3	96								
MAGAZINES-NEWSPAPERS: DUAL		20721	629	23.1	3.0	90	7762	29.4	37.5	115								
MAGAZINE IMPERATIVE		19186	762	28.0	4.0	118	6559	24.9	34.2	105								
NEWSPAPER IMPERATIVE		21899	914	33.6	4.2	124	7157	27.2	32.7	100								
MAGAZINES-OUTDOOR: DUAL		15451	*489	18.0	3.2	94	5833	22.1	37.8	116								
MAGAZINE IMPERATIVE		25953	1141	42.0	4.4	131	9053	34.3	34.9	107								
OUTDOOR IMPERATIVE		24400	694	25.5	2.8	85	7260	27.5	29.8	91								
MAGAZINES-RADIO: DUAL		18049	688	25.3	3.8	114	6460	24.5	35.8	110								
MAGAZINE IMPERATIVE		23571	808	29.7	3.4	102	8222	31.2	34.9	107								
RADIO IMPERATIVE		23278	815	30.0	3.5	104	7622	28.9	32.7	101								
MAGAZINES-TELEVISION: DUAL		15459	601	22.1	3.9	116	5738	21.8	37.1	114								
MAGAZINE IMPERATIVE		25829	978	36.0	3.8	113	9026	34.2	34.9	107								
TELEVISION IMPERATIVE		26039	716	26.3	2.7	82	7375	28.0	28.3	87								
NEWSPAPERS-OUTDOOR: DUAL		16605	527	19.4	3.2	95	6091	23.1	36.7	113								
NEWSPAPER IMPERATIVE		26834	1064	39.1	4.0	118	9200	34.9	34.3	105								
OUTDOOR IMPERATIVE		23346	730	26.8	3.1	93	7061	26.8	30.2	93								
NEWSPAPERS-RADIO: DUAL		17133	617	22.7	3.6	107	6353	24.1	37.1	114								
NEWSPAPER IMPERATIVE		25892	909	33.4	3.5	105	8712	33.1	33.6	103								
RADIO IMPERATIVE		23167	833	30.6	3.6	107	7510	28.5	32.4	100								
NEWSPAPERS-TELEVISION: DUAL		17159	566	20.8	3.3	98	6131	23.3	35.7	110								
NEWSPAPER IMPERATIVE		26214	987	36.3	3.8	112	9259	35.1	35.3	109								
TELEVISION IMPERATIVE		23412	723	26.6	3.1	92	6645	25.2	28.4	87								
OUTDOOR-RADIO: DUAL		15303	*457	16.8	3.0	89	5325	20.2	34.8	107								
OUTDOOR IMPERATIVE		24901	753	27.7	3.0	90	7975	30.3	32.0	98								
RADIO IMPERATIVE		26492	1073	39.5	4.1	121	9343	35.4	35.3	108								
OUTDOOR-TELEVISION: DUAL		14794	*393	14.5	2.7	79	4985	18.9	33.7	104								
OUTDOOR IMPERATIVE		25437	889	32.7	3.5	104	8600	32.6	33.8	104								
TELEVISION IMPERATIVE		27877	913	33.6	3.3	98	8750	33.2	31.4	96								
RADIO-TELEVISION: DUAL		15996	620	22.8	3.9	115	5688	21.6	35.6	109								
RADIO IMPERATIVE		25478	959	35.3	3.8	112	8854	33.6	34.8	107								
TELEVISION IMPERATIVE		26573	691	25.4	2.6	77	7860	29.8	29.6	91								

	TOTAL U.S. '000	REQUIRES BUFFING				SELF-POLISHING				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX								
TOTAL FEMALE HOMEMAKERS	80986	2719	100.0	3.4	100	26358	100.0	32.5	100								
ATLANTIC MONTHLY	415	**36	1.3	8.7	258	*186	0.7	44.8	138								
BARRON'S	453	**12	0.4	2.6	79	**107	0.4	23.6	73								
BETTER HOMES & GARDENS	16256	595	21.9	3.7	109	6051	23.0	37.2	114								
BON APPETIT	2535	**128	4.7	5.0	150	993	3.8	39.2	120								
BUSINESS WEEK	1278	**49	1.8	3.8	114	423	1.6	33.1	102								
CAR AND DRIVER	378	**0	0.0	0.0	0	**116	0.4	30.7	94								
CBS MAGAZINE NETWORK (GROSS)	1498	**27	1.0	1.8	54	444	1.7	29.6	91								
CHANGING TIMES	1505	**66	2.4	4.4	131	679	2.6	45.1	139								
COLONIAL HOMES	1231	**27	1.0	2.2	65	488	1.9	39.6	122								
CONDE NAST MAG. PKG. (GROSS)	14146	497	18.3	3.5	105	5053	19.2	35.7	110								
CONSUMERS DIGEST	1323	**46	1.7	3.5	104	524	2.0	39.6	122								
COSMOPOLITAN	7102	*213	7.8	3.0	89	2560	9.7	36.0	111								
COUNTRY LIVING	2481	**128	4.7	5.2	154	935	3.5	37.7	116								
CUISINE	1472	**30	1.1	2.0	61	570	2.2	38.7	119								
CYCLE WORLD	425	**12	0.4	2.8	84	**119	0.5	28.0	86								
DCI:CREATIVE IDEAS FOR LIV	2510	**57	2.1	2.3	68	924	3.5	36.8	113								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*176	6.5	2.6	78	2446	9.3	36.5	112								
DISCOVER	894	**7	0.3	0.8	23	349	1.3	39.0	120								
EBONY	3507	**112	4.1	3.2	95	1232	4.7	35.1	108								
ESQUIRE	1083	**14	0.5	1.3	39	354	1.3	32.7	100								
ESSENCE	1830	**48	1.8	2.6	78	688	2.6	37.6	116								
FAMILY CIRCLE	15930	500	18.4	3.1	93	5882	22.3	36.9	113								
THE FAMILY HANDYMAN	1126	**66	2.4	5.9	175	412	1.6	36.6	112								
FAMILY WEEKLY	11468	242	8.9	2.1	63	4053	15.4	35.3	109								
FIELD & STREAM	2234	**53	1.9	2.4	71	774	2.9	34.6	106								
FOOD & WINE	579	**29	1.1	5.0	149	195	0.7	33.7	103								
FORBES	728	**49	1.8	6.7	200	219	0.8	30.1	92								
FORTUNE	906	**24	0.9	2.6	79	350	1.3	38.6	119								
GENTLEMEN'S QUARTERLY	791	**13	0.5	1.6	49	240	0.9	30.3	93								
GLAMOUR	5265	*160	5.9	3.0	91	1901	7.2	36.1	111								
GOLF DIGEST	636	**17	0.6	2.7	80	*287	1.1	45.1	139								
GOLF DIGEST/TENNIS (GROSS)	1186	**46	1.7	3.9	116	478	1.8	40.3	124								
GOLF MAGAZINE	441	**7	0.3	1.6	47	*247	0.9	56.0	172								
GOLF MAGAZINE/SKI (GROSS)	922	**26	1.0	2.8	84	405	1.5	43.9	135								
GOOD HOUSEKEEPING	16487	603	22.2	3.7	109	5679	21.5	34.4	106								
HARPER'S BAZAAR	2423	**131	4.8	5.4	161	887	3.4	36.6	112								
HEALTH	1994	**84	3.1	4.2	125	600	2.3	30.1	92								
HEARST MAG CORP. BUY (GROSS)	44101	1585	58.3	3.6	107	15948	60.5	36.2	111								
HEARST MAN POWER (GROSS)	1993	**68	2.5	3.4	102	822	3.1	41.2	127								
HEARST WOMAN POWER (GROSS)	31274	1033	38.0	3.3	98	11050	41.9	35.3	109								
HOUSE BEAUTIFUL	3623	*164	6.0	4.5	135	1386	5.3	38.3	118								
INC.	283	**0	0.0	0.0	0	**114	0.4	40.3	124								
JET	2928	**57	2.1	1.9	58	1062	4.0	36.3	111								
LADIES' HOME JOURNAL	11918	369	13.6	3.1	92	4444	16.9	37.3	115								
LHJ FAMILY GRP COMBO(GROSS)	16764	518	19.1	3.1	92	6274	23.8	37.4	115								
LIFE	4254	*124	4.6	2.9	87	1471	5.6	34.6	106								
L.A. TIMES HOME MAGAZINE	1145	**114	4.2	10.0	297	402	1.5	35.1	108								
MADEMOISELLE	2884	**100	3.7	3.5	103	1115	4.2	38.7	119								
MC CALL'S	13460	368	13.5	2.7	81	5087	19.3	37.8	116								
MC CALL'S/MRK MOTHER (GROSS)	14606	416	15.3	2.8	85	5460	20.7	37.4	115								
MECHANIX ILLUSTRATED	772	**59	2.2	7.6	228	320	1.2	41.5	127								
METROPOLITAN HOME	967	**20	0.7	2.1	62	303	1.1	31.3	96								
MONEY	1588	**64	2.4	4.0	120	549	2.1	34.6	106								
MOTHER EARTH NEWS	1002	**24	0.9	2.4	71	442	1.7	44.1	136								
MS.	825	**28	1.0	3.4	101	369	1.4	44.7	137								
NATIONAL ENQUIRER	10336	418	15.4	4.0	120	3671	13.9	35.5	109								
NATIONAL GEOGRAPHIC	9597	477	17.5	5.0	148	3302	12.5	34.4	106								
NATIONAL SUNDAY MAGAZINE PKG	49558	1705	62.7	3.4	102	17183	65.2	34.7	107								
NATURAL HISTORY	573	**55	2.0	9.6	286	*151	0.6	26.4	81								
NEW WOMAN	1699	**67	2.5	3.9	117	532	2.0	31.3	96								
NEW YORK INCLUDING CUE	443	**22	0.8	5.0	148	*129	0.5	29.1	89								
THE NEW YORKER	1270	**85	3.1	6.7	199	414	1.6	32.6	100								
NEWSWEEK	6277	249	9.2	4.0	118	2265	8.6	36.1	111								
THE N.Y. TIMES DAILY EDITION	1205	**64	2.4	5.3	158	388	1.5	32.2	99								
THE N.Y. TIMES MAGAZINE	2081	**156	5.7	7.5	223	804	3.1	38.6	119								
OMNI	788	**12	0.4	1.5	45	285	1.1	36.2	111								
ON CABLE	1158	**44	1.6	3.8	113	423	1.6	36.5	112								
1001 HOME IDEAS	2852	**65	2.4	2.3	68	1230	4.7	43.1	133								
ORGANIC GARDENING	1658	**40	1.5	2.4	72	642	2.4	38.7	119								
OUTDOOR LIFE	896	**29	1.1	3.2	96	357	1.4	39.8	122								
PARADE MAGAZINE	24275	1005	37.0	4.1	123	8263	31.3	34.0	105								

	TOTAL U.S. '000	REQUIRES BUFFING				SELF-POLISHING				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		'000	DOWN	%	INDX	'000	DOWN	%	INDX												
TOTAL FEMALE HOMEMAKERS	80986	2719	100.0		3.4 100	26358	100.0		32.5 100												
PARENTS	3845	**154	5.7		4.0 119	1437	5.5		37.4 115												
PENTHOUSE	831	**16	0.6		1.9 57	*220	0.8		26.5 81												
PEOPLE	11645	432	15.9		3.7 110	4087	15.5		35.1 108												
PLAYBOY	2006	**35	1.3		1.7 52	647	2.5		32.3 99												
POPULAR HOT RODDING	297	**0	0.0		0.0 0	**114	0.4		38.4 118												
POPULAR MECHANICS	1018	**43	1.6		4.2 126	452	1.7		44.4 136												
POPULAR SCIENCE	878	**18	0.7		2.1 61	350	1.3		39.9 122												
PREVENTION	3913	*187	6.9		4.8 142	1466	5.6		37.5 115												
PSYCHOLOGY TODAY	1710	**82	3.0		4.8 143	661	2.5		38.7 119												
READER'S DIGEST	22204	835	30.7		3.8 112	7728	29.3		34.8 107												
REDBOOK	7684	*217	8.0		2.8 84	2811	10.7		36.6 112												
ROAD & TRACK	410	**0	0.0		0.0 0	**127	0.5		31.0 95												
ROLLING STONE	969	**41	1.5		4.2 126	330	1.3		34.1 105												
RUNNER'S WORLD	298	**14	0.5		4.7 140	*128	0.5		43.0 132												
SATURDAY EVENING POST	1169	**48	1.8		4.1 122	339	1.3		29.0 89												
SCIENCE 84	587	**25	0.9		4.3 127	*258	1.0		44.0 135												
SCIENCE DIGEST	482	**14	0.5		2.9 87	*212	0.8		44.0 135												
SCIENTIFIC AMERICAN	594	**21	0.8		3.5 105	*202	0.8		34.0 104												
SELF	2089	**65	2.4		3.1 93	709	2.7		33.9 104												
SEVENTEEN	2411	**99	3.6		4.1 122	847	3.2		35.1 108												
SKI	480	**19	0.7		4.0 118	*159	0.6		33.1 102												
SMITHSONIAN	2760	*241	8.9		8.7 260	937	3.6		33.9 104												
SOAP OPERA DIGEST	3013	**69	2.5		2.3 68	978	3.7		32.5 100												
SOUTHERN LIVING	4184	*119	4.4		2.8 85	1522	5.8		36.4 112												
SPORT	559	**20	0.7		3.6 107	*179	0.7		32.0 98												
THE SPORTING NEWS	436	**21	0.8		4.8 143	**150	0.6		34.4 106												
SPORTS AFIELD	493	**11	0.4		2.2 66	*159	0.6		32.3 99												
SPORTS ILLUSTRATED	2758	**58	2.1		2.1 63	1144	4.3		41.5 127												
STAR	7456	*259	9.5		3.5 103	2521	9.6		33.8 104												
SUNDAY	24936	937	34.5		3.8 112	5631	32.7		34.6 106												
SUNSET	2124	**99	3.6		4.7 139	717	2.7		33.8 104												
TV GUIDE	21661	647	23.8		3.0 89	7319	27.8		33.8 104												
TENNIS	550	**28	1.0		5.1 152	*191	0.7		34.7 107												
TIME	8880	350	12.9		3.9 117	3055	11.6		34.4 106												
TOWN & COUNTRY	917	**34	1.3		3.7 110	340	1.3		37.1 114												
TRAVEL & LEISURE	972	**47	1.7		4.8 144	349	1.3		35.9 110												
TRUE STORY	3356	**142	5.2		4.2 126	1094	4.2		32.6 100												
U.S. NEWS & WORLD REPORT	3410	**161	5.9		4.7 141	1218	4.6		35.7 110												
USA TODAY	1759	**102	3.8		5.8 173	678	2.6		38.5 118												
USE	1873	**38	1.4		2.0 60	777	2.9		41.5 127												
VOGUE	3909	*173	6.4		4.4 132	1328	5.0		34.0 104												
WALL STREET JOURNAL	1886	**123	4.5		6.5 194	745	2.8		39.5 121												
WEIGHT WATCHERS	2120	**79	2.9		3.7 111	743	2.8		35.0 108												
WOMAN'S DAY	14172	496	18.2		3.5 104	5493	20.8		38.8 119												
WORKING MOTHER	1146	**48	1.8		4.2 125	374	1.4		32.6 100												
WORKING WOMAN	1322	**79	2.9		6.0 178	554	2.1		41.9 129												
WORLD TENNIS	*163	**9	0.3		5.5 164	**54	0.2		33.1 102												
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**57	2.1		2.3 67	962	3.6		38.0 117												
BLAIR INSERTS	43657	1763	64.8		4.0 120	15139	57.4		34.7 107												
DAILY NEWSPAPERS																					
READ ANY	51633	1838	67.6		3.6 106	17816	67.6		34.5 106												
READ ONE	43463	1437	52.9		3.3 98	14984	56.8		34.5 106												
READ TWO OR MORE	8170	401	14.7		4.9 146	2832	10.7		34.7 107												
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	52678	1931	71.0		3.7 109	18162	68.9		34.5 106												
READ ONE	46126	1725	63.4		3.7 111	15681	59.5		34.0 104												
READ TWO OR MORE	6552	*206	7.6		3.1 94	2481	9.4		37.9 116												
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	27.55	26.45				28.55															
30 DAY REACH	71455	2457	90.4		3.4 102	23476	89.1		32.9 101												
50 SHWG - 30 DAY AV FREQ	14.56	13.77				14.94															
30 DAY REACH	67742	2362	86.9		3.5 104	22445	85.2		33.1 102												
25 SHWG - 30 DAY AV FREQ	7.94	7.69				8.10															
30 DAY REACH	62117	2097	77.1		3.4 101	20753	78.7		33.4 103												
CABLE TV: HOME WIRED	32077	987	36.3		3.1 92	11135	42.2		34.7 107												
HOME NOT WIRED	48909	1731	63.7		3.5 105	15223	57.8		31.1 96												
HAVE PAY CABLE	15935	*458	16.8		2.9 86	5992	22.7		37.6 116												

	TOTAL U.S. '000	REQUIRES BUFFING				SELF-POLISHING											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2719	100.0	3.4	100	26358	100.0	32.5	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1434	52.7	3.3	97	14892	56.5	33.9	104								
10:00 AM - 3:00 PM	30659	1144	42.1	3.7	111	10460	39.7	34.1	105								
3:00 PM - 7:00 PM	31045	1037	38.1	3.3	99	10894	41.3	35.1	108								
7:00 PM - MIDNIGHT	15767	610	22.4	3.9	115	5307	20.1	33.7	103								
MIDNIGHT - 6:00 AM	9120	398	14.6	4.4	130	3199	12.1	35.1	108								
6:00 AM - MIDNIGHT	58527	1996	73.4	3.4	102	19776	75.0	33.8	104								
ENTIRE DAY	59311	2021	74.3	3.4	101	20048	76.1	33.8	104								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	583	21.4	3.6	107	5612	21.3	34.7	107								
ALL NEWS	2256	**105	3.9	4.7	139	783	3.0	34.7	107								
AOR/PROGRESSIVE	3874	*172	6.3	4.4	132	1483	5.6	38.3	118								
BEAUTIFUL MUSIC	5660	*170	6.3	3.0	89	1869	7.1	33.0	101								
BLACK	2204	**81	3.0	3.7	109	731	2.8	33.2	102								
CLASSICAL	1418	**53	1.9	3.7	111	488	1.9	34.4	106								
CHR/ROCK	9538	*209	7.7	2.2	65	3210	12.2	33.7	103								
COUNTRY	12648	*299	11.0	2.4	70	4382	16.6	34.6	106								
GOLDEN OLDIES	1191	**51	1.9	4.3	128	507	1.9	42.6	131								
MOR/NOSTALGIA	4757	*163	6.0	3.4	102	1519	5.8	31.9	98								
NEWS/TALK	3863	*175	6.4	4.5	135	1262	4.8	32.7	100								
RELIGIOUS	3084	**69	2.5	2.2	67	1045	4.0	33.9	104								
SOFT ROCK	521	**10	0.4	1.9	57	*173	0.7	33.2	102								
URBAN CONTEMPORARY	1585	**110	4.0	6.9	207	513	1.9	32.4	99								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**102	3.8	3.1	93	1040	3.9	31.9	98								
ABC DIRECTION	2316	**45	1.7	1.9	58	820	3.1	35.4	109								
ABC ENTERTAINMENT	4834	*154	5.7	3.2	95	1578	6.0	32.6	100								
ABC FM	2202	**68	2.5	3.1	92	735	2.8	33.4	103								
ABC INFORMATION	5425	*224	8.2	4.1	123	1740	6.6	32.1	99								
ABC ROCK	1677	**40	1.5	2.4	71	519	2.0	30.9	95								
CBS	4430	*210	7.7	4.7	141	1510	5.7	34.1	105								
MUTUAL	4992	*184	6.8	3.7	110	1880	7.1	37.7	116								
NBC	4679	**87	3.2	1.9	55	1673	6.3	35.8	110								
RADIORADIO	1994	**53	1.9	2.7	79	707	2.7	35.5	109								
RKO ONE	2298	**55	2.0	2.4	71	809	3.1	35.2	108								
RKO TWO	3311	**94	3.5	2.8	85	963	3.7	29.1	89								
THE SOURCE	2114	**76	2.8	3.6	107	780	3.0	36.9	113								
NON-WIRED : BLAIR	8654	331	12.2	3.8	114	2866	10.9	33.1	102								
INTERNET	12025	466	17.1	3.9	115	4207	16.0	35.0	107								
KATZ RADIO GROUP	15359	660	24.3	4.3	128	5139	19.5	33.5	103								
SUPERNET	10628	*255	9.4	2.4	71	3663	13.9	34.5	106								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	269	9.9	3.1	93	2607	9.9	30.1	93								
WKDAY 9:00 AM - 1:00 PM	12163	346	12.7	2.8	85	3848	14.6	31.6	97								
WKDAY 1:00 PM - 4:30 PM	16150	525	19.3	3.3	97	5182	19.7	32.1	99								
WKDAY 4:30 PM - 7:30 PM	22463	693	25.5	3.1	92	7058	26.8	31.4	97								
WKDAY 7:30 PM - 8:00 PM	31795	978	36.0	3.1	92	9982	37.9	31.4	96								
WKDAY 11:00 PM - 11:30 PM	23977	752	27.7	3.1	93	8313	31.5	34.7	107								
WKDAY 11:30 PM - 1:00 AM	7703	259	9.5	3.4	100	2766	10.5	35.9	110								
M-SAT 8-11 PM+SUN 7-11 PM	33800	1125	41.4	3.3	99	11213	42.5	33.2	102								
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	214	7.9	3.3	97	2113	8.0	32.3	99								
ANOTHER WORLD	N 4620	*141	5.2	3.1	91	1541	5.8	33.4	102								
AS THE WORLD TURNS	C 5614	202	7.4	3.6	107	1604	6.1	28.6	88								
CAPITOL	C 3396	*103	3.8	3.0	90	984	3.7	29.0	89								
CBS MORN. NEWS 1	C 1446	**32	1.2	2.2	66	431	1.6	29.8	92								
CBS MORN. NEWS 2	C 1207	**27	1.0	2.2	67	304	1.2	25.2	77								
DAYS OF OUR LIVES	N 5877	222	8.2	3.8	113	2183	8.3	37.1	114								
FACTS OF LIFE - DAYTIME	N 2290	*67	2.5	2.9	87	641	2.4	28.0	86								
FAMILY FEUD	A 3023	*66	2.4	2.2	65	840	3.2	27.8	85								
GENERAL HOSPITAL	A 6097	174	6.4	2.9	85	1927	7.3	31.6	97								
GOOD MORNING, AMERICA-730	A 3515	143	5.3	4.1	121	1165	4.4	33.1	102								
GOOD MORNING, AMERICA-830	A 2818	*108	4.0	3.8	114	967	3.7	34.3	105								
GUIDING LIGHT	C 5339	202	7.4	3.8	113	1474	5.6	27.6	85								
ONE LIFE TO LIVE	A 4478	*101	3.7	2.3	67	1500	5.7	33.5	103								
PRESS YOUR LUCK	C 2244	**30	1.1	1.3	40	745	2.8	33.2	102								
PRICE IS RIGHT 1	C 4348	139	5.1	3.2	95	1426	5.4	32.8	101								
PRICE IS RIGHT 2	C 5014	166	6.1	3.3	99	1643	6.2	32.8	101								
RYAN'S HOPE	A 3150	*90	3.3	2.9	85	1124	4.3	35.7	110								
SALE OF THE CENTURY	N 2695	*108	4.0	4.0	119	802	3.0	29.8	91								
SEARCH FOR TOMORROW	N 2319	**78	2.9	3.4	100	742	2.8	32.0	98								
TODAY SHOW 1	N 2693	*70	2.6	2.6	77	834	3.2	31.0	95								
TODAY SHOW 2	N 2498	*67	2.5	2.7	80	713	2.7	28.5	88								
\$25,000 PYRAMID	C 2753	*44	1.6	1.6	48	851	3.2	30.9	95								
WHEEL OF FORTUNE	N 4388	131	4.8	3.0	89	1360	5.2	31.0	95								
YOUNG AND THE RESTLESS	C 5695	171	6.3	3.0	89	1690	6.4	29.7	91								
WEEKEND DAYTIME NTKM PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	**28	1.0	1.6	47	557	2.1	31.6	97								
NBA PLAYOFF GAME -1	C 1136	**69	2.5	6.1	181	419	1.6	36.9	113								
NBC MAJOR LEAGUE PRE-GAME N	953	**19	0.7	2.0	59	*342	1.3	35.9	110								
SPORTSWORLD - SUN	N 1233	**33	1.2	2.7	80	394	1.5	32.0	98								
SUNDAY MORNING	C 1611	**30	1.1	1.9	55	472	1.8	29.3	90								

	TOTAL U.S. '000	REQUIRES BUFFING				SELF-POLISHING											
		A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2719	100.0	3.4	100	26358	100.0	32.5	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	745	27.4	2.9	85	8151	30.9	31.3	96								
NETWORK AFFILIATES - LATE	20261	629	23.1	3.1	92	7083	26.9	35.0	107								
INDEPENDENTS - LATE	2076	98	3.6	4.7	141	642	2.4	30.9	95								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	242	8.9	2.3	69	3334	12.6	31.9	98								
ABC MONDAY NIGHT MOVIE	A 6412	269	9.9	4.2	125	2122	8.1	33.1	102								
ABC SUNDAY NIGHT MOVIE	A 12407	427	15.7	3.4	103	4048	15.4	32.6	100								
ABC WORLD NEWS TONIGHT	A 6176	139	5.1	2.3	67	1875	7.1	30.4	93								
AFTERMASH	C 5863	*213	7.8	3.6	108	2090	7.9	35.6	110								
ALICE	C 9594	242	8.9	2.5	75	3121	11.8	32.5	100								
AMERICAN PARADE	C 6622	205	7.5	3.1	92	1948	7.4	29.4	90								
BENSON	A 10886	393	14.5	3.6	108	3566	13.5	32.8	101								
BLUE THUNDER	A 5036	*171	6.3	3.4	101	1801	6.8	35.8	110								
CAGNEY & LACEY	C 9965	295	10.8	3.0	88	3399	12.9	34.1	105								
CBS EVENING NEWS-DEAN	C 3491	**80	2.9	2.3	68	1188	4.5	34.0	105								
CBS EVENING NEWS-RATHER	C 7123	209	7.7	2.9	87	2277	8.6	32.0	98								
CBS SAT. NEWS-SCHIEFFER	C 3621	85	3.1	2.3	70	1084	4.1	29.9	92								
CBS SATURDAY NIGHT MOVIE	C 5436	139	5.1	2.6	76	1753	6.7	32.2	99								
CBS WEDNESDAY NIGHT MOVIE	C 6100	166	6.1	2.7	81	1869	7.1	30.6	94								
CHEERS	N 8889	342	12.6	3.8	115	3089	11.7	34.8	107								
DALLAS	C 22109	788	29.0	3.6	106	7267	27.6	32.9	101								
DIFF'RENT STROKES	N 6940	*230	8.5	3.3	99	2123	8.1	30.6	94								
DOUBLE TROUBLE	N 7223	*156	5.7	2.2	64	2608	9.9	36.1	111								
DUCK FACTORY	N 5595	*213	7.8	3.8	113	1973	7.5	35.3	108								
DUKES OF HAZZARD	C 5768	*178	6.5	3.1	92	1781	6.8	30.9	95								
DYNASTY	A 20053	758	27.9	3.8	113	6487	24.6	32.3	99								
FACTS OF LIFE	N 8087	*222	8.2	2.7	82	2856	10.8	35.3	109								
FALCON CREST	C 20046	704	25.9	3.5	105	6624	25.1	33.0	102								
FALL GUY	A 9084	379	13.9	4.2	124	2960	11.2	32.6	100								
FAMILY TIES	N 7964	*297	10.9	3.7	111	2865	10.9	36.0	111								
FANTASY ISLAND	A 7687	258	9.5	3.4	100	2499	9.5	32.5	100								
FOULUPS, Bleeps & BLUNDERS	A 8861	322	11.8	3.6	108	2879	10.9	32.5	100								
FOUR SEASONS	C 5095	*206	7.6	4.0	120	1770	6.7	34.7	107								
GIMME A BREAK	N 8838	315	11.6	3.6	106	2983	11.3	33.8	104								
HART TO HART	A 8978	286	10.5	3.2	95	2835	10.8	31.6	97								
HILL STREET BLUES	N 8590	321	11.8	3.7	111	2964	11.2	34.5	106								
HOTEL	A 14085	588	21.6	4.2	124	4698	17.8	33.4	102								
JEFFERSONS	C 9360	274	10.1	2.9	87	3081	11.7	32.9	101								
JENNIFER SLEPT HERE	N 5841	*219	8.1	3.7	112	1795	6.8	30.7	94								
KATE & ALLIE	C 9206	311	11.4	3.4	101	3419	13.0	37.1	114								
KNIGHT RIDER	N 7076	*200	7.4	2.8	84	2269	8.6	32.1	99								
LOVE BOAT	A 12219	416	15.3	3.4	101	3863	14.7	31.6	97								
MAGNUM PI	C 11199	353	13.0	3.2	94	3668	13.9	32.8	101								
MAMA'S FAMILY	N 6057	*177	6.5	2.9	87	2051	7.8	33.9	104								
MASTER, THE	N 3598	*443	1.6	1.2	36	1143	4.3	31.8	98								
MATT HOUSTON	A 6344	*218	8.0	3.4	102	2136	8.1	33.7	103								
NBC MONDAY NIGHT MOVIE	N 11994	383	14.1	3.2	95	4011	15.2	33.4	103								
NBC NIGHTLY NEWS	N 5132	163	6.0	3.2	95	1626	6.2	31.7	97								
NBC NIGHTLY NEWS-SAT	N 3375	*772	2.6	2.1	64	974	3.7	28.9	89								
NBC NIGHTLY NEWS-SUN	N 3130	*883	3.1	2.7	79	943	3.6	30.1	93								
NBC SUNDAY NIGHT MOVIE	N 8284	*351	12.9	4.2	126	2951	11.2	35.6	109								
NEWMART	C 9240	323	11.9	3.5	104	3305	12.5	35.8	110								
ONE DAY AT A TIME	C 7288	*203	7.5	2.8	83	2219	8.4	30.4	94								
PEOPLE ARE FUNNY	N 4855	*189	7.0	3.9	116	1649	6.3	34.0	104								
REAL PEOPLE	N 8869	204	7.5	2.3	69	2800	10.6	31.6	97								
REMINGTON STEELE	N 7743	241	8.9	3.1	93	2584	9.8	33.4	103								
RIPLY'S BELIEVE IT - NOT	A 5345	*174	6.4	3.3	97	1685	6.4	31.5	97								
RIPTIDE	N 6988	*174	6.4	2.5	74	2315	8.8	33.1	102								
SCARECROW & MRS. KING	C 10002	393	14.5	3.9	117	3303	12.5	33.0	101								
SIMON & SIMON	C 10638	328	12.1	3.1	92	3605	13.7	33.9	104								
60 MINUTES	C 13293	395	14.5	3.0	89	4347	16.5	32.7	100								
ST. ELSEWHERE	N 7017	*205	7.5	2.9	87	2421	9.2	34.5	106								
THREE'S COMPANY	A 10917	260	9.6	2.4	71	3902	14.8	35.7	110								
T.J. HOOKER	A 9204	258	9.5	2.8	83	2875	10.9	31.2	96								
TONIGHT SHOW	N 2372	95	3.5	4.0	119	905	3.4	38.2	117								
TRAPPER JOHN, M.D.	C 9846	227	8.3	2.3	69	3172	12.0	32.2	99								
TV BLOOPERS & PRAC. JOKES	N 9105	227	8.3	2.5	74	3121	11.8	34.3	105								
20/20	A 9387	319	11.7	3.4	101	3120	11.8	33.2	102								
WEBSTER	A 11067	467	17.2	4.2	126	3551	13.5	32.1	99								
WORLD NEWS - SUN	A 3062	**102	3.8	3.3	99	977	3.7	31.9	98								
YELLOW ROSE	N 4978	*153	5.6	3.1	92	1677	6.4	33.7	104								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	*368	13.5	4.1	123	3350	12.7	37.7	116								
BASKETBALL - COLLEGE GAMES	4080	**100	3.7	2.5	73	1474	5.6	36.1	111								
BASKETBALL - PRO GAMES	3607	**156	5.7	4.3	129	1314	5.0	36.4	112								
BOWLING	3883	*97	3.6	2.5	74	1564	5.9	40.3	124								
BOXING	3928	*91	3.3	2.3	69	1431	5.4	36.4	112								
FOOTBALL - COLLEGE GAMES	6366	*201	7.4	3.2	94	2573	9.8	40.4	124								
FOOTBALL - PRO GAMES	11300	*345	12.7	3.1	91	4154	15.8	36.8	113								
GOLF	3378	*57	2.1	1.7	50	1471	5.6	43.5	134								
POST-SEASON COLL. FOOTBALL	4906	*134	4.9	2.7	81	1942	7.4	39.6	122								
POST-SEASON PRO FOOTBALL	6120	*129	4.7	2.1	63	2490	9.4	40.7	125								
TENNIS	3033	*126	4.6	4.2	124	1229	4.7	40.5	125								
WRESTLING - PROFESSIONAL	3344	*66	2.4	2.0	59	1418	5.4	42.4	130								

	TOTAL U.S. '000	BRITE				JOHNSON'S FUTURE				JOHNSON'S GLO-COAT				JOHNSON'S STEP SAVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4373	100.0	5.4	100	3739	100.0	4.6	100	3290	100.0	4.1	100	3393	100.0	4.2	100
18 - 24	9282	*432	9.9	4.7	86	*281	7.5	3.0	66	**158	4.8	1.7	42	*369	10.9	4.0	95
25 - 34	19072	1335	30.5	7.0	130	916	24.5	4.8	104	*546	16.6	2.9	70	965	28.4	5.1	121
35 - 44	14591	796	18.2	5.5	101	666	17.8	4.6	99	*461	14.0	3.2	78	602	17.7	4.1	98
45 - 54	11345	666	15.2	5.9	109	*619	16.6	5.5	118	671	20.4	5.9	146	*551	16.2	4.9	116
55 - 64	11635	651	14.9	5.6	104	616	16.5	5.3	115	*516	15.7	4.4	109	*441	13.0	3.8	90
65 OR OLDER	15061	494	11.3	3.3	61	641	17.1	4.3	92	938	28.5	6.2	153	465	13.7	3.1	74
18 - 34	28354	1766	40.4	6.2	115	1198	32.0	4.2	92	704	21.4	2.5	61	1334	39.3	4.7	112
18 - 49	48339	2877	65.8	6.0	110	2099	56.1	4.3	94	1580	48.0	3.3	80	2226	65.6	4.6	110
25 - 54	45008	2797	64.0	6.2	115	2201	58.9	4.9	106	1678	51.0	3.7	92	2118	62.4	4.7	112
35 - 49	19985	1111	25.4	5.6	103	901	24.1	4.5	98	876	26.6	4.4	108	892	26.3	4.5	107
50 OR OLDER	32647	1496	34.2	4.6	85	1641	43.9	5.0	109	1710	52.0	5.2	129	1167	34.4	3.6	85
GRADUATED COLLEGE	11155	693	15.8	6.2	115	*482	12.9	4.3	94	*463	14.1	4.2	102	*401	11.8	3.6	86
ATTENDED COLLEGE	13682	567	13.0	4.1	77	667	17.8	4.9	106	*365	10.2	2.4	60	607	17.9	4.4	106
GRADUATED HIGH SCHOOL	33880	2161	49.4	6.4	118	1699	45.4	5.0	109	1433	44.5	4.3	106	1512	44.6	4.5	107
DID NOT GRADUATE HIGH SCHOOL	22270	952	21.8	4.3	79	892	23.9	4.0	87	1028	31.2	4.6	114	873	25.7	3.9	94
EMPLOYED	40306	2396	54.8	5.9	110	1696	45.4	4.2	91	1473	44.8	3.7	90	1679	49.5	4.2	99
EMPLOYED FULL-TIME	32850	1922	44.0	5.9	108	1306	34.9	4.0	86	1286	39.1	3.9	96	1464	43.1	4.5	106
EMPLOYED PART-TIME	7456	474	10.8	6.4	118	*390	10.4	5.2	113	**187	5.7	2.5	62	**215	6.3	2.9	69
NOT EMPLOYED	40680	1977	45.2	4.9	90	2044	54.7	5.0	109	1817	55.2	4.5	110	1714	50.5	4.2	101
PROFESSIONAL/MANAGER	10392	*574	13.1	5.5	102	*513	13.7	4.9	107	*295	9.0	2.8	70	*460	13.6	4.4	106
TECH/CLERICAL/SALES	17574	1236	28.3	7.0	130	737	19.7	4.2	91	643	19.5	3.7	90	642	18.9	3.7	87
PRECISION/CRAFT	985	*445	1.0	4.6	85	*228	0.7	2.8	62	*335	1.1	3.6	87	*332	0.9	3.2	78
OTHER EMPLOYED	11354	541	12.4	4.8	88	*419	11.2	3.7	80	*501	15.2	4.4	109	*545	16.1	4.8	115
SINGLE	9863	444	10.2	4.5	83	*367	9.8	3.7	81	*322	9.8	3.3	80	*349	10.3	3.5	84
MARRIED	51375	3033	69.4	5.9	109	2494	66.7	4.9	105	1936	58.8	3.8	93	2306	68.0	4.5	107
DIVORCED/SEPARATED/WIDOWED	19748	896	20.5	4.5	84	879	23.5	4.5	96	1032	31.4	5.2	129	738	21.8	3.7	89
PARENTS	32590	2103	48.1	6.5	120	1685	45.1	5.2	112	981	29.8	3.0	74	1554	45.8	4.8	114
WHITE	70416	3913	89.5	5.6	103	3156	84.4	4.5	97	2568	78.1	3.6	90	2999	88.4	4.3	102
BLACK	8778	396	9.1	4.5	84	477	12.8	5.4	118	643	19.5	7.3	180	*380	11.2	4.3	103
OTHER	1791	**64	1.5	3.6	66	**106	2.8	5.9	128	**79	2.4	4.4	109	**14	0.4	0.8	19
NORTHEAST-CENSUS	17786	1088	24.9	6.1	113	803	21.5	4.5	98	607	18.4	3.4	84	762	22.5	4.3	102
NORTH CENTRAL	20741	1205	27.6	5.8	108	1133	30.3	5.5	118	1039	31.6	5.0	123	940	27.7	4.5	108
SOUTH	27775	1293	29.6	4.7	86	1137	30.4	4.1	89	1244	37.8	4.5	110	1094	32.2	3.9	94
WEST	14683	787	18.0	5.4	99	667	17.8	4.5	98	*400	12.2	2.7	67	*597	17.6	4.1	97
NORTHEAST-MKTG.	17961	1027	23.5	5.7	106	775	20.7	4.3	93	622	18.9	3.5	85	763	22.5	4.2	101
EAST CENTRAL	11885	898	20.5	7.6	140	598	16.0	5.0	109	628	19.1	5.3	130	483	14.2	4.1	97
WEST CENTRAL	14090	675	15.4	4.8	89	825	22.1	5.9	127	670	20.4	4.8	117	639	18.8	4.5	108
SOUTH	24081	1060	24.2	4.4	82	914	24.4	3.8	82	995	30.2	4.1	102	951	28.0	3.9	94
PACIFIC	12969	714	16.3	5.5	102	*629	16.8	4.9	105	*375	11.4	2.9	71	*557	16.4	4.3	103
COUNTY SIZE A	32439	1600	36.6	4.9	91	1665	44.5	5.1	111	1510	45.9	4.7	115	1543	45.5	4.8	114
COUNTY SIZE B	24915	1501	34.3	6.0	112	986	26.4	4.0	86	876	26.6	3.5	87	953	28.1	3.8	91
COUNTY SIZE C	12930	660	15.1	5.1	95	*574	15.4	4.4	96	*448	13.6	3.5	85	*533	15.7	4.1	98
COUNTY SIZE D	10703	613	14.0	5.7	106	*514	13.7	4.8	104	*456	13.9	4.3	105	*364	10.7	3.4	81
METRO CENTRAL CITY	24518	1205	27.6	4.9	91	985	26.3	4.0	87	919	27.9	3.7	92	1009	29.7	4.1	98
METRO SUBURBAN	35919	2055	47.0	5.7	106	1689	45.2	4.7	102	1494	45.4	4.2	102	1578	46.5	4.4	105
NON METRO	20549	1113	25.5	5.4	100	1065	28.5	5.2	112	877	26.7	4.3	105	806	23.8	3.9	94
TOP 5 ADI'S	18341	878	20.1	4.8	89	923	24.7	5.0	109	731	22.2	4.0	98	964	28.4	5.3	125
TOP 10 ADI'S	25378	1273	29.1	5.0	93	1165	31.2	4.6	99	1056	32.1	4.2	102	1290	38.0	5.1	121
TOP 20 ADI'S	36488	1824	41.7	5.0	93	1691	45.2	4.6	100	1474	44.8	4.0	99	1780	52.5	4.9	116
HSHLD INC. \$50,000 OR MORE	6612	*349	8.0	5.3	98	**309	8.3	4.7	101	**232	7.1	3.5	86	**212	6.2	3.2	77
\$40,000 OR MORE	12659	723	16.5	5.7	106	*605	16.2	4.8	104	*446	13.6	3.5	87	*469	13.8	3.7	88
\$30,000 OR MORE	24698	1433	32.8	5.8	107	1061	28.4	4.3	93	954	29.0	3.9	95	932	27.5	3.8	90
\$25,000 OR MORE	32077	1916	43.8	6.0	111	1466	39.2	4.6	99	1186	36.0	3.7	91	1382	40.7	4.3	103
\$20,000 - \$24,999	9144	*531	12.1	5.8	108	*557	14.9	6.1	132	*462	14.0	5.1	124	*417	12.3	4.6	109
\$15,000 - \$19,999	8728	*509	11.6	5.8	108	*425	11.4	4.9	105	*313	9.5	3.6	88	*396	11.7	4.5	108
\$10,000 - \$14,999	12562	770	17.6	6.1	114	563	15.1	4.5	97	674	20.5	5.4	132	593	17.5	4.7	113
UNDER \$10,000	18475	647	14.8	3.5	65	729	19.5	3.9	85	654	19.9	3.5	87	605	17.8	3.3	78
HOUSEHOLD OF 1 PERSON	11987	536	12.3	4.5	83	475	12.7	4.0	86	505	15.3	4.2	104	422	12.4	3.5	84
2 PEOPLE	26577	1227	28.1	4.6	86	1005	26.9	3.8	82	1118	34.0	4.2	104	1109	32.7	4.2	100
3 OR 4 PEOPLE	30617	1898	43.4	6.2	115	1753	46.9	5.7	124	1315	40.0	4.3	106	1355	39.9	4.4	106
5 OR MORE PEOPLE	11804	713	16.3	6.0	112	*506	13.5	4.3	93	*352	10.7	3.0	73	*506	14.9	4.3	102
NO CHILD IN HSHLD	46165	2212	50.6	4.8	89	1934	51.7	4.2	91	2250	68.4	4.9	120	1716	50.6	3.7	89
CHILD(REN) UNDER 2 YRS	5325	*257	5.9	4.8	89	**210	5.6	3.9	85	**127	3.9	2.4	59	**294	8.7	5.5	132
2 - 5 YEARS	14221	992	22.7	7.0	129	753	20.1	5.3	115	*328	10.0	2.3	57	669	19.7	4.7	112
6 - 11 YEARS	15117	1037	23.7	6.9	127	864	23.1	5.7	124	*413	12.6	2.7	67	808	23.8	5.3	128
12 - 17 YEARS	16611	1077	24.6	6.5	120	756	20.2	4.6	99	*603	18.3	3.6	89	735	21.7	4.4	106
RESIDENCE OWNED	55884	3215	73.5	5.8	107	2788	74.6	5.0	108	2562	77.9	4.6	113	2217	65.3	4.0	95
VALUE: \$50,000 OR MORE	31744	1959	44.8	6.2	114	1662	44.5	5.2	113	1377	41.9	4.3	107	1262	37.2	4.0	95
VALUE: UNDER \$50,000	24140	1255	28.7	5.2	96	1126	30.1	4.7	101	1185	36.0	4.9	121	955	28.1	4.0	94

		TOTAL U.S. '000	A	B DOWN	C ACROSS %	D INDX	A	B DOWN	C ACROSS %	D INDX	A	B DOWN	C ACROSS %	D INDX	A	B DOWN	C ACROSS %	D INDX
		'000	'000				'000				'000				'000			
TOTAL FEMALE HOMEMAKERS		80986	4373	100.0	5.4	100	3739	100.0	4.6	100	3290	100.0	4.1	100	3393	100.0	4.2	100
MAGAZINES	QUINTILE 1	15799	919	21.0	5.8	108	844	22.6	5.3	116	515	15.7	3.3	80	628	18.5	4.0	95
	QUINTILE 2	17259	1028	23.5	6.0	110	820	21.9	4.8	103	600	18.2	3.5	86	770	22.7	4.5	106
	QUINTILE 3	13545	814	18.6	6.0	111	545	14.6	4.0	87	771	23.4	5.7	140	625	18.4	4.6	110
	QUINTILE 4	15133	802	18.3	5.3	98	626	16.7	4.1	90	661	20.1	4.4	108	*520	15.3	3.4	82
	QUINTILE 5	19250	809	18.5	4.2	78	904	24.2	4.7	102	744	22.6	3.9	95	849	25.0	4.4	105
NEWSPAPERS	QUINTILE 1	12413	668	15.3	5.4	100	604	16.2	4.9	105	584	17.8	4.7	116	443	13.1	3.6	85
	QUINTILE 2	24116	1363	31.2	5.7	105	1101	29.4	4.6	99	1069	32.5	4.4	109	897	26.4	3.7	89
	QUINTILE 3	11261	645	14.7	5.7	106	607	16.2	5.4	117	*481	14.6	4.3	105	656	19.3	5.8	139
	QUINTILE 4	20255	1155	26.4	5.7	106	800	21.4	3.9	86	629	19.1	3.1	76	899	26.5	4.4	106
	QUINTILE 5	12940	542	12.4	4.2	78	*628	16.8	4.9	105	*527	16.0	4.1	100	*498	14.7	3.8	92
OUTDOOR	QUINTILE 1	14852	672	15.4	4.5	84	577	15.4	3.9	84	*472	14.3	3.2	78	718	21.2	4.8	115
	QUINTILE 2	15725	854	19.5	5.4	101	762	20.4	4.8	105	727	22.1	4.6	114	626	18.4	4.0	95
	QUINTILE 3	16330	935	21.4	5.7	106	886	23.7	5.4	118	690	21.0	4.2	104	727	21.4	4.5	106
	QUINTILE 4	16744	1001	22.9	6.0	111	916	24.5	5.5	118	843	25.6	5.0	124	704	20.7	4.2	100
	QUINTILE 5	17334	911	20.8	5.3	97	598	16.0	3.4	75	558	17.0	3.2	79	618	18.2	3.6	85
RADIO-DRIVE TIME	QUINTILE 1	15911	890	20.4	5.6	104	726	19.4	4.6	99	672	20.4	4.2	104	628	18.5	3.9	94
	QUINTILE 2	14837	924	21.1	6.2	115	628	16.8	4.2	92	600	18.2	4.0	100	640	18.9	4.3	103
	QUINTILE 3	15339	703	16.1	4.6	85	659	17.6	4.3	93	*576	17.5	3.8	92	621	18.3	4.0	97
	QUINTILE 4	16723	965	22.1	5.8	107	771	20.6	4.6	100	736	22.4	4.4	108	768	22.6	4.6	110
	QUINTILE 5	18176	892	20.4	4.9	91	956	25.6	5.3	114	705	21.4	3.9	95	737	21.7	4.1	97
RADIO-MID- DAY	TERCILE 1	21020	1163	26.6	5.5	102	1091	29.2	5.2	112	798	24.3	3.8	93	1006	29.6	4.8	114
	TERCILE 2	21610	1358	31.1	6.3	116	1142	30.5	5.3	114	925	28.1	4.3	105	1011	29.8	4.7	112
	TERCILE 3	38355	1852	42.4	4.8	89	1507	40.3	3.9	85	1567	47.6	4.1	101	1375	40.5	3.6	86
RADIO-TOTAL	QUINTILE 1	15986	889	20.3	5.6	103	722	19.3	4.5	98	652	19.8	4.1	100	754	22.2	4.7	113
	QUINTILE 2	15626	1162	26.6	7.4	138	871	23.3	5.6	121	*555	16.9	3.6	87	746	22.0	4.8	114
	QUINTILE 3	16723	863	19.7	5.2	96	741	19.8	4.4	96	659	20.0	3.9	97	646	19.0	3.9	92
	QUINTILE 4	16342	722	16.5	4.4	82	764	20.4	4.7	101	811	24.7	5.0	122	650	19.2	4.0	95
	QUINTILE 5	16306	737	16.9	4.5	84	643	17.2	3.9	85	614	18.7	3.8	93	596	17.6	3.7	87
TV-PRIME TIME	QUINTILE 1	15953	674	15.4	4.2	78	836	22.4	5.2	114	817	24.8	5.1	126	663	19.5	4.2	99
	QUINTILE 2	16137	1001	22.9	6.2	115	758	20.3	4.7	102	688	20.9	4.3	105	726	21.4	4.5	107
	QUINTILE 3	16420	961	22.0	5.9	108	705	18.9	4.3	93	660	20.1	4.0	99	660	19.5	4.0	96
	QUINTILE 4	16687	814	18.6	4.9	90	785	21.0	4.7	102	585	17.8	3.5	86	779	23.0	4.7	111
	QUINTILE 5	15789	923	21.1	5.8	108	656	17.5	4.2	90	541	16.4	3.4	84	565	16.7	3.6	85
TV-DAYTIME	TERCILE 1	27736	1473	33.7	5.3	98	1337	35.8	4.8	104	1204	36.6	4.3	107	1467	43.2	5.3	126
	TERCILE 2	26489	1379	31.5	5.2	96	1303	34.8	4.9	107	1052	32.0	4.0	98	1105	32.6	4.2	100
	TERCILE 3	26761	1521	34.8	5.7	105	1099	29.4	4.1	89	1033	31.4	3.9	95	821	24.2	3.1	73
TV-TOTAL	QUINTILE 1	16345	789	18.0	4.8	89	822	22.0	5.0	109	812	24.7	5.0	122	748	22.0	4.6	109
	QUINTILE 2	16447	746	17.1	4.5	84	746	20.0	4.5	98	681	20.7	4.1	102	690	20.3	4.2	100
	QUINTILE 3	15980	973	22.3	6.1	113	680	18.2	4.3	92	730	22.2	4.6	112	784	23.1	4.9	117
	QUINTILE 4	15887	943	21.6	5.9	110	767	20.5	4.8	105	536	16.3	3.4	83	574	16.9	3.6	86
	QUINTILE 5	16326	922	21.1	5.6	105	725	19.4	4.4	96	*531	16.1	3.3	80	596	17.6	3.7	87
MAGAZINES-NEWSPAPERS: DUAL		20721	1286	29.4	6.2	115	946	25.3	4.6	99	916	27.8	4.4	109	937	27.6	4.5	108
MAGAZINE IMPERATIVE		19186	1148	26.3	6.0	111	979	26.2	5.1	111	614	18.7	3.2	79	817	24.1	4.3	102
NEWSPAPER IMPERATIVE		21899	1130	25.8	5.2	96	997	26.7	4.6	99	1062	32.3	4.8	119	802	23.6	3.7	87
MAGAZINES-OUTDOOR: DUAL		15451	824	18.8	5.3	99	733	19.6	4.7	103	605	18.4	3.9	96	647	19.1	4.2	100
MAGAZINE IMPERATIVE		25953	1664	38.1	6.4	119	1273	34.0	4.9	106	958	29.1	3.7	91	1092	32.2	4.2	100
OUTDOOR IMPERATIVE		24400	1192	27.3	4.9	90	1033	27.6	4.2	92	1074	32.6	4.4	108	1140	33.6	4.7	112
MAGAZINES-RADIO: DUAL		18049	1150	26.3	6.4	118	880	23.5	4.9	106	561	17.1	3.1	77	803	23.7	4.4	106
MAGAZINE IMPERATIVE		23571	1243	28.4	5.3	98	1090	29.2	4.6	100	1043	31.7	4.4	109	948	27.9	4.0	96
RADIO IMPERATIVE		23278	1309	29.9	5.6	104	1099	29.4	4.7	102	1035	31.5	4.4	109	1109	32.7	4.8	114
MAGAZINES-TELEVISION: DUAL		15459	806	18.4	5.2	97	893	23.9	5.8	125	670	20.4	4.3	107	755	22.3	4.9	117
MAGAZINE IMPERATIVE		25829	1674	38.3	6.5	120	1079	28.9	4.2	90	870	26.4	3.4	83	1002	29.5	3.9	93
TELEVISION IMPERATIVE		26039	1283	29.3	4.9	91	1118	29.9	4.3	93	1163	35.3	4.5	110	1129	33.3	4.3	103
NEWSPAPERS-OUTDOOR: DUAL		16605	822	18.8	5.0	92	756	20.2	4.6	99	646	19.6	3.9	96	707	20.8	4.3	102
NEWSPAPER IMPERATIVE		26834	1598	36.5	6.0	110	1371	36.7	5.1	111	1272	38.7	4.7	117	1056	31.1	3.9	94
OUTDOOR IMPERATIVE		23346	1191	27.2	5.1	94	1058	28.3	4.5	98	878	26.7	3.8	93	1091	32.2	4.7	112
NEWSPAPERS-RADIO: DUAL		17133	981	22.4	5.7	106	765	20.5	4.5	97	769	23.4	4.5	110	711	21.0	4.1	99
NEWSPAPER IMPERATIVE		25892	1397	31.9	5.4	100	1264	33.8	4.9	106	1174	35.7	4.5	112	942	27.8	3.6	87
RADIO IMPERATIVE		23167	1411	32.3	6.1	113	1181	31.6	5.1	110	698	21.2	3.0	74	1189	35.0	5.1	123
NEWSPAPERS-TELEVISION: DUAL		17159	940	21.5	5.5	101	780	20.9	4.5	98	825	25.1	4.8	118	796	23.5	4.6	111
NEWSPAPER IMPERATIVE		26214	1565	35.8	6.0	111	1260	33.7	4.8	104	1093	33.2	4.2	103	937	27.6	3.6	85
TELEVISION IMPERATIVE		23412	1050	24.0	4.5	83	1073	28.7	4.6	99	906	27.5	3.9	95	1122	33.1	4.8	114
OUTDOOR-RADIO: DUAL		15303	909	20.8	5.9	110	870	23.3	5.7	123	602	18.3	3.9	97	775	22.8	5.1	121
OUTDOOR IMPERATIVE		24901	1132	25.9	4.5	84	1068	28.6	4.3	93	1068	32.5	4.3	106	943	27.8	3.8	90
RADIO IMPERATIVE		26492	1687	38.6	6.4	118	1246	33.3	4.7	102	1062	32.3	4.0	99	1135	33.5		

	TOTAL U.S. '000	BRITE				JOHNSON'S FUTURE				JOHNSON'S GLO-COAT				JOHNSON'S STEP SAVER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS
TOTAL FEMALE HOMEMAKERS	80986	4373	100.0	5.4	100	3739	100.0	4.6	100	3290	100.0	4.1	100	3393	100.0	4.2	100
ATLANTIC MONTHLY	415	**54	1.2	13.0	241	**21	0.6	5.1	110	**18	0.5	4.3	107	**18	0.5	4.3	104
BARRON'S	453	**24	0.5	5.3	98	**37	1.0	8.2	177	**24	0.7	5.3	130	**26	0.8	5.7	137
BETTER HOMES & GARDENS	16256	972	22.2	6.0	111	1015	27.1	6.2	135	651	19.8	4.0	99	799	23.5	4.9	117
BON APPETIT	2535	**93	2.1	3.7	68	**239	6.4	9.4	204	**90	2.7	3.6	87	**62	1.8	2.4	58
BUSINESS WEEK	1278	**74	1.7	5.8	107	**20	0.5	1.6	34	**24	0.7	1.9	46	**37	1.1	2.9	69
CAR AND DRIVER	378	**14	0.3	3.7	69	**9	0.2	2.4	52	**1	0.0	0.3	7	**26	0.8	6.9	164
CBS MAGAZINE NETWORK (GROSS)	1498	**66	1.5	4.4	82	**111	3.0	7.4	160	**27	0.8	1.8	44	**45	1.3	3.0	72
CHANGING TIMES	1505	**15	2.6	7.6	142	**136	3.6	9.0	196	**30	0.9	2.0	49	**104	3.1	6.9	165
COLONIAL HOMES	1231	**54	1.2	4.4	81	**79	2.1	6.4	139	**45	1.4	3.7	90	**77	2.3	6.3	149
CONDE NAST MAG. PKG. (GROSS)	14146	719	16.4	5.1	94	585	15.6	4.1	90	662	20.1	4.7	115	534	15.7	3.8	90
CONSUMERS DIGEST	1323	**89	2.0	6.7	125	**66	1.8	5.0	108	**42	1.3	3.2	78	**79	2.3	6.0	143
COSMOPOLITAN	7102	433	9.9	6.1	113	336	9.0	4.7	102	243	7.4	3.4	84	284	8.4	4.0	95
COUNTRY LIVING	2481	**139	3.2	5.6	104	**101	2.7	4.1	88	**146	4.4	5.9	145	**61	1.8	2.5	59
CUISINE	1472	**56	1.3	3.8	70	**143	3.8	9.7	210	**35	1.1	2.4	59	**58	1.7	3.9	94
CYCLE WORLD	425	**13	0.3	3.1	57	**60	1.6	14.1	306	**5	0.2	1.2	29	**23	0.7	5.4	129
DCI:CREATIVE IDEAS FOR LIV	2510	**104	2.4	4.1	77	**133	3.6	5.3	115	**76	2.3	3.0	75	**115	3.4	4.6	109
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	262	6.0	3.9	72	**282	7.5	4.2	91	**217	6.6	3.2	80	**266	7.8	4.0	95
DISCOVER	894	**31	0.7	3.5	64	**45	1.2	5.0	109	**27	0.8	3.0	74	**44	1.3	4.9	117
EBONY	3507	**135	3.1	3.8	71	**174	4.7	5.0	107	193	5.9	5.5	135	**187	5.5	5.3	127
ESQUIRE	1083	**40	0.9	3.7	68	**75	2.0	6.9	150	**72	2.2	6.6	164	**66	1.9	6.1	145
ESSENCE	1830	**97	2.2	5.3	98	**130	3.5	7.1	154	**97	2.9	5.3	130	**105	3.1	5.7	137
FAMILY CIRCLE	15930	1006	23.0	6.3	117	909	24.3	5.7	124	578	17.6	3.6	89	674	19.9	4.2	101
THE FAMILY HANDYMAN	1126	**46	1.1	4.1	76	**104	2.8	9.2	200	**12	0.4	1.1	26	**124	3.7	11.0	263
FAMILY WEEKLY	11468	686	15.7	6.0	111	414	11.1	3.6	78	407	12.4	3.5	87	477	14.1	4.2	99
FIELD & STREAM	2234	**134	3.1	6.0	111	**108	2.9	4.8	105	**100	3.0	4.5	110	**130	3.8	5.8	139
FOOD & WINE	579	**17	0.4	2.9	54	**17	0.5	2.9	64	**14	0.4	2.4	60	**21	0.6	3.6	87
FORBES	728	**54	1.2	7.4	137	**44	1.2	6.0	131	**25	0.8	3.4	85	**14	0.4	1.9	46
FORTUNE	906	**45	1.0	5.0	92	**83	2.2	9.2	198	**15	0.5	1.7	41	**38	1.1	4.2	100
GENTLEMEN'S QUARTERLY	791	**13	0.3	1.6	30	**53	1.4	6.7	145	**39	1.2	4.9	121	**49	1.4	6.2	148
GLAMOUR	5265	279	6.4	5.3	98	**262	7.0	5.0	108	**225	6.8	4.3	105	**196	5.8	3.7	89
GOLF DIGEST	636	**24	0.5	3.8	70	**43	1.2	6.8	146	**53	1.6	8.3	205	**15	0.4	2.4	56
GOLF DIGEST/TENNIS (GROSS)	1186	**42	1.0	3.5	66	**82	2.2	6.9	150	**68	2.1	5.7	141	**38	1.1	3.2	76
GOLF MAGAZINE	441	**19	0.4	4.3	80	**44	1.2	10.0	216	**68	2.1	15.4	380	**7	0.2	1.6	38
GOLF MAGAZINE/SKI (GROSS)	922	**46	1.1	5.0	92	**88	2.4	9.5	207	**76	2.3	8.2	203	**41	1.2	4.4	106
GOOD HOUSEKEEPING	16487	1065	24.4	6.5	120	986	26.4	6.0	130	694	21.1	4.2	104	768	22.6	4.7	111
HARPER'S BAZAAR	2423	**113	2.6	4.7	86	**85	2.3	3.5	76	**133	4.0	5.5	135	**65	1.9	2.7	64
HEALTH	1994	**52	1.2	2.6	48	**73	2.0	3.7	79	**64	1.9	3.2	79	**92	2.7	4.6	110
HEARST MAG CORP. BUY (GROSS)	44101	2668	61.0	6.0	112	2411	64.5	5.5	118	1739	52.9	3.9	97	1821	53.7	4.1	99
HEARST MAN POWER (GROSS)	1993	**130	3.0	6.5	121	**111	3.0	5.6	121	**97	2.9	4.9	120	**109	3.2	5.5	131
HEARST WOMAN POWER (GROSS)	31274	1970	45.0	6.3	117	1776	47.5	5.7	123	1176	35.7	3.8	93	1355	39.9	4.3	103
HOUSE BEAUTIFUL	3623	**21	4.8	5.8	108	**244	6.5	6.7	146	**101	3.1	2.8	69	**98	2.9	2.7	65
INC.	283	**46	1.1	16.3	301	**14	0.4	4.9	107	**40	0.1	1.4	35	**9	0.3	3.2	76
JET	2928	**116	2.7	4.0	73	**167	4.5	5.7	124	**195	5.9	6.7	164	**183	5.4	6.3	149
LADIES' HOME JOURNAL	11918	697	15.9	5.8	108	552	14.8	4.6	100	**105	12.3	3.4	84	492	14.5	4.1	99
LHJ FAMILY GRP COMBO(GROSS)	16764	909	20.8	5.4	100	850	22.7	5.1	110	552	16.8	3.3	81	682	20.1	4.1	97
LIFE	4254	275	6.3	6.5	120	**207	5.5	4.9	105	**103	3.1	2.4	60	**181	5.3	4.3	102
L.A. TIMES HOME MAGAZINE	1145	**77	1.8	6.7	125	**65	1.7	5.7	123	**19	0.6	1.7	41	**33	1.0	2.9	69
MADEMOISELLE	2884	**144	3.3	5.0	92	**133	3.6	4.6	100	**187	5.7	6.5	160	**86	2.5	3.0	71
MC CALL'S	13460	950	21.7	7.1	131	655	17.5	4.9	105	467	14.2	3.5	85	680	20.0	5.1	121
MC CALL'S/WRK MOTHER (GROSS)	14606	1025	23.4	7.0	130	704	18.8	4.8	104	534	16.2	3.7	90	732	21.6	5.0	120
MECHANIX ILLUSTRATED	772	**67	1.5	8.7	161	**96	2.6	12.4	269	**27	0.8	3.5	86	**52	1.5	6.7	161
METROPOLITAN HOME	967	**37	0.8	3.8	71	**39	1.0	4.0	87	**30	0.9	3.1	76	**34	1.0	3.5	84
MONEY	1588	**56	1.3	3.5	65	**88	2.4	5.5	120	**49	1.5	3.1	76	**48	1.4	3.0	72
MOTHER EARTH NEWS	1002	**67	1.5	6.7	124	**57	1.5	5.7	123	**41	1.2	4.1	101	**53	1.6	5.3	126
MS.	825	**35	0.8	4.2	79	**28	0.7	3.4	74	**32	1.0	3.9	95	**38	1.1	4.6	110
NATIONAL ENQUIRER	10336	722	16.5	7.0	129	555	14.8	5.4	116	496	15.1	4.8	118	445	13.1	4.3	103
NATIONAL GEOGRAPHIC	9597	569	13.0	5.9	110	487	13.0	5.1	110	339	10.3	3.5	87	315	9.3	3.3	78
NATIONAL SUNDAY MAGAZINE PKG	49558	2779	63.5	5.6	104	2293	61.3	4.6	100	2101	63.9	4.2	104	1989	58.6	4.0	96
NATURAL HISTORY	573	**36	0.8	6.3	116	**75	2.0	13.1	284	**33	1.0	5.8	142	**14	0.4	2.4	58
NEW WOMAN	1699	**59	1.3	3.5	64	**37	1.0	2.2	47	**30	0.9	1.8	43	**85	2.5	5.0	119
NEW YORK INCLUDING CUE	443	**16	0.4	3.6	67	**9	0.2	2.0	44	**16	0.5	3.6	89	**22	0.6	5.0	119
THE NEW YORKER	1270	**64	1.5	5.0	93	**71	1.9	5.6	121	**47	1.4	3.7	91	**27	0.8	2.1	51
NEWSWEEK	6277	333	7.6	5.3	98	211	5.6	3.4	73	**278	8.4	4.4	109	**221	6.5	3.5	84
THE N.Y. TIMES DAILY EDITION	1205	**69	1.6	5.7	106	**49	1.3	4.1	88	**16	0.5	1.3	33	**40	1.2	3.3	79
THE N.Y. TIMES MAGAZINE	2081	**119	2.7	5.7	106	**153	4.1	7.4	159	**44	1.3	2.1	52	**87	2.6	4.2	100
OMNI	788	**28	0.6	3.6	66	**39	1.0	4.9	107	**13	0.4	1.6	41	**29	0.9	3.7	88
ON CABLE	1158	**74	1.7	6.4	118	**45	1.2	3.9	84	**27	0.8	2.3	57	**63	1.9	5.4	130
1001 HOME IDEAS	2852	**161	3.7	5.6	105	**225	6.0	7.9	171	**82	2.5	2.9	71	**97	2.9	3.4	81
ORGANIC GARDENING	1658	**121	2.8	7.3	135	**160	4.3	9.7	209	**66	2.0	4.0	98	**48	1.4	2.9	69
OUTDOOR LIFE	896	**58	1.3	6.5	120	**43	1.2	4.8	104	**68	2.1	7.6	187	**42	1.2	4.7	112
PARADE MAGAZINE	24275	1385	31.7	5.7	106	1163	31.1	4.8	104	946	28.8	3.9	96	1024	30.2	4.2	101

	TOTAL U.S. '000	BRITE				JOHNSON'S FUTURE				JOHNSON'S GLO-COAT				JOHNSON'S STEP SAVER			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	50586	4373	100.0	5.4	100	3739	100.0	4.6	100	3290	100.0	4.1	100	3393	100.0	4.2	100
PARENTS	3845	*192	4.4	5.0	92	*182	4.9	4.7	103	*160	4.9	4.2	102	*208	6.1	5.4	129
PENTHOUSE	831	**25	0.6	3.0	56	**33	0.9	4.0	86	**29	0.9	3.5	86	**49	1.4	5.9	141
PEOPLE	11645	662	15.1	5.7	105	458	12.2	3.9	85	383	11.6	3.3	81	464	13.7	4.0	95
PLAYBOY	2006	*118	2.7	5.9	109	**87	2.3	4.3	94	**81	2.5	4.0	99	**97	2.9	4.8	115
POPULAR HOT RODDING	297	**2	0.0	0.7	12	**19	0.5	6.4	139	**0	0.0	0.0	0	**12	0.4	4.0	96
POPULAR MECHANICS	1018	**72	1.6	7.1	131	**79	2.1	7.8	168	**20	0.6	2.0	48	**56	1.7	5.5	131
POPULAR SCIENCE	878	**48	1.1	5.5	101	**78	2.1	8.9	192	**57	1.7	6.5	160	**40	1.2	4.6	109
PREVENTION	3913	*211	4.8	5.4	100	*184	4.9	4.7	102	*139	4.2	3.6	87	*234	6.9	6.0	143
PSYCHOLOGY TODAY	1710	*92	2.1	5.4	100	**101	2.7	5.9	128	**64	1.9	3.7	92	**75	2.2	4.4	105
READER'S DIGEST	22204	1237	28.3	5.6	103	1116	29.8	5.0	109	1054	32.0	4.7	117	870	25.6	3.9	94
REDBOOK	7684	472	10.8	6.1	114	454	12.1	5.9	128	239	7.3	3.1	77	304	9.0	4.0	94
ROAD & TRACK	410	**32	0.7	7.8	145	**11	0.3	2.7	58	**3	0.1	0.7	18	**14	0.4	3.4	82
ROLLING STONE	969	**60	1.4	6.2	115	**45	1.2	4.6	101	**20	0.6	2.1	51	**34	1.0	3.5	84
RUNNER'S WORLD	298	**4	0.1	1.3	25	**15	0.4	5.0	109	**3	0.1	1.0	25	**25	0.7	8.4	200
SATURDAY EVENING POST	1169	**60	1.4	5.1	95	**63	1.7	5.4	117	**47	1.4	4.0	99	**38	1.1	3.3	78
SCIENCE 84	587	**84	1.9	14.3	265	**29	0.8	4.9	107	**15	0.5	2.6	63	**43	1.3	7.3	175
SCIENCE DIGEST	482	**22	0.5	4.6	85	**15	0.4	3.1	67	**39	1.2	8.1	199	**23	0.7	4.8	114
SCIENTIFIC AMERICAN	594	**44	1.0	7.4	137	**33	0.9	5.6	120	**23	0.7	3.9	95	**17	0.5	2.9	68
SELF	2089	**64	1.5	3.1	57	**70	1.9	3.4	73	**63	1.9	3.0	74	**96	2.8	4.6	110
SEVENTEEN	2411	**102	2.3	4.2	78	*156	4.2	6.5	140	*148	4.5	6.1	151	**80	2.4	3.3	79
SKI	480	**28	0.6	5.8	108	**45	1.2	9.4	203	**9	0.3	1.9	46	**34	1.0	7.1	169
SMITHSONIAN	2760	*144	3.3	5.2	97	*161	4.3	5.8	126	**67	2.0	2.4	60	*78	2.3	2.8	67
SOAP OPERA DIGEST	3013	*217	5.0	7.2	133	*136	3.6	4.5	98	**110	3.3	3.7	90	*180	5.3	6.0	143
SOUTHERN LIVING	4184	*158	3.6	3.8	70	*150	4.0	3.6	78	**142	4.3	3.4	84	*151	4.5	3.6	86
SPORT	559	**17	0.4	3.0	56	**48	1.3	8.6	186	**14	0.4	2.5	62	**27	0.8	4.8	115
THE SPORTING NEWS	436	**11	0.3	2.5	47	**15	0.4	3.4	75	**5	0.2	1.1	28	**11	0.3	2.5	60
SPORTS AFIELD	493	**36	0.8	7.3	135	**16	0.4	3.2	70	**39	1.2	7.9	195	**30	0.9	6.1	145
SPORTS ILLUSTRATED	2758	*141	3.2	5.1	95	*134	3.6	4.9	105	**45	1.4	1.6	40	**83	2.4	3.0	72
STAR	7456	441	10.1	5.9	110	376	10.1	5.0	109	346	10.5	4.6	114	354	10.4	4.7	113
SUNDAY	24936	1285	29.4	5.2	95	1204	32.2	4.8	105	1294	39.3	5.2	128	948	27.9	3.8	91
SUNSET	2124	**115	2.6	5.4	100	**125	3.3	5.9	127	**78	2.4	3.7	90	**81	2.4	3.8	91
TV GUIDE	21661	1287	29.4	5.9	110	1032	27.6	4.8	103	735	22.3	3.4	84	999	29.4	4.6	110
TENNIS	550	**18	0.4	3.3	61	**39	1.0	7.1	154	**16	0.5	2.9	72	**23	0.7	4.2	100
TIME	8880	464	10.6	5.2	97	329	8.8	3.7	80	354	10.8	4.0	98	342	10.1	3.9	92
TOWN & COUNTRY	917	**49	1.1	5.3	99	**16	0.4	1.7	38	**28	0.9	3.1	75	**54	1.6	5.9	141
TRAVEL & LEISURE	972	**37	0.8	3.8	70	**31	0.8	3.2	69	**25	0.8	2.6	63	**45	1.3	4.6	111
TRUE STORY	3356	*250	5.7	7.4	138	*169	4.5	5.0	109	**133	4.0	4.0	98	*152	4.5	4.5	108
U.S. NEWS & WORLD REPORT	3410	*163	3.7	4.8	89	*169	4.5	5.0	107	*152	4.6	4.5	110	*161	4.7	4.7	113
USA TODAY	1759	**125	2.9	7.1	132	**53	1.4	3.0	65	**47	1.4	2.7	66	**95	2.8	5.4	129
WIS	1873	*187	4.3	10.0	185	**62	1.7	3.3	72	**51	1.6	2.7	67	**110	3.2	5.9	140
VOGUE	3909	*232	5.3	5.9	110	*120	3.2	3.1	66	*188	5.7	4.8	118	*155	4.6	4.0	95
WALL STREET JOURNAL	1886	**105	2.4	5.6	103	**75	2.0	4.0	86	**61	1.9	3.2	80	**81	2.4	4.3	103
WEIGHT WATCHERS	2120	**101	2.3	4.8	88	*134	3.6	6.3	137	**86	2.6	4.1	100	**101	3.0	4.8	114
WOMAN'S DAY	14172	967	22.1	6.8	126	759	20.3	5.4	116	599	18.2	4.2	104	776	22.9	5.5	131
WORKING MOTHER	1146	**74	1.7	6.5	120	**49	1.3	4.3	93	**68	2.1	5.9	146	**53	1.6	4.6	110
WORKING WOMAN	1322	**101	2.3	7.6	141	**54	1.4	4.1	88	**67	2.0	5.1	125	**74	2.2	5.6	134
WORLD TENNIS	*163	**13	0.3	8.0	148	**14	0.4	8.6	186	**12	0.4	7.4	181	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*137	3.1	5.4	100	*151	4.0	6.0	129	**79	2.4	3.1	77	*181	5.3	7.1	171
BLAIR INSERTS	43657	2327	53.2	5.3	99	2069	55.3	4.7	103	1900	57.8	4.4	107	1767	52.1	4.0	97
DAILY NEWSPAPERS																	
READ ANY	51633	2952	67.5	5.7	106	2350	62.9	4.6	99	2221	67.5	4.3	106	2109	62.2	4.1	97
READ ONE	43463	2569	58.7	5.9	109	1916	51.2	4.4	95	1857	56.4	4.3	105	1821	53.7	4.2	100
READ TWO OR MORE	8170	383	8.8	4.7	87	434	11.6	5.3	115	365	11.1	4.5	110	288	8.5	3.5	84
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2902	66.4	5.5	102	2471	66.1	4.7	102	2223	67.6	4.2	104	2132	62.8	4.0	97
READ ONE	46126	2534	57.9	5.5	102	2132	57.0	4.6	100	1938	58.9	4.2	103	1855	54.7	4.0	96
READ TWO OR MORE	6552	369	8.4	5.6	104	338	9.0	5.2	112	285	8.7	4.3	107	277	8.2	4.2	101
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	24.06				26.42				23.44				29.10			
30 DAY REACH	71455	3857	88.2	5.4	100	3419	91.4	4.8	104	3004	91.3	4.2	103	2993	88.2	4.2	100
50 SHWG - 30 DAY AV FREQ	14.56	12.71				13.89				12.11				15.01			
30 DAY REACH	67742	3648	83.4	5.4	100	3267	87.4	4.8	104	2923	88.8	4.3	106	2896	85.4	4.3	102
25 SHWG - 30 DAY AV FREQ	7.94	6.81				7.27				6.59				8.12			
30 DAY REACH	62117	3385	77.4	5.4	101	3106	83.1	5.0	108	2681	81.5	4.3	106	2685	79.1	4.3	103
CABLE TV: HOME WIRED	32077	1990	45.5	6.2	115	1531	40.9	4.8	103	1129	34.3	3.5	87	1633	48.1	5.1	122
HOME NOT WIRED	48909	2382	54.5	4.9	90	2209	59.1	4.5	98	2161	65.7	4.4	109	1760	51.9	3.6	86
HAVE PAY CABLE	15935	1082	24.7	6.8	126	801	21.4	5.0	109	*437	13.3	2.7	68	883	26.0	5.5	132

	TOTAL U.S. '000	A '000	BRITE B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	80986	4373	100.0	5.4	100	3739	100.0	4.6	100	3290	100.0	4.1	100	3393	100.0	4.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2411	55.1	5.5	102	1953	52.2	4.4	96	1758	53.4	4.0	99	1727	50.9	3.9	94
10:00 AM - 3:00 PM	30659	1796	41.1	5.9	108	1620	43.3	5.3	114	1200	36.5	3.9	96	1455	42.9	4.7	113
3:00 PM - 7:00 PM	31045	1797	41.1	5.8	107	1334	35.7	4.3	93	1134	34.5	3.7	90	1369	40.3	4.4	105
7:00 PM - MIDNIGHT	15767	877	20.1	5.6	103	775	20.7	4.9	106	517	15.7	3.3	81	806	23.8	5.1	122
MIDNIGHT - 6:00 AM	9120	505	11.5	5.5	103	360	9.6	3.9	85	454	13.8	5.0	123	318	9.4	3.5	83
6:00 AM - MIDNIGHT	58527	3318	75.9	5.7	105	2816	75.3	4.8	104	2299	69.9	3.9	97	2587	76.2	4.4	106
ENTIRE DAY	59311	3373	77.1	5.7	105	2849	76.2	4.8	104	2352	71.5	4.0	98	2615	77.1	4.4	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	926	21.2	5.7	106	780	20.9	4.8	104	690	21.0	4.3	105	725	21.4	4.5	107
ALL NEWS	2256	*169	3.9	7.5	139	*153	4.1	6.8	147	*165	2.0	2.9	71	*169	2.0	3.1	73
AOR/PROGRESSIVE	3874	*245	5.6	6.3	117	*220	5.9	5.7	123	*111	3.4	2.9	71	*202	6.0	5.2	124
BEAUTIFUL MUSIC	5660	300	6.9	5.3	98	265	7.1	4.7	101	*259	7.9	4.6	113	*191	5.6	3.4	81
BLACK	2204	*100	2.1	4.1	76	*114	3.0	5.2	112	*120	3.6	5.4	134	*164	4.8	7.4	178
CLASSICAL	1418	*87	2.0	6.1	114	*103	2.8	7.3	157	*65	2.0	4.6	113	*35	1.0	2.5	59
CHR/ROCK	9538	551	12.6	5.8	107	409	10.9	4.3	93	*260	7.9	2.7	67	426	12.6	4.5	107
COUNTRY	12648	771	17.6	6.1	113	592	15.8	4.7	101	472	14.3	3.7	92	670	19.7	5.3	126
GOLDEN OLDIES	1191	*60	1.4	5.0	93	*129	3.5	10.8	235	*60	1.8	5.0	124	*100	2.9	8.4	200
MOR/NOSTALGIA	4757	274	6.3	5.8	107	*185	4.9	3.9	84	*142	4.3	3.0	73	*230	6.8	4.8	115
NEWS/TALK	3863	*183	4.2	4.7	88	*126	3.4	3.3	71	*116	3.5	3.0	74	*159	4.7	4.1	98
RELIGIOUS	3084	*112	2.6	3.6	67	*160	4.3	5.2	112	*179	5.4	5.8	143	*88	2.6	2.9	68
SOFT ROCK	521	*33	0.8	6.3	117	*14	0.4	2.7	58	*19	0.6	3.6	90	*29	0.9	5.6	133
URBAN CONTEMPORARY	1585	*74	1.7	4.7	86	*122	3.3	7.7	167	*132	4.0	8.3	205	*56	1.7	3.5	84
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*186	4.3	5.7	106	*184	4.9	5.6	122	*95	2.9	2.9	72	*145	4.3	4.4	106
ABC DIRECTION	2316	*193	4.4	8.3	154	*113	3.0	4.9	106	*133	4.0	5.7	141	*62	1.8	2.7	64
ABC ENTERTAINMENT	4834	*266	6.1	5.5	102	*202	5.4	4.2	91	*165	5.0	3.4	84	*161	4.7	3.3	79
ABC FM	2202	*164	3.8	7.4	138	*113	3.0	5.1	111	*111	3.4	5.0	124	*122	3.6	5.5	132
ABC INFORMATION	5425	216	4.9	4.0	74	*234	6.3	4.3	93	274	8.3	5.1	124	*254	7.5	4.7	112
ABC ROCK	1677	*104	2.4	6.2	115	*85	2.3	5.1	110	*45	1.4	2.7	66	*89	2.6	5.3	127
CBS	4430	*241	5.5	5.4	101	*247	6.6	5.6	121	*211	6.4	4.8	117	*171	5.0	3.9	92
MUTUAL	4992	272	6.2	5.4	101	*280	7.5	5.6	121	*176	5.3	3.5	87	*303	8.9	6.1	145
NBC	4679	282	6.4	6.0	112	*253	6.8	5.4	117	*159	4.8	3.4	84	*220	6.5	4.7	112
RADIORADIO	1994	*91	2.1	4.6	85	*84	2.2	4.2	91	*84	2.6	4.2	104	*71	2.1	3.6	85
RKO ONE	2298	*111	2.5	4.8	89	*92	2.5	4.0	87	*82	2.5	3.6	88	*82	2.4	3.6	85
RKO TWO	3311	*148	3.4	4.5	83	*112	3.0	3.4	73	*64	1.9	1.9	48	*55	1.6	1.7	40
THE SOURCE	2114	*86	2.0	4.1	75	*139	3.7	6.6	142	*75	2.3	3.5	87	*87	2.6	4.1	98
NON-WIRED : BLAIR	8654	405	9.3	4.7	87	421	11.3	4.9	105	368	11.2	4.3	105	363	10.7	4.2	100
INTERNET	12025	561	12.8	4.7	86	629	16.8	5.2	113	493	15.0	4.1	101	564	16.6	4.7	112
KATZ RADIO GROUP	15359	827	18.9	5.4	100	715	19.1	4.7	101	459	14.0	3.0	74	581	17.1	3.8	90
SUPERNET	10628	648	14.8	6.1	113	499	13.3	4.7	102	501	15.2	4.7	116	595	17.5	5.6	134
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	368	8.4	4.2	79	435	11.6	5.0	109	400	12.2	4.6	114	343	10.1	4.0	95
WKDAY 9:00 AM - 1:00 PM	12163	596	13.6	4.9	91	566	15.1	4.7	101	501	15.2	4.1	101	643	19.0	5.3	126
WKDAY 1:00 PM - 4:30 PM	16150	835	19.1	5.2	96	719	19.2	4.5	96	736	22.4	4.6	112	840	24.8	5.2	124
WKDAY 4:30 PM - 7:30 PM	22463	1109	25.4	4.9	91	952	25.5	4.2	92	1019	31.0	4.5	112	944	27.8	4.2	100
WKDAY 7:30 PM - 8:00 PM	31795	1552	35.5	4.9	90	1439	38.5	4.5	98	1376	41.8	4.3	107	1359	40.1	4.3	102
WKDAY 11:00 PM - 11:30 PM	23977	1139	26.0	4.8	88	1173	31.4	4.9	106	1145	34.8	4.8	118	1045	30.8	4.4	104
WKDAY 11:30 PM - 1:00 AM	7703	374	8.6	4.9	90	446	11.9	5.8	125	366	11.1	4.8	117	389	11.5	5.0	121
M-SAT 8-11 PM-SUN 7-11 PM	33800	1743	39.9	5.2	96	1641	43.9	4.9	105	1474	44.8	4.4	107	1458	43.0	4.3	103
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	362	8.3	5.5	103	172	4.6	2.6	57	309	9.4	4.7	116	324	9.5	5.0	118
ANOTHER WORLD	N 4620	243	5.6	5.3	97	*178	4.8	3.9	83	251	7.6	5.4	134	275	8.1	6.0	142
AS THE WORLD TURNS	C 5614	306	7.0	5.5	101	266	7.1	4.7	103	197	6.0	3.5	86	295	8.7	5.3	125
CAPITOL	C 3396	163	3.7	4.8	89	159	4.3	4.7	101	138	4.2	4.1	100	152	4.5	4.5	107
CBS MORN. NEWS 1	C 1446	*53	1.2	3.7	68	*95	2.5	6.6	142	*75	2.3	5.2	128	*58	1.7	4.0	96
CBS MORN. NEWS 2	C 1207	*47	1.1	3.9	72	*46	1.2	3.8	83	*41	1.2	3.4	84	*47	1.4	3.9	93
DAYS OF OUR LIVES	N 5877	348	8.0	5.9	110	279	7.5	4.7	103	261	7.9	4.4	109	356	10.5	6.1	145
FACTS OF LIFE - DAYTIME	N 2290	140	3.2	6.1	113	*84	2.2	3.7	79	*66	2.0	2.9	71	*68	2.0	3.0	71
FAMILY FEUD	A 3023	*90	2.1	3.0	55	177	4.7	5.9	127	*110	3.3	3.6	90	160	4.7	5.3	126
GENERAL HOSPITAL	A 6097	281	6.4	4.6	85	283	7.6	4.6	101	310	9.4	5.1	125	268	7.9	4.4	105
GOOD MORNING, AMERICA-730 A	A 3515	187	4.3	5.3	99	*103	2.8	2.9	63	172	5.2	4.9	120	127	3.7	3.6	86
GOOD MORNING, AMERICA-830 A	A 2818	136	3.1	4.8	89	117	3.1	4.2	90	142	4.3	5.0	124	181	5.3	6.4	153
GUIDING LIGHT	C 5339	276	6.3	5.2	96	228	6.1	4.3	92	229	7.0	4.3	106	268	7.9	5.0	120
ONE LIFE TO LIVE	A 4478	249	5.7	5.6	103	160	4.3	3.6	77	205	6.2	4.6	113	181	5.3	4.0	96
PRESS YOUR LUCK	C 2244	102	2.3	4.5	84	*99	2.6	4.4	96	*104	3.2	4.6	114	*134	3.9	6.0	143
PRICE IS RIGHT 1	C 4348	188	4.3	4.3	80	203	5.4	4.7	101	220	6.7	5.1	125	247	7.3	5.7	136
PRICE IS RIGHT 2	C 5014	242	5.5	4.8	89	262	7.0	5.2	113	268	8.1	5.3	132	293	8.6	5.8	139
RYAN'S HOPE	A 3150	226	5.2	7.2	133	*83	2.2	2.6	57	*146	4.4	4.6	114	135	4.0	4.3	102
SALE OF THE CENTURY	N 2695	124	2.8	4.6	85	*115	3.1	4.3	92	*61	1.9	2.3	56	*111	3.3	4.1	98
SEARCH FOR TOMORROW	N 2319	*107	2.4	4.6	85	*124	3.3	5.3	116	*75	2.3	3.2	80	*113	3.3	4.9	116
TODAY SHOW 1	N 2693	*108	2.5	4.0	74	175	4.7	6.5	141	*128	3.9	4.8	117	*94	2.8	3.5	83
TODAY SHOW 2	N 2498	112	2.6	4.5	83	157	4.2	6.3	136	*89	2.7	3.6	88	*67	2.0	2.7	64
\$25,000 PYRAMID	C 2753	*87	2.0	3.2	59	*97	2.6	3.5	76	*131	4.0	4.8	117	145	4.3	5.3	126
WHEEL OF FORTUNE	N 4388	198	4.5	4.5	84	249	6.7	5.7	123	215	6.5	4.9	121	209	6.2	4.8	114
YOUNG AND THE RESTLESS	C 5695	318	7.3	5.6	103	351	9.4	6.2	133	270	8.2	4.7	117	382	11.3	6.7	160
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A 1760	*64	1.5	3.6	67	*34	0.9	1.9	42	*62	1.9	3.5	87	*32	0.9	1.8	43
NBA PLAYOFF GAME -1 C	C 1136	*89	2.0	7.8	145	*81	2.2	7.1	154	*104	3.2	9.2	225	*31	0.9	2.7	65
NBC MAJOR LEAGUE PRE-GAME N	N 953	*14	0.3	1.5	27	*35	0.9	3.7	80	*55	1.7						

		TOTAL	BRITE				JOHNSON'S FUTURE				JOHNSON'S GLO-COAT				JOHNSON'S STEP SAVER			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	4373	100.0	5.4	100	3739	100.0	4.6	100	3290	100.0	4.1	100	3393	100.0	4.2	100
WKDAY LOCAL EVENING TV NEWS																		
		26063	1214	27.8	4.7	86	1060	28.3	4.1	88	1187	36.1	4.6	112	991	29.2	3.8	91
		20261	990	22.6	4.9	90	984	26.3	4.9	105	1036	31.5	5.1	126	876	25.8	4.3	103
		2076	86	2.0	4.1	77	122	3.3	5.9	127	*63	1.9	3.0	75	*53	1.6	2.6	61
TV EVENING NTWK 6 PM - 2 AM																		
		A 10453	458	10.5	4.4	81	595	15.9	5.7	123	423	12.9	4.0	100	520	15.3	5.0	119
		A 6412	398	9.1	6.2	115	264	7.1	4.1	89	332	10.1	5.2	127	281	8.3	4.4	105
		A 12407	662	15.1	5.3	99	634	17.0	5.1	111	464	14.1	3.7	92	511	15.1	4.1	98
		A 6176	332	7.6	5.4	100	202	5.4	3.3	71	345	10.5	5.6	138	220	6.5	3.6	85
		C 5863	*285	6.5	4.9	90	*324	8.7	5.5	120	*307	9.3	5.2	129	*324	9.5	5.5	132
		C 9594	475	10.9	5.0	92	417	11.2	4.3	94	389	11.8	4.1	100	355	10.5	3.7	88
		C 6622	309	7.1	4.7	86	335	9.0	5.1	110	224	6.8	3.4	83	205	6.0	3.1	74
		A 10886	500	11.4	4.6	85	483	12.9	4.4	96	468	14.2	4.3	106	553	16.3	5.1	121
		A 5036	325	7.4	6.5	120	*293	7.8	5.8	126	*220	6.7	4.4	108	*308	9.1	6.1	146
		C 9965	438	10.0	4.4	81	435	11.6	4.4	95	455	13.8	4.6	112	444	13.1	4.5	106
		C 3491	*130	3.0	3.7	69	*172	4.6	4.9	107	*144	4.4	4.1	102	*123	3.6	3.5	84
		C 7123	292	6.7	4.1	76	332	8.9	4.7	101	386	11.7	5.4	133	261	7.7	3.7	87
		C 3621	119	2.7	3.3	61	144	3.9	4.0	86	153	4.7	4.2	104	166	4.9	4.6	109
		C 5436	322	7.4	5.9	110	202	5.4	3.7	80	161	4.9	3.0	73	212	6.2	3.9	93
		C 6100	295	6.7	4.8	90	284	7.6	4.7	101	305	9.3	5.0	123	228	6.7	3.7	89
		N 8889	364	8.3	4.1	76	370	9.9	4.2	90	346	10.5	3.9	96	418	12.3	4.7	112
		C 22109	1171	26.8	5.3	98	962	25.7	4.4	94	1081	32.9	4.9	120	999	29.4	4.5	108
		N 6940	304	7.0	4.4	81	366	9.8	5.3	114	361	11.0	5.2	128	276	8.1	4.0	95
		N 7223	355	8.1	4.9	91	433	11.6	6.0	130	*254	7.7	3.5	87	341	10.1	4.7	113
		N 5595	217	5.0	3.9	72	*235	6.3	4.2	91	*222	6.7	4.0	98	*242	7.1	4.3	103
		C 5768	264	6.0	4.6	85	*226	6.0	3.9	85	292	8.9	5.1	125	*166	4.9	2.9	69
		A 20053	1070	24.5	5.3	99	854	22.8	4.3	92	759	23.1	3.8	93	958	28.2	4.8	114
		N 8087	411	9.4	5.1	94	463	12.4	5.7	124	*350	10.6	4.3	107	485	14.3	6.0	143
		C 20046	1089	24.9	5.4	101	972	26.0	4.8	105	995	30.2	5.0	122	947	27.9	4.7	113
		A 9084	495	11.3	5.4	101	454	12.1	5.0	108	418	12.7	4.6	113	518	15.3	5.7	136
		N 7964	333	7.6	4.2	77	532	14.2	6.7	145	394	12.0	4.9	122	429	12.6	5.4	129
		A 7687	352	8.0	4.6	85	376	10.1	4.9	106	364	11.1	4.7	117	443	13.1	5.8	138
		A 8861	500	11.4	5.6	105	404	10.8	4.6	99	484	14.7	5.5	134	353	10.4	4.0	95
		C 5095	*237	5.4	4.7	86	*307	8.2	6.0	131	*255	7.8	5.0	123	*274	8.1	5.4	128
		N 8838	372	8.5	4.2	78	596	15.9	6.7	146	437	13.3	4.9	122	504	14.9	5.7	136
		A 8978	443	10.1	4.9	91	379	10.1	4.2	91	457	13.9	5.1	125	389	11.5	4.3	103
		N 8590	376	8.6	4.4	81	411	11.0	4.8	104	311	9.5	3.6	89	376	11.1	4.4	104
		A 14085	718	16.4	5.1	94	556	14.9	3.9	86	626	19.0	4.4	109	531	15.6	3.8	90
		C 9360	422	9.7	4.5	83	399	10.7	4.3	92	466	14.2	5.0	123	313	9.2	3.3	80
		N 5841	296	6.8	5.1	94	319	8.5	5.5	118	*314	9.5	5.4	132	*231	6.8	4.0	94
		C 9206	464	10.6	5.0	93	472	12.6	5.1	111	368	11.2	4.0	98	435	12.8	4.7	113
		N 7076	362	8.3	5.1	95	304	8.1	4.3	93	415	12.6	5.9	144	*240	7.1	3.4	81
		A 12219	510	11.7	4.2	77	627	16.8	5.1	111	524	15.9	4.3	106	595	17.5	4.9	116
		C 11199	539	12.3	4.8	89	535	14.3	4.8	103	501	15.2	4.5	110	569	16.8	5.1	121
		N 6057	261	6.0	4.3	80	*270	7.2	4.5	97	*315	9.6	5.2	128	279	8.2	4.6	110
		N 3598	*191	4.4	5.3	98	*156	4.2	4.3	94	*133	4.0	3.7	91	*117	3.4	3.3	78
		A 6344	303	6.9	4.8	88	307	8.2	4.8	105	309	9.4	4.9	120	*226	6.7	3.6	85
		N 11994	807	18.5	6.7	125	638	17.1	5.3	115	436	13.3	3.6	89	541	15.9	4.5	108
		N 5132	231	5.3	4.5	83	209	5.6	4.1	88	248	7.5	4.8	119	222	6.5	4.3	103
		N 3375	*132	3.0	3.9	72	*150	4.0	4.4	96	*148	4.5	4.4	108	*144	4.2	4.3	102
		N 3130	*187	4.3	6.0	111	*150	4.0	4.8	104	*133	4.0	4.2	105	*121	3.6	3.9	92
		N 8284	493	11.3	6.0	110	594	15.9	7.2	155	*486	14.8	5.9	144	428	12.6	5.2	123
		C 9240	432	9.9	4.7	87	551	14.7	6.0	129	327	9.9	3.5	87	502	14.8	5.4	130
		C 7288	300	6.9	4.1	76	304	8.1	4.2	90	259	7.9	3.6	87	280	8.3	3.8	92
		N 4855	274	6.3	5.6	105	*193	5.2	4.0	86	*349	10.6	7.2	177	*254	7.5	5.2	125
		N 8869	346	7.9	3.9	72	299	8.0	3.4	73	438	13.3	4.9	122	362	10.7	4.1	97
		N 7743	420	9.6	5.4	100	309	8.3	4.0	86	242	7.4	3.1	77	343	10.1	4.4	106
		A 5345	313	7.2	5.9	108	*219	5.9	4.1	89	*251	7.6	4.7	116	*204	6.0	3.8	91
		N 6988	375	8.6	5.4	99	*253	6.8	3.6	78	324	9.8	4.6	114	258	7.6	3.7	88
		C 10002	542	12.4	5.4	100	404	10.8	4.0	87	332	10.1	3.3	82	466	13.7	4.7	111
		C 10638	527	12.1	5.0	92	502	13.4	4.7	102	497	15.1	4.7	115	507	14.9	4.8	114
		C 13293	564	12.9	4.2	79	571	15.3	4.3	93	561	17.1	4.2	104	454	13.4	3.4	82
		N 7017	293	6.7	4.2	77	345	9.2	4.9	106	300	9.1	4.3	105	433	12.8	6.2	147
		A 10917	605	13.8	5.5	103	501	13.4	4.6	99	545	16.6	5.0	123	523	15.4	4.8	114
		A 9204	379	8.7	4.1	76	316	8.5	3.4	74	432	13.1	4.7	116	494	14.6	5.4	128
		N 2372	136	3.1	5.7	106	162	4.3	6.8	148	138	4.2	5.8	143	91	2.7	3.8	92
		C 9846	471	10.8	4.8	89	434											

	TOTAL U.S. '000	A '000	HOP & GLO B % DOWN	C % ACROSS	D INDX	A '000	PERK B % DOWN	C % ACROSS	D INDX	A '000	ALL JOHNSON'S B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	12342	100.0	15.2	100	3509	100.0	4.3	100	12552	100.0	15.5	100				
18 - 24	9282	1489	12.1	16.0	105	*293	8.3	3.2	73	911	7.3	9.8	63				
25 - 34	19072	3627	29.4	19.0	125	1228	35.0	6.4	149	2983	23.8	15.6	101				
35 - 44	14591	2218	18.0	15.2	100	*626	17.8	4.3	99	2020	16.1	13.8	89				
45 - 54	11345	1491	12.1	13.1	86	*577	16.4	5.1	117	2222	17.7	19.6	126				
55 - 64	11635	1681	13.6	14.4	95	*474	13.5	4.1	94	1895	15.1	16.3	105				
65 OR OLDER	15061	1836	14.9	12.2	80	*312	8.9	2.1	48	2522	20.1	16.7	108				
18 - 34	28354	5116	41.5	18.0	118	1520	43.3	5.4	124	3894	31.0	13.7	89				
18 - 49	48339	8125	65.8	16.8	110	2476	70.6	5.1	118	7019	55.9	14.5	94				
25 - 54	45008	7336	59.4	16.3	107	2431	69.3	5.4	125	7225	57.6	16.1	104				
35 - 49	19985	3009	24.4	15.1	99	956	27.2	4.8	110	3126	24.9	15.6	101				
50 OR OLDER	32647	4218	34.2	12.9	85	1033	29.4	3.2	73	5533	44.1	16.9	109				
GRADUATED COLLEGE	11155	1952	15.8	17.5	115	561	16.0	5.0	116	1824	14.5	16.4	105				
ATTENDED COLLEGE	13682	2204	17.9	16.1	106	644	18.4	4.7	109	2042	16.3	14.9	96				
GRADUATED HIGH SCHOOL	33880	5145	41.7	15.2	100	1722	49.1	5.1	117	5275	42.0	15.6	100				
DID NOT GRADUATE HIGH SCHOOL	22270	3042	24.6	13.7	90	*583	16.6	2.6	60	3412	27.2	15.3	99				
EMPLOYED	40306	6631	53.7	16.5	108	1984	56.5	4.9	114	5722	45.6	14.2	92				
EMPLOYED FULL-TIME	32850	5304	43.0	16.1	106	1634	46.6	5.0	115	4738	37.7	14.4	93				
EMPLOYED PART-TIME	7456	1328	10.8	17.8	117	*350	10.0	4.7	108	984	7.8	13.2	85				
NOT EMPLOYED	40680	5711	46.3	14.0	92	1526	43.5	3.8	87	6830	54.4	16.8	108				
PROFESSIONAL/MANAGER	10392	1852	15.2	18.1	119	*519	14.8	5.0	115	1587	12.6	15.3	99				
TECH/CLERICAL/SALES	17574	2684	21.7	15.3	100	886	25.2	5.0	116	2469	19.7	14.0	91				
PRECISION/CRAFT	985	**165	1.3	16.8	110	*22	0.6	2.2	52	**119	0.9	12.1	78				
OTHER EMPLOYED	11354	1901	15.4	16.7	110	*558	15.9	4.9	113	1547	12.3	13.6	88				
SINGLE	9863	1643	13.3	16.7	109	*295	8.4	3.0	69	1381	11.0	14.0	90				
MARRIED	51375	7876	63.8	15.3	101	2744	78.2	5.3	123	8151	64.9	15.9	102				
DIVORCED/SEPARATED/WIDOWED	19748	2824	22.9	14.3	94	470	13.4	2.4	55	3020	24.1	15.3	99				
PARENTS	32590	5339	43.3	16.4	107	1881	53.6	5.8	133	4892	39.0	15.0	97				
WHITE	70416	10525	85.3	14.9	98	3221	91.8	4.6	106	10693	85.2	15.2	98				
BLACK	8778	1501	12.2	17.1	112	*262	7.5	3.0	69	1647	13.1	18.8	121				
OTHER	1791	**316	2.6	17.6	116	*27	0.8	1.5	35	**212	1.7	11.8	76				
NORTHEAST-CENSUS	17786	2596	21.0	14.6	96	760	21.7	4.3	99	2935	23.4	16.5	106				
NORTH CENTRAL	20741	3222	26.1	15.5	102	806	23.0	3.9	90	3667	29.2	17.7	114				
SOUTH	27775	4021	32.6	14.5	95	1168	33.3	4.2	97	3944	31.4	14.2	92				
WEST	14683	2504	20.3	17.1	112	775	22.1	5.3	122	2006	16.0	13.7	88				
NORTHEAST-MKTG.	17961	2463	20.0	13.7	90	697	19.9	3.9	90	2991	23.8	16.7	107				
EAST CENTRAL	11885	1870	15.2	15.7	103	451	12.9	3.8	88	2106	16.8	17.7	114				
WEST CENTRAL	14090	2050	16.6	14.5	95	*572	16.3	4.1	94	2464	19.6	17.5	113				
SOUTH	24081	3716	30.1	15.4	101	1067	30.4	4.4	102	3139	25.0	13.0	84				
PACIFIC	12969	2244	18.2	17.3	114	*723	20.6	5.6	129	1853	14.8	14.3	92				
COUNTY SIZE A	32439	4897	39.7	15.1	99	1265	36.1	3.9	90	5420	43.2	16.7	108				
COUNTY SIZE B	24915	4171	33.8	16.7	110	1125	32.1	4.5	104	3586	28.6	14.4	93				
COUNTY SIZE C	12930	1686	13.7	13.0	86	*573	16.3	4.4	102	1876	14.9	14.5	94				
COUNTY SIZE D	10703	1588	12.9	14.8	97	*547	15.6	5.1	118	1670	13.3	15.6	101				
METRO CENTRAL CITY	24518	3377	27.4	13.8	90	892	25.4	3.6	84	3666	29.2	15.0	96				
METRO SUBURBAN	35919	5971	48.4	16.6	109	1676	47.8	4.7	108	5599	44.6	15.6	101				
NON METRO	20549	2994	24.3	14.6	96	942	26.8	4.6	106	3287	26.2	16.0	103				
TOP 5 ADI'S	18341	2931	23.7	16.0	105	813	23.2	4.4	102	3030	24.1	16.5	107				
TOP 10 ADI'S	25378	3839	31.1	15.1	99	1056	30.1	4.2	96	4048	32.2	16.0	103				
TOP 20 ADI'S	36488	5380	43.6	14.7	97	1398	39.8	3.8	88	5848	46.6	16.0	103				
HSGLD INC. \$50,000 OR MORE	6612	1033	8.4	15.6	103	*312	8.9	4.7	109	1004	8.0	15.2	98				
\$40,000 OR MORE	12659	2121	17.2	16.8	110	*562	16.0	4.4	102	2007	16.0	15.9	102				
\$30,000 OR MORE	24698	3792	30.7	15.4	101	1290	36.8	5.2	121	3783	30.1	15.3	99				
\$25,000 OR MORE	32077	5140	41.6	16.0	105	1738	49.5	5.4	125	5053	40.3	15.8	102				
\$20,000 - \$24,999	9144	1428	11.6	15.6	102	*409	11.7	4.5	103	1548	12.3	16.9	109				
\$15,000 - \$19,999	8728	1416	11.5	16.2	106	*378	10.8	4.3	100	1382	11.0	15.8	102				
\$10,000 - \$14,999	12562	1930	15.6	15.4	101	*475	13.5	3.8	87	2180	17.4	17.4	112				
UNDER \$10,000	18475	2429	19.7	13.1	86	510	14.5	2.8	64	2390	19.0	12.9	83				
HOUSEHOLD OF 1 PERSON	11987	1570	12.7	13.1	86	*214	6.1	1.8	41	1686	13.4	14.1	91				
2 PEOPLE	26577	4030	32.7	15.2	100	1190	33.9	4.5	103	4315	34.4	16.2	105				
3 OR 4 PEOPLE	30617	4873	39.5	15.9	104	1526	43.5	5.0	115	5019	40.0	16.4	106				
5 OR MORE PEOPLE	11804	1870	15.2	15.8	104	*580	16.5	4.9	113	1532	12.2	13.0	84				
NO CHILD IN HSHLD	46165	6598	53.5	14.3	94	1544	44.0	3.3	77	7373	58.7	16.0	103				
CHILD(REN) UNDER 2 YRS	5325	866	7.0	16.3	107	*303	8.6	5.7	131	*630	5.0	11.8	76				
2 - 5 YEARS	14221	2492	20.2	17.5	115	955	27.2	6.7	155	1980	15.8	13.9	90				
6 - 11 YEARS	15117	2776	22.5	18.4	120	761	21.7	5.0	116	2386	19.0	15.8	102				
12 - 17 YEARS	16611	2572	20.8	15.5	102	870	24.8	5.2	121	2589	20.6	15.6	101				
RESIDENCE OWNED	55884	8454	68.5	15.1	99	2775	79.1	5.0	115	9259	73.8	16.6	107				
VALUE: \$50,000 OR MORE	31744	4554	36.9	14.3	94	1655	47.2	5.2	120	5394	43.0	17.0	110				
VALUE: UNDER \$50,000	24140	3900	31.6	16.2	106	1121	31.9	4.6	107	3865	30.8	16.0	103				

		TOTAL U.S. '000	MOP & GLO				PERK				ALL JOHNSON'S				A B C D			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	12342	100.0	15.2	100	3509	100.0	4.3	100	12552	100.0	15.5	100				
MAGAZINES	QUINTILE 1	15799	2663	21.6	16.9	111	757	21.6	4.8	111	2720	21.7	17.2	111				
	QUINTILE 2	17259	2909	23.6	16.9	111	961	27.4	5.6	129	2657	21.2	15.4	99				
	QUINTILE 3	13545	2293	18.6	16.9	111	*573	16.3	4.2	98	2291	18.3	16.9	109				
	QUINTILE 4	15133	2101	17.0	13.9	91	663	18.9	4.4	101	2236	17.8	14.8	95				
	QUINTILE 5	19250	2376	19.3	12.3	81	*556	15.8	2.9	67	2649	21.1	13.8	89				
NEWSPAPERS	QUINTILE 1	12413	1874	15.2	15.1	99	*471	13.4	3.8	88	2238	17.8	18.0	116				
	QUINTILE 2	24116	3570	28.9	14.8	97	1109	31.6	4.6	106	3894	31.0	16.1	104				
	QUINTILE 3	11261	2015	16.3	17.9	117	*600	17.1	5.3	123	1946	15.5	17.3	111				
	QUINTILE 4	20255	2926	23.7	14.4	95	848	24.2	4.2	97	2750	21.9	13.6	88				
	QUINTILE 5	12940	1958	15.9	15.1	99	*482	13.7	3.7	86	1724	13.7	13.3	86				
OUTDOOR	QUINTILE 1	14852	2355	19.1	15.9	104	657	18.7	4.4	102	2321	18.5	15.6	101				
	QUINTILE 2	15725	2377	19.3	15.1	99	667	19.0	4.2	98	2389	19.0	15.2	98				
	QUINTILE 3	16330	2536	20.5	15.5	102	814	23.2	5.0	115	2871	22.9	17.6	113				
	QUINTILE 4	16744	2586	21.0	15.4	101	796	22.7	4.8	110	2718	21.7	16.2	105				
	QUINTILE 5	17334	2489	20.2	14.4	94	*575	16.4	3.3	77	2253	17.9	13.0	84				
RADIO-DRIVE TIME	QUINTILE 1	15911	2168	17.6	13.6	89	915	26.1	5.8	133	2546	20.3	16.0	103				
	QUINTILE 2	14837	2502	20.3	16.9	111	605	17.2	4.1	94	2380	19.0	16.0	103				
	QUINTILE 3	15339	2490	20.2	16.2	107	625	17.8	4.1	94	2186	17.4	14.3	92				
	QUINTILE 4	16723	2504	20.3	15.0	98	812	23.1	4.9	112	2611	20.8	15.6	101				
	QUINTILE 5	18176	2678	21.7	14.7	97	552	15.7	3.0	70	2830	22.5	15.6	100				
RADIO-MID- DAY	TERCILE 1	21020	3339	27.1	15.9	104	944	26.9	4.5	104	3310	26.4	15.7	102				
	TERCILE 2	21610	3213	26.0	14.9	98	1061	30.2	4.9	113	3834	30.5	17.7	114				
	TERCILE 3	38355	5791	46.9	15.1	99	1505	42.9	3.9	91	5409	43.1	14.1	91				
RADIO-TOTAL	QUINTILE 1	15988	2353	19.1	14.7	97	718	20.5	4.5	104	2521	20.1	15.8	102				
	QUINTILE 2	15626	2500	20.3	16.0	105	760	21.7	4.9	112	2747	21.9	17.6	113				
	QUINTILE 3	16723	2909	23.6	17.4	114	917	26.1	5.5	127	2403	19.1	14.4	93				
	QUINTILE 4	16342	2308	18.7	14.1	93	559	15.9	3.4	79	2583	20.6	15.8	102				
	QUINTILE 5	16306	2273	18.4	13.9	91	556	15.8	3.4	79	2300	18.3	14.1	91				
TV-PRIME TIME	QUINTILE 1	15953	2631	21.3	16.5	108	581	16.6	3.6	84	2712	21.6	17.0	110				
	QUINTILE 2	16137	2531	20.5	15.7	103	711	20.3	4.4	102	2580	20.6	16.0	103				
	QUINTILE 3	16420	2526	20.5	15.4	101	791	22.5	4.8	111	2613	20.8	15.9	103				
	QUINTILE 4	16687	2643	21.4	15.8	104	728	20.7	4.4	101	2472	19.7	14.8	96				
	QUINTILE 5	15789	2011	16.3	12.7	84	699	19.9	4.4	102	2175	17.3	13.8	89				
TV-DAYTIME	TERCILE 1	27736	4427	35.9	16.0	105	1373	39.1	5.0	114	4553	36.3	16.4	106				
	TERCILE 2	26489	4196	34.0	15.8	104	1153	32.9	4.4	100	4119	32.8	15.5	100				
	TERCILE 3	26761	3720	30.1	13.9	91	984	28.0	3.7	85	3880	30.9	14.5	94				
TV-TOTAL	QUINTILE 1	16345	2822	22.9	17.3	113	758	21.6	4.6	107	2687	21.4	16.4	106				
	QUINTILE 2	16447	2482	20.1	15.1	99	612	17.4	3.7	86	2609	20.8	15.9	102				
	QUINTILE 3	15980	2388	19.3	14.9	98	652	18.6	4.1	94	2679	21.3	16.8	108				
	QUINTILE 4	15887	2442	19.8	15.4	101	740	21.1	4.7	108	2417	19.3	15.2	98				
	QUINTILE 5	16326	2209	17.9	13.5	89	749	21.3	4.6	106	2162	17.2	13.2	85				
MAGAZINES-NEWSPAPERS: DUAL		20721	3582	29.0	17.3	113	996	28.4	4.8	111	3581	28.5	17.3	112				
MAGAZINE IMPERATIVE		19186	3336	27.0	17.4	114	1024	29.2	5.3	123	3884	23.0	15.0	97				
NEWSPAPER IMPERATIVE		21899	2957	24.0	13.5	89	834	23.8	3.8	88	3612	28.8	16.5	106				
MAGAZINES-OUTDOOR: DUAL		15451	2686	21.8	17.4	114	888	25.3	5.7	133	2505	20.0	16.2	105				
MAGAZINE IMPERATIVE		25953	4328	35.1	16.7	109	1170	33.3	4.5	104	4178	33.3	16.1	104				
OUTDOOR IMPERATIVE		24400	3444	27.9	14.1	93	883	25.2	3.6	84	3722	29.7	15.3	98				
MAGAZINES-RADIO: DUAL		18049	2895	23.5	16.0	105	917	26.1	5.1	117	2885	23.0	16.0	103				
MAGAZINE IMPERATIVE		23571	4045	32.8	17.2	113	1168	33.3	5.0	114	3777	30.1	16.0	103				
RADIO IMPERATIVE		23278	3617	29.3	15.5	102	1074	30.6	4.6	106	3692	29.4	15.9	102				
MAGAZINES-TELEVISION: DUAL		15459	2816	22.8	18.2	120	897	25.6	5.8	134	2775	22.1	18.0	116				
MAGAZINE IMPERATIVE		25829	4025	32.6	15.6	102	1222	34.8	4.7	109	3927	31.3	15.2	98				
TELEVISION IMPERATIVE		26039	3737	30.3	14.4	94	795	22.7	3.1	70	3913	31.2	15.0	97				
NEWSPAPERS-OUTDOOR: DUAL		16605	2743	22.2	16.5	108	772	22.0	4.6	107	2789	22.2	16.8	108				
NEWSPAPER IMPERATIVE		26834	3901	31.6	14.5	95	1193	34.0	4.4	103	4594	36.6	17.1	110				
OUTDOOR IMPERATIVE		23346	3567	28.9	15.3	100	1025	29.2	4.4	101	3395	27.0	14.5	94				
NEWSPAPERS-RADIO: DUAL		17133	2567	20.8	15.0	98	766	21.8	4.5	103	2988	23.8	17.4	113				
NEWSPAPER IMPERATIVE		25892	4056	32.9	15.7	103	1107	31.5	4.3	99	4262	34.0	16.5	106				
RADIO IMPERATIVE		23167	3902	31.6	16.8	111	1193	34.0	5.1	119	3376	26.9	14.6	94				
NEWSPAPERS-TELEVISION: DUAL		17159	2709	21.9	15.8	104	728	20.7	4.2	98	3081	24.5	18.0	116				
NEWSPAPER IMPERATIVE		26214	3803	30.8	14.5	95	1152	32.8	4.4	101	4219	33.6	16.1	104				
TELEVISION IMPERATIVE		23412	3787	30.7	16.2	106	961	27.4	4.1	95	3371	26.9	14.4	93				
OUTDOOR-RADIO: DUAL		15303	2320	18.8	15.2	99	855	24.4	5.6	129	2698	21.5	17.6	114				
OUTDOOR IMPERATIVE		24901	3898	31.6	15.7	103	942	26.8	3.8	87	3682	29.3	14.8	95				
RADIO IMPERATIVE		26492	4524	36.7	17.1	112	1236	35.2	4.7	108	4138	33.0	15.6	101				
OUTDOOR-TELEVISION: DUAL		14794	2328	18.9	15.7	103	624	17.8	4.2	97	2504	19.9	16.9	109				
OUTDOOR IMPERATIVE		25437	3824	31.0	15.0	99	1129	32.2	4.4	102	3954	31.5	15.5	100				
TELEVISION IMPERATIVE		27877	4418	35.8	15.8	104	1140	32.5	4.1	94	4451	35.5	16.0	103				
RADIO-TELEVISION: DUAL		15996	2766	22.4	17.3	113	681	19.4	4.3	98	2796	22.3	17.5	113				
RADIO IMPERATIVE		25478	3731	30.2	14.6	96	1318	37.6	5.2	119	3848	30.7	15.1	97				
TELEVISION IMPERATIVE		26573	3894	31.6	14.7	96	1106	31.5	4.2	96	4076	32.5	15.3	99				

	TOTAL U.S. '000	MOP & GLO				PERK				ALL JOHNSON'S				A B C D			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	12342	100.0	15.2	100	3509	100.0	4.3	100	12552	100.0	15.5	100				
ATLANTIC MONTHLY	415	**31	0.3	7.5	49	**9	0.3	2.2	50	**99	0.8	23.9	154				
BARRON'S	453	**53	0.4	11.7	77	**5	0.1	1.1	25	**113	0.9	24.9	161				
BETTER HOMES & GARDENS	16256	2791	22.6	17.2	113	880	25.1	5.4	125	2999	23.9	18.4	119				
BON APPETIT	2535	381	3.1	15.0	99	*139	4.0	5.5	127	499	4.0	19.7	127				
BUSINESS WEEK	1278	*264	2.1	20.7	136	**65	1.9	5.1	117	*155	1.2	12.1	78				
CAR AND DRIVER	378	**53	0.4	14.0	92	**21	0.6	5.6	128	**41	0.3	10.8	70				
CBS MAGAZINE NETWORK (GROSS)	1498	*223	1.8	14.9	98	**36	1.0	2.4	55	*253	2.0	16.9	109				
CHANGING TIMES	1505	*272	2.2	18.1	119	**115	3.3	7.6	176	306	2.4	20.3	131				
COLONIAL HOMES	1231	*177	1.4	14.4	94	**80	2.3	6.5	150	269	2.1	21.9	141				
CONDE NAST MAG. PKG. (GROSS)	14146	2339	19.0	16.5	108	477	13.6	3.4	78	2378	18.9	16.8	108				
CONSUMERS DIGEST	1323	*258	2.1	19.5	128	**72	2.1	5.4	126	*227	1.8	17.2	111				
COSMOPOLITAN	7102	1158	9.4	16.3	107	388	11.1	5.5	126	1123	8.9	15.8	102				
COUNTRY LIVING	2481	404	3.3	16.3	107	**135	3.8	5.4	126	503	4.0	20.3	131				
CUISINE	1472	*289	2.3	19.6	129	**32	0.9	2.2	50	308	2.5	20.9	135				
CYCLE WORLD	425	**117	0.9	27.5	181	**6	0.2	1.4	33	**115	0.9	27.1	175				
DCI:CREATIVE IDEAS FOR LIV	2510	430	3.5	17.1	112	**110	3.1	4.4	101	439	3.5	17.5	113				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1086	8.8	16.2	106	387	11.0	5.8	133	950	7.6	14.2	92				
DISCOVER	894	*158	1.3	17.7	116	**33	0.9	3.7	85	*169	1.3	18.9	122				
EBONY	3507	614	5.0	17.5	115	*137	3.9	3.9	90	685	5.5	19.5	126				
ESQUIRE	1083	*158	1.3	14.6	96	**22	0.6	2.0	47	219	1.7	20.2	130				
ESSENCE	1830	370	3.0	20.2	133	**43	1.2	2.3	54	343	2.7	18.7	121				
FAMILY CIRCLE	15930	2595	21.0	16.3	107	923	26.3	5.8	134	2723	21.7	17.1	110				
THE FAMILY HANDYMAN	1126	*220	1.8	19.5	128	**94	2.7	8.3	193	*235	1.9	20.9	135				
FAMILY WEEKLY	11468	1947	15.8	17.0	111	656	18.7	5.7	132	1632	13.0	14.2	92				
FIELD & STREAM	2234	398	3.2	17.8	117	**99	2.8	4.4	102	375	3.0	16.8	108				
FOOD & WINE	579	*112	0.9	19.3	127	**3	0.1	0.5	12	*84	0.7	14.5	94				
FORBES	728	**60	0.5	8.2	54	**19	0.5	2.6	60	**106	0.8	14.6	94				
FORTUNE	906	*163	1.3	18.0	118	**52	1.5	5.7	132	*190	1.5	21.0	135				
GENTLEMEN'S QUARTERLY	791	*91	0.7	11.5	75	**13	0.4	1.6	38	*147	1.2	18.6	120				
GLAMOUR	5265	948	7.7	18.0	118	*197	5.6	3.7	86	832	6.6	15.8	102				
GOLF DIGEST	636	*184	1.5	28.9	190	**23	0.7	3.6	83	*138	1.1	21.7	140				
GOLF DIGEST/TENNIS (GROSS)	1186	*267	2.2	22.5	148	**26	0.7	2.2	51	*235	1.9	19.8	128				
GOLF MAGAZINE	441	**110	0.9	24.9	164	**12	0.3	2.7	63	*142	1.1	32.2	208				
GOLF MAGAZINE/SKI (GROSS)	922	*172	1.4	18.7	122	**22	0.6	2.4	55	*241	1.9	26.1	169				
GOOD HOUSEKEEPING	16487	2774	22.5	16.8	110	850	24.2	5.2	119	2853	22.7	17.3	112				
HARPER'S BAZAAR	2423	333	2.7	13.7	90	**89	2.5	3.7	85	421	3.4	17.4	112				
HEALTH	1994	311	2.5	15.6	102	**79	2.3	4.0	91	290	2.3	14.5	94				
HEARST MAG CORP. BUY (GROSS)	44101	7123	57.7	16.2	106	2320	66.1	5.3	121	7612	60.6	17.3	111				
HEARST MAN POWER (GROSS)	1993	380	3.1	19.1	125	**119	3.4	6.0	138	402	3.2	20.2	130				
HEARST WOMAN POWER (GROSS)	31274	5175	41.9	16.5	109	1634	46.6	5.2	121	5265	41.9	16.8	109				
HOUSE BEAUTIFUL	3623	535	4.3	14.8	97	*210	6.0	5.8	134	591	4.7	16.3	105				
INC.	283	**50	0.4	17.7	116	**8	0.2	2.8	65	**38	0.3	13.4	87				
JET	2928	512	4.1	17.5	115	*116	3.3	4.0	91	612	4.9	20.9	135				
LADIES' HOME JOURNAL	11918	1795	14.5	15.1	99	587	16.7	4.9	114	1870	14.9	15.7	101				
LHJ FAMILY GRP COMBO(GROSS)	16764	2652	21.5	15.8	104	917	26.1	5.5	126	2695	21.5	16.1	104				
LIFE	4254	644	5.2	15.1	99	*158	4.5	3.7	86	711	5.7	16.7	108				
L.A. TIMES HOME MAGAZINE	1145	*180	1.5	15.7	103	**69	2.0	6.0	139	*251	2.0	21.9	141				
MADemoISELLE	2884	472	3.8	16.4	107	**125	3.6	4.3	100	515	4.1	17.9	115				
MC CALL'S	13460	2385	19.3	17.7	116	776	22.1	5.8	133	2281	18.2	16.9	109				
MC CALL'S/HRK MOTHER (GROSS)	14606	2583	20.9	17.7	116	857	24.4	5.9	135	2486	19.8	17.0	110				
MECHANIX ILLUSTRATED	772	*162	1.3	21.0	138	**66	1.9	8.5	197	*201	1.6	26.0	168				
METROPOLITAN HOME	967	*134	1.1	13.9	91	**68	1.9	7.0	162	*118	0.9	12.2	79				
MONEY	1588	*256	2.1	16.1	106	**49	1.4	3.1	71	*232	1.8	14.6	94				
MOTHER EARTH NEWS	1002	*171	1.4	17.1	112	**22	0.6	2.2	51	*200	1.6	20.0	129				
MS.	825	*207	1.7	25.1	165	**48	1.4	5.8	134	*138	1.1	16.7	108				
NATIONAL ENQUIRER	10336	1654	13.4	16.0	105	551	15.7	5.3	123	1802	14.4	17.4	112				
NATIONAL GEOGRAPHIC	9597	1321	10.7	13.8	90	360	10.3	3.8	87	1673	13.3	17.4	112				
NATIONAL SUNDAY MAGAZINE PKG	49558	7660	62.1	15.5	101	2143	61.1	4.3	100	8045	64.1	16.2	105				
NATURAL HISTORY	573	**92	0.7	16.1	105	**5	0.1	0.9	20	**148	1.2	25.8	167				
NEW WOMAN	1699	218	1.8	12.8	84	**40	1.1	2.4	54	270	2.2	15.9	103				
NEW YORK INCLUDING CUE	443	**46	0.4	10.4	68	**4	0.1	0.9	21	**72	0.6	16.3	105				
THE NEW YORKER	1270	*126	1.0	9.9	65	**48	1.4	3.8	87	*220	1.8	17.3	112				
NEWSWEEK	6277	1043	8.5	16.6	109	272	7.8	4.3	100	1042	8.3	16.6	107				
THE N.Y. TIMES DAILY EDITION	1205	*155	1.3	12.9	84	**27	0.8	2.2	52	*188	1.5	15.6	101				
THE N.Y. TIMES MAGAZINE	2081	393	3.2	18.9	124	**69	2.0	3.3	77	403	3.2	19.4	125				
OMNI	788	**135	1.1	17.1	112	**71	2.0	9.0	208	**107	0.9	13.6	88				
ON CABLE	1158	**124	1.0	10.7	70	**66	1.9	5.7	132	*156	1.2	13.5	87				
1001 HOME IDEAS	2852	546	4.4	19.1	126	*250	7.1	8.8	202	534	4.3	18.7	121				
ORGANIC GARDENING	1658	*293	2.4	17.7	116	**110	3.1	6.6	153	270	2.2	16.3	105				
OUTDOOR LIFE	896	**114	0.9	12.7	83	**33	0.9	3.7	85	*219	1.7	24.4	158				
PARADE MAGAZINE	24275	3811	30.9	15.7	103	1060	30.2	4.4	101	3988	31.8	16.4	106				

	TOTAL U.S. '000	MOP & GLO				PERK				ALL JOHNSON'S							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	12342	100.0	15.2	100	3509	100.0	4.3	100	12552	100.0	15.5	100				
PARENTS	3845	719	5.8	18.7	123	344	9.8	8.9	206	652	5.2	17.0	109				
PENTHOUSE	831	**131	1.1	15.8	103	**5	0.1	0.6	14	*150	1.2	18.1	116				
PEOPLE	11645	1938	15.7	16.6	109	498	14.2	4.3	99	1891	15.1	16.2	105				
PLAYBOY	2006	305	2.5	15.2	100	**33	0.9	1.6	38	298	2.4	14.9	96				
POPULAR HOT RODDING	297	**47	0.4	15.8	104	**8	0.2	2.7	62	**55	0.4	18.5	119				
POPULAR MECHANICS	1018	**202	1.6	19.8	130	**82	2.3	8.1	186	*221	1.8	21.7	140				
POPULAR SCIENCE	878	**152	1.2	17.3	114	**36	1.0	4.1	95	*191	1.5	21.8	140				
PREVENTION	3913	648	5.3	16.6	109	*141	4.0	3.6	83	783	6.2	20.0	129				
PSYCHOLOGY TODAY	1710	274	2.2	16.0	105	**116	3.3	6.8	157	307	2.4	18.0	116				
READER'S DIGEST	22204	3525	28.6	15.9	104	1112	31.7	5.0	116	3865	30.8	17.4	112				
REDBOOK	7684	1243	10.1	16.2	106	397	11.3	5.2	119	1290	10.3	16.8	108				
ROAD & TRACK	410	**29	0.2	7.1	46	**15	0.4	3.7	84	**40	0.3	9.8	63				
ROLLING STONE	969	*180	1.5	18.6	122	**22	0.6	2.3	52	*160	1.3	16.5	107				
RUNNER'S WORLD	298	**65	0.5	21.8	143	**3	0.1	1.0	23	**67	0.5	22.5	145				
SATURDAY EVENING POST	1169	*130	1.1	11.1	73	**27	0.8	2.3	53	226	1.8	19.3	125				
SCIENCE 84	587	**94	0.8	16.0	105	**21	0.6	3.6	83	**119	0.9	20.3	131				
SCIENCE DIGEST	482	**92	0.7	19.1	125	**14	0.4	2.9	67	**80	0.6	16.6	107				
SCIENTIFIC AMERICAN	594	*75	0.6	12.6	83	**13	0.4	2.2	51	**107	0.9	18.0	116				
SELF	2089	330	2.7	15.8	104	**60	1.7	2.9	66	347	2.8	16.6	107				
SEVENTEEN	2411	357	2.9	14.8	97	**90	2.6	3.7	86	493	3.9	20.4	132				
SKI	480	**62	0.5	12.9	85	**10	0.3	2.1	48	**99	0.8	20.6	133				
SMITHSONIAN	2760	375	3.0	13.6	89	**93	2.7	3.4	78	497	4.0	18.0	116				
SOAP OPERA DIGEST	3013	494	4.0	16.4	108	**89	2.5	3.0	68	449	3.6	14.9	96				
SOUTHERN LIVING	4184	656	5.3	15.7	103	277	7.9	6.6	153	511	4.1	12.2	79				
SPORT	559	**139	1.1	24.9	163	**2	0.1	0.4	8	**102	0.8	18.2	118				
THE SPORTING NEWS	436	**51	0.4	11.7	77	**36	1.0	8.3	191	**56	0.4	12.8	83				
SPORTS AFIELD	493	**86	0.7	17.4	114	**23	0.7	4.7	108	**101	0.8	20.5	132				
SPORTS ILLUSTRATED	2758	548	4.4	19.9	130	**93	2.7	3.4	78	324	2.6	11.7	76				
STAR	7456	1272	10.3	17.1	112	314	8.9	4.2	97	1305	10.4	17.5	113				
SUNDAY	24936	3664	29.7	14.7	96	930	26.5	3.7	86	4269	34.0	17.1	110				
SUNSET	2124	287	2.3	13.5	89	**154	4.4	7.3	167	417	3.3	19.6	127				
TV GUIDE	21661	3744	30.3	17.3	113	1118	31.9	5.2	119	3252	25.9	15.0	97				
TENNIS	550	**83	0.7	15.1	99	**3	0.1	0.5	13	**97	0.8	17.6	114				
TIME	8880	1390	11.3	15.7	103	316	9.0	3.6	82	1402	11.2	15.8	102				
TOWN & COUNTRY	917	**96	0.8	10.5	69	**49	1.4	5.3	123	*141	1.1	15.4	99				
TRAVEL & LEISURE	972	*175	1.4	18.0	118	**44	1.3	4.5	104	*182	1.4	18.7	121				
TRUE STORY	3356	496	4.0	14.8	97	**113	3.2	3.4	78	527	4.2	15.7	101				
U.S. NEWS & WORLD REPORT	3410	585	4.7	17.2	113	**127	3.6	3.7	86	683	5.4	20.0	129				
USA TODAY	1759	*217	1.8	12.3	81	**90	2.6	5.1	118	289	2.3	16.4	106				
US	1873	359	2.9	19.2	126	**121	3.4	6.5	149	302	2.4	16.1	104				
VOGUE	3909	589	4.8	15.1	99	**96	2.7	2.5	57	684	5.4	17.5	113				
WALL STREET JOURNAL	1886	247	2.0	13.1	86	**97	2.8	5.1	119	351	2.8	18.6	120				
WEIGHT WATCHERS	2120	341	2.8	16.1	106	*151	4.3	7.1	164	369	2.9	17.4	112				
WOMAN'S DAY	14172	2474	20.0	17.5	115	799	22.8	5.6	130	2576	20.5	18.2	117				
WORKING MOTHER	1146	*198	1.6	17.3	113	**81	2.3	7.1	163	*205	1.6	17.9	115				
WORKING WOMAN	1322	232	1.9	17.5	115	**104	3.0	7.9	182	267	2.1	20.2	130				
WORLD TENNIS	*163	**23	0.2	14.1	93	**2	0.1	1.2	28	**38	0.3	23.3	150				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	425	3.4	16.8	110	**74	2.1	2.9	67	503	4.0	19.9	128				
BLAIR INSERTS	43657	6846	55.5	15.7	103	1827	52.1	4.2	97	7191	57.3	16.5	106				
DAILY NEWSPAPERS																	
READ ANY	51633	7769	62.9	15.0	99	2444	69.6	4.7	109	8393	66.9	16.3	105				
READ ONE	43463	6547	53.0	15.1	99	2137	60.9	4.9	113	6886	54.9	15.8	102				
READ TWO OR MORE	8170	1222	9.9	15.0	98	307	8.7	3.8	87	1508	12.0	18.5	119				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8182	66.3	15.5	102	2254	64.2	4.3	99	8543	68.1	16.2	105				
READ ONE	46126	7088	57.4	15.4	101	1994	56.8	4.3	100	7316	58.3	15.9	102				
READ TWO OR MORE	6552	1094	8.9	16.7	110	*259	7.4	4.0	91	1227	9.8	18.7	121				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.06				28.07				27.36							
30 DAY REACH	71455	10920	88.5	15.3	100	3155	89.9	4.4	102	11305	90.1	15.8	102				
50 SHWG - 30 DAY AV FREQ	14.56	14.60				14.42				14.29							
30 DAY REACH	67742	10476	84.9	15.5	101	3068	87.4	4.5	105	10859	86.5	16.0	103				
25 SHWG - 30 DAY AV FREQ	7.94	7.99				7.59				7.70							
30 DAY REACH	62117	9609	77.9	15.5	102	2906	82.8	4.7	108	10095	80.4	16.3	105				
CABLE TV: HOME WIRED	32077	4950	40.1	15.4	101	1430	40.8	4.5	103	5110	40.7	15.9	103				
HOME NOT WIRED	48909	7392	59.9	15.1	99	2080	59.3	4.3	98	7443	59.3	15.2	98				
HAVE PAY CABLE	15935	2630	21.3	16.5	108	747	21.3	4.7	108	2425	19.3	15.2	98				

	TOTAL U.S. '000	A '000	MOP & GLO B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	12342	100.0	15.2	100	3509	100.0	4.3	100	12552	100.0	15.5	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6494	52.6	14.8	97	2163	61.6	4.9	114	6771	53.9	15.4	99				
10:00 AM - 3:00 PM	30659	4709	38.2	15.4	101	1468	41.8	4.8	111	5147	41.0	16.8	108				
3:00 PM - 7:00 PM	31045	4835	39.2	15.6	102	1539	43.9	5.0	114	4738	37.7	15.3	98				
7:00 PM - MIDNIGHT	15767	2390	19.4	15.2	99	659	18.8	4.2	96	2492	19.9	15.8	102				
MIDNIGHT - 6:00 AM	9120	1426	11.6	15.6	103	361	10.3	4.0	91	1432	11.4	15.7	101				
6:00 AM - MIDNIGHT	58527	8993	72.9	15.4	101	2722	77.6	4.7	107	9306	74.1	15.9	103				
ENTIRE DAY	59311	9136	74.0	15.4	101	2750	78.4	4.6	107	9428	75.1	15.9	103				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2605	21.1	16.1	106	796	22.7	4.9	114	2571	20.5	15.9	103				
ALL NEWS	2256	351	2.8	15.6	102	**76	2.2	3.4	78	369	2.9	16.4	106				
AOR/PROGRESSIVE	3874	653	5.3	16.9	111	**217	6.2	5.6	129	658	5.2	17.0	110				
BEAUTIFUL MUSIC	5660	677	5.5	12.0	78	**251	7.2	4.4	102	950	7.6	16.8	108				
BLACK	2204	391	3.2	17.7	116	**97	2.8	4.4	102	494	3.9	22.4	145				
CLASSICAL	1418	*214	1.7	15.1	99	**40	1.1	2.8	65	*277	2.2	19.5	126				
CHR/ROCK	9538	1475	12.0	15.5	101	446	12.7	4.7	108	1338	10.7	14.0	91				
COUNTRY	12648	1988	16.1	15.7	103	531	15.1	4.2	97	1976	15.7	15.6	101				
GOLDEN OLDIES	1191	*244	2.0	20.5	134	**97	2.8	8.1	188	*219	1.7	18.4	119				
MOR/NOSTALGIA	4757	663	5.4	13.9	91	*210	6.0	4.4	102	758	6.0	15.9	103				
NEWS/TALK	3863	520	4.2	13.5	88	*247	7.0	6.4	148	505	4.0	13.1	84				
RELIGIOUS	3084	485	3.9	15.7	103	**136	3.9	4.4	102	466	3.7	15.1	97				
SOFT ROCK	521	**91	0.7	17.5	115	**22	0.6	4.2	97	**72	0.6	13.8	89				
URBAN CONTEMPORARY	1585	268	2.2	16.9	111	**44	1.3	2.8	64	342	2.7	21.6	139				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	506	4.1	15.5	102	*220	6.3	6.7	156	499	4.0	15.3	99				
ABC DIRECTION	2316	303	2.5	13.1	86	**91	2.6	3.9	91	356	2.8	15.4	99				
ABC ENTERTAINMENT	4834	604	4.9	12.5	82	*224	6.4	4.6	107	629	5.0	13.0	84				
ABC FM	2202	337	2.7	15.3	100	**121	3.4	5.5	127	354	2.8	16.1	104				
ABC INFORMATION	5425	773	6.3	14.2	93	*266	7.6	4.9	113	976	7.8	18.0	116				
ABC ROCK	1677	*206	1.7	12.3	81	**94	2.7	5.6	129	268	2.1	16.0	103				
CBS	4430	660	5.3	14.9	98	**146	4.2	3.3	76	777	6.2	17.5	113				
MUTUAL	4992	910	7.4	18.2	120	*174	5.0	3.5	80	900	7.2	18.0	116				
WIBC	4679	665	5.4	14.2	93	*256	7.3	5.5	126	736	5.9	15.7	101				
RADIORADIO	1994	356	2.9	17.9	117	**100	2.8	5.0	116	310	2.5	15.5	100				
RKO ONE	2298	391	3.2	17.0	112	**78	2.2	3.4	78	329	2.6	14.3	92				
RKO TWO	3311	522	4.2	15.8	103	**110	3.1	3.3	77	322	2.6	9.7	63				
THE SOURCE	2114	328	2.7	15.5	102	**118	3.4	5.6	129	347	2.8	16.4	106				
NON-WIRED : BLAIR	8654	1217	9.9	14.1	92	349	9.9	4.0	93	1306	10.4	15.1	97				
INTERNET	12025	1956	15.8	16.3	107	605	17.2	5.0	116	2016	16.1	16.8	108				
KATZ RADIO GROUP	15359	2350	19.0	15.3	100	717	20.4	4.7	108	2268	18.1	14.8	95				
SUPERNET	10628	1821	14.8	17.1	112	527	15.0	5.0	114	1820	14.5	17.1	110				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1279	10.4	14.8	97	330	9.4	3.8	88	1355	10.8	15.6	101				
MKDAY 9:00 AM - 1:00 PM	12163	1968	15.9	16.2	106	561	16.0	4.6	106	1940	15.5	16.0	103				
MKDAY 1:00 PM - 4:30 PM	16150	2602	21.1	16.1	106	761	21.7	4.7	109	2650	21.1	16.4	106				
MKDAY 4:30 PM - 7:30 PM	22463	3468	28.1	15.4	101	883	25.2	3.9	91	3515	28.0	15.6	101				
MKDAY 7:30 PM - 8:00 PM	31795	4857	39.4	15.3	100	1228	35.0	3.9	89	4962	39.5	15.6	101				
MKDAY 11:00 PM - 11:30 PM	23977	3916	31.7	16.3	107	961	27.4	4.0	93	4030	32.1	16.8	108				
MKDAY 11:30 PM - 1:00 AM	7703	1372	11.1	17.8	117	311	8.9	4.0	93	1397	11.1	18.1	117				
M-SAT 8-11 PM-SUN 7-11 PM	33800	5383	43.6	15.9	105	1405	40.0	4.2	96	5457	43.5	16.1	104				
MKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1012	8.2	15.5	102	295	8.4	4.5	104	979	7.8	15.0	97				
ANOTHER WORLD	N 4620	830	6.7	18.0	118	247	7.0	5.3	123	794	6.3	17.2	111				
AS THE WORLD TURNS	C 5614	818	6.6	14.6	96	190	5.4	3.4	78	916	7.3	16.3	105				
CAPITOL	C 3396	473	3.8	13.9	91	*130	3.7	3.8	88	610	4.9	18.0	116				
CBS MORN. NEWS 1	C 1446	224	1.8	15.5	102	**44	1.3	3.0	70	247	2.0	17.1	110				
CBS MORN. NEWS 2	C 1207	181	1.5	15.0	98	**26	0.7	2.2	50	192	1.5	15.9	103				
DAYS OF OUR LIVES	N 5877	1141	9.2	19.4	127	282	8.0	4.8	111	1033	8.2	17.6	113				
FACTS OF LIFE - DAYTIME	N 2290	334	2.7	14.6	96	*97	2.8	4.2	98	235	1.9	10.3	66				
FAMILY FEUD	A 3023	412	3.3	13.6	89	153	4.4	5.1	117	455	3.6	15.1	97				
GENERAL HOSPITAL	A 6097	962	7.8	15.8	104	273	7.8	4.5	103	960	7.6	15.7	102				
GOOD MORNING, AMERICA-730A	A 3515	525	4.3	14.9	98	*179	5.1	5.1	118	462	3.7	13.1	85				
GOOD MORNING, AMERICA-830A	A 2818	490	4.0	17.4	114	*135	3.8	4.8	111	467	3.7	16.6	107				
GUIDING LIGHT	C 5339	797	6.5	14.9	98	199	5.7	3.7	86	915	7.3	17.1	111				
ONE LIFE TO LIVE	A 4478	710	5.8	15.9	104	272	7.8	6.1	140	626	5.0	14.0	90				
PRESS YOUR LUCK	C 2244	395	3.2	17.6	116	139	4.0	6.2	143	380	3.0	16.9	109				
PRICE IS RIGHT 1	C 4348	647	5.2	14.9	98	215	6.1	4.9	114	787	6.3	18.1	117				
PRICE IS RIGHT 2	C 5014	730	5.9	14.6	96	234	6.7	4.7	108	971	7.7	19.4	125				
RYAN'S HOPE	A 3150	532	4.3	16.9	111	193	5.5	6.1	141	481	3.8	15.3	99				
SALE OF THE CENTURY	N 2695	435	3.5	16.1	106	*106	3.0	3.9	91	352	2.8	13.1	84				
SEARCH FOR TOMORROW	N 2319	409	3.3	17.6	116	*132	3.8	5.7	131	347	2.8	15.0	97				
TODAY SHOW 1	N 2693	294	2.4	10.9	72	*61	1.7	2.3	52	452	3.6	16.8	108				
TODAY SHOW 2	N 2498	282	2.3	11.3	74	*62	1.8	2.5	57	364	2.9	14.6	94				
\$25,000 PYRAMID	C 2753	465	3.8	16.9	111	*125	3.6	4.5	105	441	3.5	16.0	103				
WHEEL OF FORTUNE	N 4388	777	6.3	17.7	116	210	6.0	4.8	110	686	5.5	15.6	101				
YOUNG AND THE RESTLESS	C 5695	858	7.0	15.1	99	196	5.6	3.4	79	1049	8.4	18.4	119				
WEEKEND DAYTIME NTKM PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	298	2.4	16.9	111	**34	1.0	1.9	45	194	1.5	11.0	71				
NBA PLAYOFF GAME -1	C 1136	230	1.9	20.2	133	**22	0.6	1.9	45	247	2.0	21.7	140				
NBC MAJOR LEAGUE PRE-GAME N	953	**152	1.2	15.9	105	**50	1.4	5.2	121	**122	1.0	12.8	83				
SPORTSWORLD - SUN	N 1233	256	2.1	20.8	136	**47	1.3	3.8	88	*172	1.4	13.9	90				
SUNDAY MORNING	C 1611	258	2.1	16.0	105	**53	1.5	3.3	76	211	1.7	13.1	85				

	TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	12342	100.0	15.2	100	3509	100.0	4.3	100	12552	100.0	15.5	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3777	30.6	14.5	95	965	27.5	3.7	85	4050	32.3	15.5	100				
NETWORK AFFILIATES - LATE	20261	3352	27.2	16.5	109	824	23.5	4.1	94	3462	27.6	17.1	110				
INDEPENDENTS - LATE	2076	308	2.5	14.8	97	*69	2.0	3.3	77	341	2.7	16.4	106				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1759	14.3	16.8	110	375	10.7	3.6	83	1598	12.7	15.3	99				
ABC MONDAY NIGHT MOVIE	A 6412	990	8.0	15.4	101	272	7.8	4.2	98	1048	8.3	16.3	105				
ABC SUNDAY NIGHT MOVIE	A 12407	1918	15.5	15.5	101	499	14.2	4.0	93	1917	15.3	15.5	100				
ABC WORLD NEWS TONIGHT	A 6176	832	6.7	13.5	88	231	6.6	3.7	86	944	7.5	15.3	99				
AFTERMASH	C 5863	1121	9.1	19.1	125	*272	7.8	4.6	107	1066	8.5	18.2	117				
ALICE	C 9594	1527	12.4	15.9	104	433	12.3	4.5	104	1522	12.1	15.9	102				
AMERICAN PARADE	C 6622	895	7.3	13.5	89	222	6.3	3.4	77	999	8.0	15.1	97				
BENSON	A 10886	1715	13.9	15.8	103	546	15.6	5.0	116	1741	13.9	16.0	103				
BLUE THUNDER	A 5036	955	7.7	19.0	124	262	7.5	5.2	120	852	6.8	16.9	109				
CAGNEY & LACEY	C 9965	1544	12.5	15.5	102	476	13.6	4.8	110	1618	12.9	16.2	105				
CBS EVENING NEWS-DEAN	C 3491	698	5.7	20.0	131	**110	3.1	3.2	73	505	4.0	14.5	93				
CBS EVENING NEWS-RATHER	C 7123	1142	9.3	16.0	105	197	5.6	2.8	64	1206	9.6	16.9	109				
CBS SAT. NEWS-SCHIEFFER	C 3621	547	4.4	15.1	99	82	2.3	2.3	52	530	4.2	14.6	94				
CBS SATURDAY NIGHT MOVIE	C 5436	934	7.6	17.2	113	247	7.0	4.5	105	813	6.5	15.0	96				
CBS WEDNESDAY NIGHT MOVIE	C 6100	851	6.9	14.0	92	219	6.2	3.6	83	934	7.4	15.3	99				
CHEERS	N 8889	1467	11.9	16.5	108	405	11.5	4.6	105	1458	11.6	16.4	106				
DALLAS	C 22109	3409	27.6	15.4	101	881	25.1	4.0	92	3738	29.8	16.9	109				
DIFF'RENT STROKES	N 6940	1045	8.5	15.1	99	*224	6.4	3.2	74	1077	8.6	15.5	100				
DOUBLE TROUBLE	N 7223	1338	10.8	18.5	122	360	10.3	5.0	115	1139	9.1	15.8	102				
DUCK FACTORY	N 5595	961	7.8	17.2	113	*241	6.9	4.3	99	947	7.5	16.9	109				
DUKES OF HAZZARD	C 5768	815	6.6	14.1	93	223	6.4	3.9	89	949	7.6	16.5	106				
DYNASTY	A 20053	2985	24.2	14.9	98	877	25.0	4.4	101	3079	24.5	15.4	99				
FACTS OF LIFE	N 8087	1526	12.4	18.9	124	368	10.5	4.6	105	1319	10.5	16.3	105				
FALCON CREST	C 20046	3001	24.3	15.0	98	684	19.5	3.4	79	3453	27.5	17.2	111				
FALL GUY	A 9084	1521	12.3	16.7	110	359	10.2	4.0	91	1481	11.8	16.3	105				
FAMILY TIES	N 7964	1307	10.6	16.4	108	368	10.5	4.6	107	1438	11.5	18.1	116				
FANTASY ISLAND	A 7687	1130	9.2	14.7	96	259	7.4	3.4	78	1291	10.3	16.8	108				
FOULUPS,BLEEPES & BLUNDERS	A 8861	1441	11.7	16.3	107	449	12.8	5.1	117	1499	11.9	16.9	109				
FOUR SEASONS	C 5095	941	7.6	18.5	121	*236	6.7	4.6	107	974	7.8	19.1	123				
GIMME A BREAK	N 8838	1420	11.5	16.1	105	378	10.8	4.3	99	1580	12.6	17.9	115				
HART TO HART	A 8978	1198	9.7	13.3	88	476	13.6	5.3	122	1497	11.9	16.7	108				
HILL STREET BLUES	N 8590	1394	11.3	16.2	106	296	8.4	3.4	80	1514	12.1	17.6	114				
HOTEL	A 14085	2187	17.7	15.5	102	628	17.9	4.5	103	2222	17.7	15.8	102				
JEFFERSONS	C 9360	1568	12.7	16.8	110	470	13.4	5.0	116	1529	12.2	16.3	105				
JENNIFER SLEPT HERE	N 5841	824	6.7	14.1	93	*255	7.3	4.4	101	910	7.2	15.6	101				
KATE & ALLIE	C 9206	1610	13.0	17.5	115	479	13.7	5.2	120	1490	11.9	16.2	104				
KNIGHT RIDER	N 7076	1203	9.7	17.0	112	286	8.2	4.0	93	1114	8.9	15.7	102				
LOVE BOAT	A 12219	1773	14.4	14.5	95	488	13.9	4.0	92	1964	15.6	16.1	104				
MAGNUM PI	C 11199	1765	14.3	15.8	103	427	12.2	3.8	88	1941	15.5	17.3	112				
MAMA'S FAMILY	N 6057	1109	9.0	18.3	120	*276	7.9	4.6	105	914	7.3	15.1	97				
MASTER, THE	N 3598	625	5.1	17.4	114	*178	5.1	4.9	114	487	3.9	13.5	87				
MATT HOUSTON	A 6344	1026	8.3	16.2	106	277	7.9	4.4	101	1031	8.2	16.3	105				
NBC MONDAY NIGHT MOVIE	N 11994	1956	15.8	16.3	107	490	14.0	4.1	94	1871	14.9	15.6	101				
NBC NIGHTLY NEWS	N 5132	772	6.3	15.0	99	239	6.8	4.7	107	787	6.3	15.3	99				
NBC NIGHTLY NEWS-SAT	N 3375	464	3.8	13.7	90	*129	3.7	3.8	88	555	4.4	16.4	106				
NBC NIGHTLY NEWS-SUN	N 3130	450	3.6	14.4	94	*98	2.8	3.1	72	487	3.9	15.6	100				
NBC SUNDAY NIGHT MOVIE	N 8284	1517	12.3	18.3	120	465	13.3	5.6	130	1658	13.2	20.0	129				
NEWHART	C 9240	1460	11.8	15.8	104	473	13.5	5.1	118	1587	12.6	17.2	111				
ONE DAY AT A TIME	C 7288	1037	8.4	14.2	93	326	9.3	4.5	103	1113	8.9	15.3	99				
PEOPLE ARE FUNNY	N 4855	884	7.2	18.2	119	*168	4.8	3.5	80	844	6.7	17.4	112				
REAL PEOPLE	N 8869	1417	11.5	16.0	105	394	11.2	4.4	103	1301	10.4	14.7	95				
REMINGTON STEELE	N 7743	1162	9.4	15.0	98	269	7.7	3.5	80	1132	9.0	14.6	94				
RIPLY'S BELIEVE IT - NOT	A 5345	928	7.5	17.4	114	259	7.4	4.8	112	762	6.1	14.3	92				
RIPTIDE	N 6988	1151	9.3	16.5	108	296	8.4	4.2	98	987	7.9	14.1	91				
SCARECROW & MRS. KING	C 10002	1538	12.5	15.4	101	448	12.8	4.5	103	1469	11.7	14.7	95				
SIMON & SIMON	C 10638	1748	14.2	16.4	108	428	12.2	4.0	93	1745	13.9	16.4	106				
60 MINUTES	C 13293	2125	17.2	16.0	105	464	13.2	3.5	81	1982	15.8	14.9	96				
ST. ELSEWHERE	N 7017	1085	8.8	15.5	101	330	9.4	4.7	109	1192	9.5	17.0	110				
THREE'S COMPANY	A 10917	1771	14.3	16.2	106	549	15.6	5.0	116	1750	13.9	16.0	103				
T.J. HOOKER	A 9204	1411	11.4	15.3	101	325	9.3	3.5	81	1392	11.1	15.1	98				
TONIGHT SHOW	N 2372	412	3.3	17.4	114	79	2.3	3.3	77	490	3.9	20.7	133				
TRAPPER JOHN, M.D.	C 9846	1623	13.2	16.5	108	459	13.1	4.7	108	1610	12.8	16.4	106				
TV BLOOPERS & PRAC. JOKES	N 9105	1670	13.5	18.3	120	440	12.5	4.8	112	1729	13.8	19.0	123				
20/20	A 9387	1422	11.5	15.1	99	372	10.6	4.0	91	1392	11.1	14.8	96				
WEBSTER	A 11067	1719	13.9	15.5	102	559	15.9	5.1	117	1703	13.6	15.4	99				
WORLD NEWS - SUN	A 3062	457	3.7	14.9	98	**127	3.6	4.1	96	470	3.7	15.3	99				
YELLOW ROSE	N 4978	820	6.6	16.5	108	*146											

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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FURNITURE POLISH

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-21

		'000	%	UNWEIGHTED						
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?										
	YES	65884	81.4	7607						
	NO	15102	18.6	1828						
		ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
		'000	%	'000	%	'000	%	'000	%	
IF YES										
3B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?										
BEHOLD		13572	16.8	3259	4.0	6937	8.6	3377	4.2	1530
COMPLETE		1457	1.8	265	.3	734	.9	458	.6	169
ENDUST		15471	19.1	3309	4.1	9337	11.5	2825	3.5	1774
FAYOR		8100	10.0	1784	2.2	4137	5.1	2179	2.7	921
FULLER		751	.9	234	.3	362	.4	155	.2	109
GLOSS'N TOSS		543	.7	130	.2	219	.3	195	.2	77
GUARDSMAN		2112	2.6	713	.9	1032	1.3	367	.5	271
JOHNSON'S PASTE MAX		1765	2.2	382	.5	1025	1.3	358	.4	216
KLEAN'N SHINE		2919	3.6	790	1.0	1632	2.0	497	.6	349
KLEEN GUARD		1417	1.7	418	.5	622	.8	377	.5	153
LEMON PLEDGE		28440	35.1	10485	12.9	14837	18.3	3118	3.9	3266
OTHER PLEDGE		8674	10.7	2698	3.3	4417	5.5	1559	1.9	974
LIQUID GOLD		8063	10.0	1275	1.6	4105	5.1	2682	3.3	860
OLD ENGLISH		13123	16.2	3473	4.3	6498	8.0	3152	3.9	1436
PRIDE		2308	2.8	582	.7	1185	1.5	542	.7	267
REGARD		477	.6	10	*	254	.3	213	.3	56
STANLEY		1316	1.6	376	.5	612	.8	328	.4	168
WOODCRAFTER		464	.6	10	*	314	.4	141	.2	60
WOOD PLUS		1975	2.4	286	.4	1044	1.3	646	.8	218
OTHER BRANDS		7400	9.1	3459	4.3	2531	3.1	1411	1.7	885
DO NOT KNOW		352	.4							38

		'000	%	UNWEIGHTED
3C. ABOUT HOW MANY CANS OR BOTTLES OF FURNITURE POLISH WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 6 MONTHS?				
SIX OR MORE	H	2906	3.6	325
FIVE	H	1022	1.3	122
FOUR	H	2825	3.5	259
THREE	H	6051	7.5	665
TWO	M	14717	18.2	1619
ONE	M	17068	21.1	1928
LESS THAN ONE	L	20088	24.8	2508
NONE	L	1209	1.5	181

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	65884	100.0	81.4	100	12803	100.0	15.8	100	31784	100.0	39.2	100	21296	100.0	26.3	100
18 - 24	9282	6738	10.2	72.6	89	1543	12.1	16.6	105	3399	10.7	36.6	93	1796	8.4	19.3	74
25 - 34	19072	15512	23.5	81.3	100	3160	24.7	16.6	105	7878	24.8	41.3	105	4474	21.0	23.5	89
35 - 44	14591	12109	18.4	83.0	102	2709	21.2	18.6	117	6253	19.7	42.9	109	3147	14.8	21.6	82
45 - 54	11345	9560	14.5	84.3	104	2132	16.7	18.8	119	4570	14.4	40.3	103	2859	13.4	25.2	96
55 - 64	11635	9864	15.0	84.8	104	1473	11.5	12.7	80	4611	14.5	39.6	101	3780	17.7	32.5	124
65 OR OLDER	15061	12102	18.4	80.4	99	1788	14.0	11.9	75	5074	16.0	33.7	86	5240	24.6	34.8	132
18 - 34	28354	22249	33.8	78.5	96	4702	36.7	16.6	105	11276	35.5	39.8	101	6271	29.4	22.1	84
18 - 49	48339	38950	59.1	80.6	99	8555	66.8	17.7	112	19709	62.0	40.8	104	10686	50.2	22.1	84
25 - 54	45008	37180	56.4	82.6	102	8000	62.5	17.8	112	18700	58.8	41.5	106	10480	49.2	23.3	89
35 - 49	19985	16701	25.3	83.6	103	3853	30.1	19.3	122	8432	26.5	42.2	108	4415	20.7	22.1	84
50 OR OLDER	32647	26934	40.9	82.5	101	4248	33.2	13.0	82	12076	38.0	37.0	94	10610	49.8	32.5	124
GRADUATED COLLEGE	11155	9247	14.0	82.9	102	1305	10.2	11.7	74	4252	13.4	38.1	97	3689	17.3	33.1	126
ATTENDED COLLEGE	13682	11386	17.3	83.2	102	2016	15.7	14.7	93	5601	17.6	40.9	104	3770	17.7	27.6	105
GRADUATED HIGH SCHOOL	33880	28299	43.0	83.5	103	5833	45.6	17.2	109	14104	44.4	41.6	106	8362	39.3	24.7	94
DID NOT GRADUATE HIGH SCHOOL	22270	16952	25.7	76.1	94	3650	28.5	16.4	104	7827	24.6	35.1	90	5475	25.7	24.6	93
EMPLOYED	40306	33254	50.5	82.5	101	6552	51.2	16.3	103	16315	51.3	40.5	103	10388	48.8	25.8	98
EMPLOYED FULL-TIME	32850	27015	41.0	82.2	101	5373	42.0	16.4	103	13243	41.7	40.3	103	8399	39.4	23.6	97
EMPLOYED PART-TIME	7456	6239	9.5	83.7	103	1179	9.2	15.8	100	3072	9.7	41.2	105	1989	9.3	26.7	101
NOT EMPLOYED	40680	32629	49.5	80.2	99	6252	48.8	15.4	97	15469	48.7	38.0	97	10908	51.2	26.8	102
PROFESSIONAL/MANAGER	10392	8762	13.3	84.3	104	1259	9.8	12.1	77	4484	14.1	43.1	110	3018	14.2	29.0	110
TECH/CLERICAL/SALES	17574	14827	22.5	84.4	104	3075	24.0	17.5	111	7074	22.3	40.3	103	4678	22.0	26.6	101
PRECISION/CRAFT	985	775	1.2	78.7	97	**111	0.9	11.3	71	*360	1.1	36.5	93	*304	1.4	30.9	117
OTHER EMPLOYED	11354	8891	13.5	78.3	96	2106	16.4	13.5	117	4397	13.8	38.7	99	2388	11.2	21.0	80
SINGLE	9863	7281	11.1	73.8	91	1416	11.1	14.4	91	3385	10.7	34.3	87	2480	11.6	25.1	96
MARRIED	51375	43008	65.3	83.7	103	8664	67.7	16.9	107	21595	67.9	42.0	107	12749	59.9	24.8	94
DIVORCED/SEPARATED/WIDOWED	19748	15595	23.7	79.0	97	2724	21.3	13.8	87	6804	21.4	34.5	88	6068	28.5	30.7	117
PARENTS	32590	26490	40.2	81.3	100	6551	51.2	20.1	127	13625	42.9	41.8	107	6313	29.6	19.4	74
WHITE	70416	58235	88.4	82.7	102	10839	84.7	15.4	97	28259	88.9	40.1	102	19137	89.9	27.2	103
BLACK	8778	6502	9.9	74.1	91	1729	13.5	19.7	125	3026	9.5	34.5	88	1747	8.2	19.9	76
OTHER	1791	1147	1.7	64.0	79	**235	1.8	13.1	83	*500	1.6	27.9	71	**412	1.9	23.0	87
NORTHEAST-CENSUS	17786	14635	22.2	82.3	101	3333	26.0	18.7	119	7236	22.8	40.7	104	4065	19.1	22.9	87
NORTH CENTRAL	20741	17519	26.6	84.5	104	3110	24.3	15.0	95	8622	27.1	41.6	106	5787	27.2	27.9	106
SOUTH	27775	22260	33.8	80.1	99	4412	34.5	15.9	100	10917	34.3	39.3	100	6931	32.5	25.0	95
WEST	14683	11471	17.4	78.1	96	1949	15.2	13.3	84	5010	15.8	34.1	87	4512	21.2	30.7	117
NORTHEAST-MKTG.	17961	14583	22.1	81.2	100	3385	26.4	18.8	119	7500	23.6	41.8	106	3698	17.4	20.6	78
EAST CENTRAL	11885	9954	15.1	83.8	103	2001	15.6	16.8	106	4870	15.3	41.0	104	3083	14.5	25.9	99
WEST CENTRAL	14090	12058	18.3	85.6	105	2002	15.6	14.2	90	5831	18.3	41.4	105	4225	19.8	30.0	114
SOUTH	24081	19298	29.3	80.1	99	3655	28.5	15.2	96	9239	29.1	38.4	98	6405	30.1	26.6	101
PACIFIC	12969	9989	15.2	77.0	95	1760	13.7	13.6	86	4344	13.7	33.5	85	3885	18.2	30.0	114
COUNTY SIZE A	32439	26019	39.5	80.2	99	4927	38.5	15.2	96	12741	40.1	39.3	100	8351	39.2	25.7	98
COUNTY SIZE B	24915	20356	30.9	81.7	100	4315	33.7	17.3	110	9752	30.7	39.1	100	6289	29.5	25.2	96
COUNTY SIZE C	12930	10621	16.1	82.1	101	1856	14.5	14.4	91	5025	15.8	38.9	99	3740	17.6	28.9	110
COUNTY SIZE D	10703	8888	13.5	83.0	102	1706	13.3	15.9	101	4266	13.4	39.9	102	2917	13.7	27.3	104
METRO CENTRAL CITY	24518	18937	28.7	77.2	95	3858	30.1	15.7	100	8594	27.0	35.1	89	6486	30.5	26.5	101
METRO SUBURBAN	35919	30118	45.7	83.8	103	5675	44.3	15.8	100	15293	48.1	42.6	108	9150	43.0	25.5	97
NON METRO	20549	16829	25.5	81.9	101	3270	25.5	15.9	101	7898	24.8	38.4	98	5661	26.6	27.5	105
TOP 5 ADI'S	18341	14902	22.6	81.2	100	3281	25.6	17.9	113	7108	22.4	38.8	99	4512	21.2	24.6	94
TOP 10 ADI'S	25378	20505	31.1	80.8	99	4114	32.1	16.2	103	9853	31.0	38.8	99	6538	30.7	25.8	98
TOP 20 ADI'S	36488	29440	44.7	80.7	99	5680	44.4	15.6	98	14078	44.3	38.6	98	9682	45.5	26.5	101
HSHLD INC. \$50,000 OR MORE	6612	5880	8.9	88.9	109	1172	9.2	17.7	112	2845	9.0	43.0	110	1864	8.8	28.2	107
\$40,000 OR MORE	12659	10882	16.5	86.0	106	2148	16.8	17.0	107	5297	16.7	41.8	107	3438	16.1	27.2	103
\$30,000 OR MORE	24698	21123	32.1	85.5	105	3888	30.4	15.7	100	10754	33.8	43.5	111	6481	30.4	26.2	100
\$25,000 OR MORE	32077	27547	41.8	85.9	106	5142	40.2	16.0	101	13970	44.0	43.6	111	8436	39.6	26.3	100
\$20,000 - \$24,999	9144	7602	11.5	83.1	102	1675	13.1	18.3	116	3499	11.0	38.3	98	2428	11.4	26.6	101
\$15,000 - \$19,999	8728	7177	10.9	82.2	101	1233	9.6	14.1	89	3625	11.4	41.5	106	2319	10.9	26.6	101
\$10,000 - \$14,999	12562	10386	15.8	82.7	102	2217	17.3	17.6	112	4904	15.4	39.0	99	3265	15.3	26.0	99
UNDER \$10,000	18475	13171	20.0	71.3	88	2536	19.8	13.7	87	5787	18.2	31.3	80	4848	22.8	26.2	100
HOUSEHOLD OF 1 PERSON	11987	9417	14.3	78.6	97	1028	8.0	8.6	54	3647	11.5	30.4	78	4742	22.3	39.6	150
2 PEOPLE	26577	21730	33.0	81.8	101	3124	24.4	11.8	74	10780	33.9	40.6	103	7826	36.7	29.4	112
3 OR 4 PEOPLE	30617	25458	38.6	83.1	102	6225	48.6	20.3	129	12404	39.0	40.5	103	6829	32.1	22.3	85
5 OR MORE PEOPLE	11804	9279	14.1	78.6	97	2427	19.0	20.6	130	4954	15.6	42.0	107	1899	8.9	16.1	61
NO CHILD IN HSHLD	46165	37557	57.0	81.4	100	5674	44.3	12.3	78	17405	54.8	37.7	96	14478	68.0	31.4	119
CHILD(REN) UNDER 2 YRS	5325	4139	6.3	77.7	96	824	6.4	15.5	98	2080	6.5	39.1	100	1235	5.8	23.2	88
2 - 5 YEARS	14221	11254	17.1	79.1	97	2650	20.7	18.6	118	5719	18.0	40.2	102	2885	13.5	20.3	77
6 - 11 YEARS	15117	12174	18.5	80.5	99	3174	24.8	21.0	133	6268	19.7	41.5	106	2732	12.8	18.1	69
12 - 17 YEARS	16611	13762	20.9	82.8	102	3692	28.8	22.2	141	7255	22.8	43.7	111	2816	13.2	17.0	64
RESIDENCE OWNED	55884	47440	72.0	84.9	104	8975	70.1	16.1	102	23010	72.4	41.2	105	15455	72.6	27.7	105
VALUE: \$50,000 OR MORE	31744	27123	41.2	85.4	105	4833	37.7	15.2	96	13309	41.9	41.9	107	8982	42.2	28.3	108
VALUE: UNDER \$50,000	24140	20317	30.8	84.2	103	4141	32.3	17.2	109	9702	30.5	40.2	102	6474	30.4	26.8	102

FURNITURE POLISH: USAGE IN LAST 6 MONTHS
(FEMALE HOME MAKERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOME MAKERS		80986	65884	100.0	81.4	100	12803	100.0	15.8	100	31784	100.0	39.2	100	21296	100.0	26.3	100
MAGAZINES	QUINTILE 1	15799	13611	20.7	86.2	106	3035	23.7	19.2	122	6878	21.6	43.5	111	3698	17.4	23.4	89
	QUINTILE 2	17259	14341	21.8	83.1	102	2819	22.0	16.3	103	7116	22.4	41.2	105	4406	20.7	25.5	97
	QUINTILE 3	13545	11308	17.2	83.5	103	2144	16.7	15.8	100	5570	17.5	41.1	105	3594	16.9	26.5	101
	QUINTILE 4	15133	12361	18.8	81.7	100	2166	16.9	14.3	91	5711	18.0	37.7	96	4484	21.1	29.6	113
	QUINTILE 5	19250	14264	21.7	74.1	91	2639	20.6	13.7	87	6511	20.5	33.8	86	5114	24.0	26.6	101
NEWSPAPERS	QUINTILE 1	12413	10625	16.1	85.6	105	2020	15.8	16.3	103	5517	17.4	44.4	113	3088	14.5	24.9	95
	QUINTILE 2	24116	20154	30.6	83.6	103	3489	27.3	14.5	92	9977	31.4	41.4	105	6688	31.4	27.7	105
	QUINTILE 3	11261	9365	14.2	83.2	102	2012	15.7	17.9	113	4507	14.2	40.0	102	2846	13.4	25.3	96
	QUINTILE 4	20255	16092	24.4	79.4	98	3265	25.5	16.1	102	7381	23.2	36.4	93	5446	25.6	26.9	102
	QUINTILE 5	12940	9647	14.6	74.6	92	2017	15.8	15.6	99	4403	13.9	34.0	87	3228	15.2	24.9	95
OUTDOOR	QUINTILE 1	14852	12049	18.3	81.1	100	2419	18.9	16.3	103	5818	18.3	39.2	100	3812	17.9	25.7	98
	QUINTILE 2	15725	12895	19.6	82.0	101	2361	18.4	15.0	95	6613	20.8	42.1	107	3922	18.4	24.9	95
	QUINTILE 3	16330	13448	20.4	82.4	101	2740	21.4	16.8	106	6560	20.6	40.2	102	4148	19.5	25.4	97
	QUINTILE 4	16744	13658	20.7	81.6	100	2912	22.7	17.4	110	6081	19.1	36.3	93	4665	21.9	27.9	106
	QUINTILE 5	17334	13835	21.0	79.8	98	2372	18.5	13.7	87	6713	21.1	38.7	99	4750	22.3	27.4	104
RADIO-DRIVE TIME	QUINTILE 1	15911	13087	19.9	82.3	101	2589	20.2	16.3	103	6541	20.6	41.1	105	3957	18.6	24.9	95
	QUINTILE 2	14837	12541	19.0	84.5	104	2664	20.8	18.0	114	6140	19.3	41.4	105	3738	17.6	25.2	96
	QUINTILE 3	15339	12232	18.6	79.7	98	2207	17.2	14.4	91	6068	19.1	39.6	101	3958	18.6	25.8	98
	QUINTILE 4	16723	13599	20.6	81.3	100	2471	19.3	14.8	93	6983	22.0	41.8	106	4145	19.5	24.8	94
	QUINTILE 5	18176	14425	21.9	79.4	98	2873	22.4	15.8	100	6054	19.0	33.3	85	5499	25.8	30.3	115
RADIO-MID- DAY	TERCILE 1	21020	17295	26.3	82.3	101	3401	26.6	16.2	102	8650	27.2	41.2	105	5244	24.6	24.9	95
	TERCILE 2	21610	17823	27.1	82.5	101	3821	29.8	17.7	112	8577	27.0	39.7	101	5425	25.5	25.1	95
	TERCILE 3	38355	30766	46.7	80.2	99	5581	43.6	14.6	92	14557	45.8	38.0	97	10627	49.9	27.7	105
RADIO-TOTAL	QUINTILE 1	15988	13156	20.0	82.3	101	2680	20.9	16.8	106	6573	20.7	41.1	105	3903	18.3	24.4	93
	QUINTILE 2	15626	12968	19.7	83.0	102	2618	20.4	16.8	106	6497	20.4	41.6	106	3853	18.1	24.7	94
	QUINTILE 3	16723	13737	20.9	82.1	101	2822	22.0	16.9	107	6547	20.6	39.1	100	4369	20.5	26.1	99
	QUINTILE 4	16342	13378	20.3	81.9	101	2248	17.6	13.8	87	6602	20.8	40.4	103	4527	21.3	27.7	105
	QUINTILE 5	16306	12644	19.2	77.5	95	2436	19.0	14.9	94	5565	17.5	34.1	87	4643	21.8	28.5	108
TV-PRIME TIME	QUINTILE 1	15953	13234	20.1	83.0	102	2726	21.3	17.1	108	6191	19.5	38.8	99	4317	20.3	27.1	103
	QUINTILE 2	16137	13278	20.2	82.3	101	2772	21.7	17.2	109	6413	20.2	39.7	101	4093	19.2	25.4	96
	QUINTILE 3	16420	13401	20.3	81.6	100	2639	20.6	16.1	102	6696	21.1	40.8	104	4066	19.1	24.8	94
	QUINTILE 4	16687	13504	20.5	80.9	99	2516	19.7	15.1	95	6503	20.5	39.0	99	4485	21.1	26.9	102
	QUINTILE 5	15789	12466	18.9	79.0	97	2150	16.8	13.6	86	5982	18.8	37.9	97	4334	20.4	27.4	104
TV-DAYTIME	TERCILE 1	27736	22384	34.0	80.7	99	4595	35.9	16.6	105	10566	33.2	38.1	97	7223	33.9	26.0	99
	TERCILE 2	26489	21516	32.7	81.2	100	4328	33.8	16.3	103	10742	33.8	40.6	103	6447	30.3	24.3	93
	TERCILE 3	26761	21984	33.4	82.1	101	3881	30.3	14.5	92	10477	33.0	39.2	100	7626	35.8	28.5	108
TV-TOTAL	QUINTILE 1	16345	12944	19.6	79.2	97	2851	22.3	17.4	110	5763	18.1	35.3	90	4330	20.3	26.5	101
	QUINTILE 2	16447	13791	20.9	83.9	103	2816	22.0	17.1	108	6843	21.5	41.6	106	4133	19.4	25.1	96
	QUINTILE 3	15980	13213	20.1	82.7	102	2792	21.8	17.5	111	6427	20.2	40.2	102	3994	18.8	25.0	95
	QUINTILE 4	15887	13022	19.8	82.0	101	2208	17.2	13.9	88	6411	20.2	40.4	103	4402	20.7	27.7	105
	QUINTILE 5	16326	12914	19.6	79.1	97	2137	16.7	13.1	83	6340	19.9	38.8	99	4437	20.8	27.2	103
MAGAZINES-NEWSPAPERS: DUAL		20721	17428	26.5	84.1	103	3388	26.5	16.4	103	8782	27.6	42.4	108	5258	24.7	25.4	96
MAGAZINE IMPERATIVE		19186	16068	24.4	83.7	103	3587	28.0	18.7	118	7858	24.7	41.0	104	4623	21.7	24.1	92
NEWSPAPER IMPERATIVE		21899	18150	27.5	82.9	102	3175	24.8	14.5	92	8873	27.9	40.5	103	6101	28.6	27.9	106
MAGAZINES-OUTDOOR: DUAL		15451	13054	19.8	84.5	104	2585	20.2	16.7	106	6593	20.7	42.7	109	3876	18.2	25.1	95
MAGAZINE IMPERATIVE		25953	21791	33.1	84.0	103	4500	35.1	17.3	110	10750	33.8	41.4	106	6541	30.7	25.2	96
OUTDOOR IMPERATIVE		24400	19230	29.2	78.8	97	3459	27.0	14.2	90	9268	29.2	38.0	97	6502	30.5	26.6	101
MAGAZINES-RADIO: DUAL		18049	15177	23.0	84.1	103	3252	25.4	18.0	114	7669	24.1	42.5	108	4257	20.0	23.6	90
MAGAZINE IMPERATIVE		23571	19851	30.1	84.2	104	4012	31.3	17.0	108	9672	30.4	41.0	105	6167	29.0	26.2	99
RADIO IMPERATIVE		23278	18730	28.4	80.5	99	3582	28.0	15.4	97	8961	28.2	38.5	98	6187	29.1	26.6	101
MAGAZINES-TELEVISION: DUAL		15459	13110	19.9	84.8	104	2788	21.8	18.0	114	6577	20.7	42.5	108	3745	17.6	24.2	92
MAGAZINE IMPERATIVE		25829	21729	33.0	84.1	103	4183	32.7	16.2	102	10971	34.5	42.5	108	6575	30.9	25.5	97
TELEVISION IMPERATIVE		26039	20674	31.4	79.4	98	4124	32.2	15.8	100	9500	29.9	36.5	93	7050	33.1	27.1	103
NEWSPAPERS-OUTDOOR: DUAL		16605	14099	21.4	84.9	104	2508	19.6	15.1	96	7400	23.3	44.6	114	4191	19.7	25.2	96
NEWSPAPER IMPERATIVE		26834	22460	34.1	83.7	103	4267	33.3	15.9	101	10864	34.2	40.5	103	7329	34.4	27.3	104
OUTDOOR IMPERATIVE		23346	18393	27.9	78.8	97	3945	30.8	16.9	107	8633	27.2	37.0	94	5815	27.3	24.9	95
NEWSPAPERS-RADIO: DUAL		17133	14404	21.9	84.1	103	2688	21.0	15.7	99	7820	24.6	45.6	116	3896	18.3	22.7	86
NEWSPAPER IMPERATIVE		25892	21670	32.9	83.7	103	3835	30.0	14.8	94	10300	32.4	39.8	101	7535	35.4	29.1	111
RADIO IMPERATIVE		23167	18702	28.4	80.7	99	4169	32.6	18.0	114	8562	26.9	37.0	94	5971	28.0	25.8	98
NEWSPAPERS-TELEVISION: DUAL		17159	14699	22.3	85.7	105	2632	20.6	15.3	97	7543	23.7	44.0	112	4525	21.2	26.4	100
NEWSPAPER IMPERATIVE		26214	21797	33.1	83.2	102	3968	31.0	15.1	96	10741	33.8	41.0	104	7088	33.3	27.0	103
TELEVISION IMPERATIVE		23412	18241	27.7	77													

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	65884	100.0	81.4	100	12803	100.0	15.8	100	31784	100.0	39.2	100	21296	100.0	26.3	100
ATLANTIC MONTHLY	415	377	0.6	90.8	112	**96	0.7	23.1	146	*161	0.5	38.8	99	*121	0.6	29.2	111
BARRON'S	453	391	0.6	86.3	106	**129	1.0	28.5	180	*156	0.5	34.4	88	**107	0.5	23.6	90
BETTER HOMES & GARDENS	16256	14048	21.3	86.4	106	2630	20.5	16.2	102	7219	22.7	44.4	113	4200	19.7	25.8	98
BON APPETIT	2535	2183	3.3	86.1	106	457	3.6	18.0	114	1016	3.2	40.1	102	710	3.3	28.0	107
BUSINESS WEEK	1278	1012	1.5	79.2	97	*230	1.8	18.0	114	488	1.5	38.2	97	293	1.4	22.9	87
CAR AND DRIVER	378	*273	0.4	72.2	89	**68	0.5	18.0	114	**105	0.3	27.8	71	**101	0.5	26.7	102
CBS MAGAZINE NETWORK (GROSS)	1498	1239	1.9	82.7	102	*236	1.8	15.8	100	709	2.2	47.3	121	294	1.4	19.6	75
CHANGING TIMES	1505	1324	2.0	88.0	108	*182	1.4	12.1	76	721	2.3	47.9	122	422	2.0	28.0	107
COLONIAL HOMES	1231	1075	1.6	87.3	107	*227	1.8	18.4	117	460	1.4	37.4	95	388	1.8	31.5	120
CONDE NAST MAG. PKG. (GROSS)	14146	11476	17.4	81.1	100	2664	20.8	18.8	119	5672	17.8	40.1	102	3141	14.7	22.2	84
CONSUMERS DIGEST	1323	1205	1.8	91.1	112	*119	0.9	9.0	57	682	2.1	51.5	131	404	1.9	30.5	116
COSMOPOLITAN	7102	5942	9.0	83.7	103	1470	11.5	20.7	131	2853	9.0	40.2	102	1618	7.6	22.8	87
COUNTRY LIVING	2481	2094	3.2	84.4	104	486	3.8	19.6	124	974	3.1	39.3	100	635	3.0	25.6	97
CUISINE	1472	1260	1.9	85.5	105	336	2.6	22.8	144	*553	1.7	37.6	96	371	1.7	25.2	96
CYCLE WORLD	425	340	0.5	80.0	98	**83	0.6	19.5	124	**169	0.5	39.8	101	**88	0.4	20.7	79
DCI:CREATIVE IDEAS FOR LIV	2510	2165	3.3	86.3	106	446	3.5	17.8	112	1182	3.7	47.1	120	538	2.5	21.4	82
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5816	8.8	86.9	107	1012	7.9	15.1	96	3077	9.7	46.0	117	1727	8.1	25.8	98
DISCOVER	894	660	1.0	73.8	91	*140	1.1	15.7	99	360	1.1	40.3	103	*160	0.8	17.9	68
EBONY	3507	2715	4.1	77.4	95	764	6.0	21.8	138	1312	4.1	37.4	95	639	3.0	18.2	69
ESQUIRE	1083	836	1.3	77.2	95	*183	1.4	16.9	107	384	1.2	35.5	90	269	1.3	24.8	94
ESSENCE	1830	1459	2.2	79.7	98	432	3.4	23.6	149	670	2.1	36.6	93	357	1.7	19.5	74
FAMILY CIRCLE	15930	13700	20.8	86.0	106	2584	20.2	16.2	103	7043	22.2	44.2	113	4073	19.1	25.6	97
THE FAMILY HANDYMAN	1126	975	1.5	86.6	106	*262	2.0	23.3	147	419	1.3	37.2	95	294	1.4	26.1	99
FAMILY WEEKLY	11468	9833	14.9	85.7	105	1708	13.3	14.9	94	4993	15.7	43.5	111	3131	14.7	27.3	104
FIELD & STREAM	2234	1870	2.8	83.7	103	434	3.4	19.4	123	981	3.1	43.9	112	455	2.1	20.4	77
FOOD & WINE	579	515	0.8	88.9	109	**106	0.8	18.3	116	270	0.8	46.6	119	*139	0.7	24.0	91
FORBES	728	612	0.9	84.1	103	**167	1.3	22.9	145	*223	0.7	30.6	78	*222	1.0	30.5	116
FORTUNE	906	768	1.2	84.8	104	*206	1.6	22.7	144	312	1.0	34.4	88	*251	1.2	27.7	105
GENTLEMEN'S QUARTERLY	791	561	0.9	70.9	87	*137	1.1	17.3	110	296	0.9	37.4	95	*128	0.6	16.2	62
GLAMOUR	5265	4249	6.4	80.7	99	930	7.3	17.7	112	2136	6.7	40.6	103	1183	5.6	22.5	85
GOLF DIGEST	636	595	0.9	93.6	115	**129	1.0	20.3	128	289	0.9	45.4	116	*177	0.8	27.8	106
GOLF DIGEST/TENNIS (GROSS)	1186	1058	1.6	89.2	110	*256	2.0	21.6	137	501	1.6	42.2	108	300	1.4	25.3	96
GOLF MAGAZINE	441	414	0.6	93.9	115	**101	0.8	22.9	145	*134	0.4	30.4	77	*179	0.8	40.6	154
GOLF MAGAZINE/SKI (GROSS)	922	877	1.3	95.1	117	*226	1.8	24.5	155	349	1.1	37.9	96	302	1.4	32.8	125
GOOD HOUSEKEEPING	16487	14319	21.7	86.9	107	2739	21.4	16.6	105	7399	23.3	44.9	114	4182	19.6	25.4	96
HARPER'S BAZAAR	2423	2059	3.1	85.0	104	451	3.5	18.6	118	1052	3.3	43.4	111	556	2.6	22.9	87
HEALTH	1994	1798	2.7	90.2	111	353	2.8	17.7	112	969	3.0	48.6	124	477	2.2	23.9	91
HEARST MAG CORP. BUY (GROSS)	44101	37841	57.4	85.8	105	8071	63.0	18.3	116	19081	60.0	43.3	110	10689	50.2	24.2	92
HEARST MAN POWER (GROSS)	1993	1749	2.7	87.8	108	420	3.3	21.1	133	805	2.5	40.4	103	525	2.5	26.3	100
HEARST WOMAN POWER (GROSS)	31274	26952	40.9	86.2	106	5727	44.7	18.3	116	13699	43.1	43.8	112	7526	35.3	24.1	92
HOUSE BEAUTIFUL	3623	3033	4.6	83.7	103	653	5.1	18.0	114	1586	5.0	43.8	112	795	3.7	21.9	83
INC.	283	256	0.4	90.5	111	**72	0.6	25.4	161	**99	0.3	35.0	89	**85	0.4	30.0	114
JET	2928	2243	3.4	76.6	94	650	5.1	22.2	140	1090	3.4	37.2	95	503	2.4	17.2	65
LADIES' HOME JOURNAL	11918	10340	15.7	86.8	107	2212	17.3	18.6	117	5227	16.4	43.9	112	2901	13.6	24.3	93
LHJ FAMILY GRP COMBO(GROSS)	16764	14673	22.3	87.5	108	3111	24.3	18.6	117	7501	23.6	44.7	114	4062	19.1	24.2	92
LIFE	4254	3326	5.0	78.2	96	803	6.3	18.9	119	1662	5.2	39.1	100	861	4.0	20.2	77
L.A. TIMES HOME MAGAZINE	1145	918	1.4	80.2	99	*243	1.9	21.2	134	283	0.9	24.7	63	392	1.8	34.2	130
MADEMOISELLE	2884	2425	3.7	84.1	103	612	4.8	21.2	134	1212	3.8	42.0	107	601	2.8	20.8	79
MC CALL'S	13460	11511	17.5	85.5	105	2257	17.6	16.8	106	5937	18.7	44.1	112	3317	15.6	24.6	94
MC CALL'S/WRK MOTHER (GROSS)	14606	12491	19.0	85.5	105	2415	18.9	16.5	105	6471	20.4	44.3	113	3605	16.9	24.7	94
MECHANIX ILLUSTRATED	772	665	1.0	86.1	106	*175	1.4	22.7	143	286	0.9	37.0	94	*205	1.0	26.6	101
METROPOLITAN HOME	967	840	1.3	86.9	107	*101	0.8	10.4	66	412	1.3	42.6	109	327	1.5	33.8	129
MONEY	1588	1370	2.1	86.3	106	*243	1.9	15.3	97	685	2.2	43.1	110	442	2.1	27.8	106
MOTHER EARTH NEWS	1002	832	1.3	83.0	102	*139	1.1	13.9	88	451	1.4	45.0	115	*242	1.1	24.2	92
MS.	825	617	0.9	74.8	92	*126	1.0	15.3	97	357	1.1	43.3	110	*134	0.6	16.2	62
NATIONAL ENQUIRER	10336	8924	13.5	86.3	106	2200	17.2	21.3	135	4408	13.9	42.6	109	2316	10.9	22.4	85
NATIONAL GEOGRAPHIC	9597	7914	12.0	82.5	101	1239	9.7	12.9	82	3702	11.6	38.6	98	2972	14.0	31.0	118
NATIONAL SUNDAY MAGAZINE PKG	49558	41639	63.2	84.0	103	7919	61.9	16.0	101	20575	64.7	41.5	106	13145	61.7	26.5	101
NATURAL HISTORY	573	497	0.8	86.7	107	**48	0.4	8.4	53	265	0.8	46.2	118	*184	0.9	32.1	122
NEW WOMAN	1699	1365	2.1	80.3	99	295	2.3	17.4	110	611	1.9	36.0	92	459	2.2	27.0	103
NEW YORK INCLUDING CUE	443	363	0.6	81.9	101	**67	0.5	15.1	96	*150	0.5	33.9	86	*146	0.7	33.0	125
THE NEW YORKER	1270	1030	1.6	81.1	100	**100	0.8	7.9	50	482	1.5	38.0	97	448	2.1	35.3	134
NEWSWEEK	6277	5321	8.1	84.8	104	952	7.4	15.2	96	2745	8.6	43.7	111	1624	7.6	25.9	98
THE N.Y. TIMES DAILY EDITION	1205	1026	1.6	85.1	105	*176	1.4	14.6	92	528	1.7	43.8	112	323	1.5	26.8	102
THE N.Y. TIMES MAGAZINE	2081	1682	2.6	80.8	99	242	1.9	11.6	74	842	2.6	40.5	103	599	2.8	28.8	109
OMNI	788	671	1.0	85.2	105	*138	1.1	17.5	111	310	1.0	39.3	100	223	1.0	28.3	108
ON CABLE	1158	1016	1.5	87.7	108	*255	2.0	22.0	139	472	1.5	40.8	104	289	1.4	25.0	95
1001 HOME IDEAS	2852	2535	3.8	88.9	109	546	4.3	19.1	121	1305	4.1	45.8	117	684	3.2	24.0	91
ORGANIC GARDENING	1658	1410	2.1	85.0	105	*249	1.9	15.0	95	616	1.9	37.2	95	544	2.6	32.8	125
OUTDOOR LIFE	896	765	1.2	85.4	105	*205	1.6	22.9	145	355	1.1	39.6	101	*205	1.0	22.9	87
PARADE MAGAZINE	24275	20748	31.5	85.5	105	4206	32.9	17.3	110	10367	32.6	42.7	109	6175	29.0	25.4	97

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	65884	100.0	81.4	100	12803	100.0	15.8	100	31784	100.0	39.2	100	21296	100.0	26.3	100
PARENTS	3845	3267	5.0	85.0	104	691	5.4	18.0	114	1687	5.3	43.9	112	889	4.2	23.1	88
PENTHOUSE	831	656	1.0	78.9	97	*198	1.5	23.8	151	*341	1.1	41.0	105	*117	0.5	14.1	54
PEOPLE	11645	9753	14.8	83.8	103	2123	16.6	18.2	115	5077	16.0	43.6	111	2553	12.0	21.9	83
PLAYBOY	2006	1638	2.5	81.7	100	327	2.6	16.3	103	944	3.0	47.1	120	367	1.7	18.3	70
POPULAR HOT RODDING	297	*251	0.4	84.5	104	*60	0.5	20.2	128	*110	0.3	37.0	94	*80	0.4	26.9	102
POPULAR MECHANICS	1018	900	1.4	88.4	109	*240	1.9	23.6	149	374	1.2	36.7	94	*287	1.3	28.2	107
POPULAR SCIENCE	878	723	1.1	82.3	101	*147	1.1	16.7	106	306	1.0	34.9	89	271	1.3	30.9	117
PREVENTION	3913	3474	5.3	88.8	109	577	4.5	14.7	93	1607	5.1	41.1	105	1289	6.1	32.9	125
PSYCHOLOGY TODAY	1710	1504	2.3	88.0	108	293	2.3	17.1	108	815	2.6	47.7	121	397	1.9	23.2	88
READER'S DIGEST	22204	18903	28.7	85.1	105	3354	26.2	15.1	96	9479	29.8	42.7	109	6069	28.5	27.3	104
REDBOOK	7684	6691	10.2	87.1	107	1518	11.9	19.8	125	3447	10.8	44.9	114	1726	8.1	22.5	85
ROAD & TRACK	410	366	0.6	89.3	110	*90	0.7	22.0	139	*201	0.6	49.0	125	*75	0.4	18.3	70
ROLLING STONE	969	833	1.3	86.0	106	*176	1.4	18.2	115	463	1.5	47.8	122	195	0.9	20.1	77
RUNNER'S WORLD	298	286	0.4	96.0	118	*35	0.3	11.7	74	*161	0.5	54.0	138	*90	0.4	30.2	115
SATURDAY EVENING POST	1169	941	1.4	80.5	99	*219	1.7	18.7	119	427	1.3	36.5	93	295	1.4	25.2	96
SCIENCE 84	587	442	0.7	75.3	93	*151	1.2	25.7	163	*161	0.5	27.4	70	*129	0.6	22.0	84
SCIENCE DIGEST	482	419	0.6	86.9	107	*69	0.5	14.3	91	*194	0.6	40.2	103	*155	0.7	32.2	122
SCIENTIFIC AMERICAN	594	512	0.8	86.2	106	*88	0.7	14.8	94	*194	0.6	32.7	83	*230	1.1	38.7	147
SELF	2089	1738	2.6	83.2	102	375	2.9	18.0	114	870	2.7	41.6	106	493	2.3	23.6	90
SEVENTEEN	2411	2022	3.1	83.9	103	508	4.0	21.1	133	971	3.1	40.3	103	542	2.5	22.5	85
SKI	480	463	0.7	96.5	119	*126	1.0	26.3	166	*215	0.7	44.8	114	*122	0.6	25.4	97
SMITHSONIAN	2760	2339	3.6	84.7	104	294	2.3	10.7	67	1064	3.3	38.6	98	980	4.6	35.5	135
SOAP OPERA DIGEST	3013	2530	3.8	84.0	103	790	6.2	26.2	166	1307	4.1	43.4	111	433	2.0	14.4	55
SOUTHERN LIVING	4184	3651	5.5	87.3	107	567	4.4	13.6	86	1896	6.0	45.3	115	1189	5.6	28.4	108
SPORT	559	429	0.7	76.7	94	*79	0.6	14.1	89	*230	0.7	41.1	105	*121	0.6	21.6	82
THE SPORTING NEWS	436	*369	0.6	84.6	104	*96	0.7	22.0	139	*216	0.7	49.5	126	*57	0.3	13.1	50
SPORTS AFIELD	493	430	0.7	87.2	107	*111	0.9	22.5	142	*237	0.7	48.1	122	*83	0.4	16.8	64
SPORTS ILLUSTRATED	2758	2345	3.6	85.0	105	524	4.1	19.0	120	1205	3.8	43.7	111	616	2.9	22.3	85
STAR	7456	6405	9.7	85.9	106	1609	12.6	21.6	137	3182	10.0	42.7	109	1614	7.6	21.6	82
SUNDAY	24936	20579	31.2	82.5	101	3829	29.9	15.4	97	10176	32.0	40.8	104	6574	30.9	26.4	100
SUNSET	2124	1826	2.8	86.0	106	*227	1.8	10.7	68	732	2.3	34.5	88	867	4.1	40.8	155
TV GUIDE	21661	17908	27.2	82.7	102	3925	30.7	18.1	115	9064	28.5	41.8	107	4919	23.1	22.7	86
TENNIS	550	463	0.7	84.2	103	*127	1.0	23.1	146	*213	0.7	38.7	99	*123	0.6	22.4	85
TIME	8880	7164	10.9	80.7	99	1585	12.4	17.8	113	3412	10.7	38.4	98	2167	10.2	24.4	93
TOWN & COUNTRY	917	758	1.2	82.7	102	*70	0.5	7.6	48	458	1.4	49.9	127	230	1.1	25.1	95
TRAVEL & LEISURE	972	866	1.3	89.1	110	*204	1.6	21.0	133	429	1.3	44.1	112	233	1.1	24.0	91
TRUE STORY	3356	2760	4.2	82.2	101	786	6.1	23.4	148	1337	4.2	39.8	102	637	3.0	19.0	72
U.S. NEWS & WORLD REPORT	3410	2841	4.3	83.3	102	522	4.1	15.3	97	1486	4.7	43.6	111	834	3.9	24.5	93
USA TODAY	1759	1518	2.3	86.3	106	338	2.6	19.2	122	776	2.4	44.1	112	404	1.9	23.0	87
US	1873	1614	2.4	86.2	106	406	3.2	21.7	137	789	2.5	42.1	107	418	2.0	22.3	85
VOGUE	3909	3065	4.7	78.4	96	747	5.8	19.1	121	1453	4.6	37.2	95	865	4.1	22.1	84
HALL STREET JOURNAL	1886	1606	2.4	85.5	105	*235	1.8	12.5	79	827	2.6	43.8	112	544	2.6	28.8	110
HEIGHT WATCHERS	2120	1824	2.8	86.0	106	413	3.2	19.5	123	899	2.8	42.4	108	513	2.4	24.2	92
WOMAN'S DAY	14172	12298	18.7	86.8	107	2590	20.2	18.3	116	6115	19.2	43.1	110	3593	16.9	25.4	96
WORKING MOTHER	1146	980	1.5	85.5	105	*158	1.2	13.8	87	534	1.7	46.6	119	*288	1.4	25.1	96
WORKING WOMAN	1322	1123	1.7	84.9	104	276	2.2	20.9	132	582	1.8	44.0	112	264	1.2	20.0	76
WORLD TENNIS	*163	*142	0.2	87.1	107	*40	0.3	24.5	155	*76	0.2	46.6	119	*26	0.1	16.0	61
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2143	3.3	84.6	104	432	3.4	17.1	108	1170	3.7	46.2	118	541	2.5	21.4	81
BLAIR INSERTS	43657	36535	55.5	83.7	103	6877	53.7	15.1	100	18086	56.9	41.4	106	11572	54.3	26.5	101
DAILY NEWSPAPERS																	
READ ANY	51633	42957	65.2	83.2	102	8049	62.9	15.6	99	21167	66.6	41.0	104	13741	64.5	26.6	101
READ ONE	43463	36054	54.7	83.0	102	6873	53.7	15.8	100	17619	55.4	40.5	103	11562	54.3	26.6	101
READ TWO OR MORE	8170	6904	10.5	84.5	104	1175	9.2	14.4	91	3549	11.2	43.4	111	2179	10.2	26.7	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	44102	66.9	83.7	103	8272	64.6	15.7	99	21780	68.5	41.3	105	14051	66.0	26.7	101
READ ONE	46126	38430	58.3	83.3	102	7197	56.2	15.6	99	18823	59.2	40.8	104	12411	58.3	26.9	102
READ TWO OR MORE	6552	5672	8.6	86.6	106	1075	8.4	16.4	104	2957	9.3	45.1	115	1640	7.7	25.0	95
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.80				28.87				27.62				27.43			
30 DAY REACH	71455	58128	88.2	81.3	100	11401	89.0	16.0	101	28015	88.1	39.2	100	18712	87.9	26.2	100
50 SHWG - 30 DAY AV FREQ	14.56	14.64				14.85				14.66				14.47			
30 DAY REACH	67742	55330	84.0	81.7	100	11084	86.6	16.4	103	26436	83.2	39.0	99	17810	83.6	26.3	100
25 SHWG - 30 DAY AV FREQ	7.94	7.98				8.07				7.93				8.02			
30 DAY REACH	62117	50724	77.0	81.7	100	10195	79.6	16.4	104	24435	76.9	39.3	100	16095	75.6	25.9	99
CABLE TV: HOME WIRED	32077	27375	41.6	85.3	105	5503	43.0	17.2	109	13687	43.1	42.7	109	8185	38.4	25.5	97
HOME NOT WIRED	48909	38509	58.4	78.7	97	7301	57.0	14.9	94	18097	56.9	37.0	94	13111	61.6	26.8	102
HAVE PAY CABLE	15935	13939	21.2	87.5	108	3320	25.9	20.8	132	7142	22.5	44.8	114	3477	16.3	21.8	83

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	65884	100.0	81.4	100	12803	100.0	15.8	100	31784	100.0	39.2	100	21296	100.0	26.3	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	36396	55.2	82.9	102	8859	53.6	15.6	99	18274	57.5	41.6	106	11263	52.9	25.6	98	
10:00 AM - 3:00 PM	30659	25239	38.3	82.3	101	5077	39.7	16.6	105	12423	39.1	40.5	103	7740	36.3	25.2	96	
3:00 PM - 7:00 PM	31045	25392	38.5	81.8	101	4861	38.0	15.7	99	12852	40.4	41.4	105	7679	36.1	24.7	94	
7:00 PM - MIDNIGHT	15767	12775	19.4	81.0	100	2525	19.7	16.0	101	6276	19.7	39.8	101	3974	18.7	25.2	96	
MIDNIGHT - 6:00 AM	9120	7535	11.4	82.6	102	1548	12.1	17.0	107	3613	11.4	39.6	101	2374	11.1	26.0	99	
6:00 AM - MIDNIGHT	58527	48260	73.2	82.5	101	9355	73.1	16.0	101	23921	75.3	40.9	104	14984	70.4	25.6	97	
ENTIRE DAY	59311	48843	74.1	82.4	101	9496	74.2	16.0	101	24178	76.1	40.8	104	15169	71.2	25.6	97	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	16172	13573	20.6	83.9	103	2391	18.7	14.8	94	6662	21.0	41.2	105	4519	21.2	27.9	106	
ALL NEWS	2256	1906	2.9	84.5	104	428	3.3	19.0	120	872	2.7	38.7	98	806	2.8	26.9	102	
AOR/PROGRESSIVE	3874	3066	4.7	79.1	97	559	4.4	14.4	91	1617	5.1	41.7	106	889	4.2	22.9	87	
BEAUTIFUL MUSIC	5660	4864	7.4	85.9	106	856	6.7	15.1	96	2303	7.2	40.7	104	1704	8.0	30.1	114	
BLACK	2204	1735	2.6	78.7	97	577	4.5	26.2	166	816	2.6	37.0	94	342	1.6	15.5	59	
CLASSICAL	1418	1114	1.7	78.6	97	*244	1.9	17.2	109	582	1.8	41.0	105	289	1.4	20.4	78	
CHR/ROCK	9538	7762	11.8	81.4	100	1511	11.8	15.8	100	4207	13.2	44.1	112	2045	9.6	21.4	82	
COUNTRY	12648	10630	16.1	84.0	103	2155	16.8	17.0	108	5451	17.2	43.1	110	3024	14.2	23.9	91	
GOLDEN OLDIES	1191	856	1.3	71.9	88	*235	1.8	19.7	125	344	1.1	28.9	74	277	1.3	23.3	88	
MOR/NOSTALGIA	4757	4088	6.2	85.9	106	718	5.6	15.1	95	1863	5.9	39.2	100	1507	7.1	31.7	120	
NEWS/TALK	3863	3136	4.8	81.2	100	401	3.1	10.4	66	1640	5.2	42.5	108	1095	5.1	28.3	108	
RELIGIOUS	3084	2438	3.7	79.1	97	411	3.2	13.3	84	1164	3.7	37.7	96	862	4.0	28.0	106	
SOFT ROCK	521	428	0.6	82.1	101	**74	0.6	14.2	90	*268	0.8	51.4	131	*85	0.4	16.3	62	
URBAN CONTEMPORARY	1585	1191	1.8	75.1	92	390	3.0	24.6	156	587	1.8	37.0	94	215	1.0	13.6	52	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2658	4.0	81.5	100	552	4.3	16.9	107	1514	4.8	46.4	118	592	2.8	18.2	69	
ABC DIRECTION	2316	2059	3.1	88.9	109	628	3.3	18.5	117	1147	3.6	49.5	126	484	2.3	20.9	79	
ABC ENTERTAINMENT	4834	4081	6.2	84.4	104	768	6.0	15.9	100	2019	6.4	41.8	106	1293	6.1	26.7	102	
ABC FM	2202	1720	2.6	78.1	96	446	3.5	20.3	128	903	2.8	41.0	104	371	1.7	16.8	64	
ABC INFORMATION	5425	4597	7.0	84.7	104	657	5.1	12.1	77	2270	7.1	41.8	107	1670	7.8	30.8	117	
ABC ROCK	1677	1283	1.9	76.5	94	*262	2.0	15.6	99	718	2.3	42.8	109	303	1.4	18.1	69	
CBS	4430	3737	5.7	84.4	104	634	5.0	14.3	91	1706	5.4	38.5	98	1396	6.6	31.5	120	
MUTUAL	4992	4260	6.5	85.3	105	888	5.4	13.8	87	2263	7.1	45.3	116	1309	6.1	26.2	100	
NBC	4679	3907	5.9	83.5	103	898	5.5	14.9	94	1935	6.1	41.4	105	1274	6.0	27.2	104	
RADIORADIO	1994	1619	2.5	81.2	100	327	2.6	16.4	104	848	2.7	42.5	108	444	2.1	22.3	85	
RKO ONE	2298	1852	2.8	80.6	99	362	2.8	15.8	100	868	2.7	37.8	96	622	2.9	27.1	103	
RKO TWO	3311	2708	4.1	81.8	101	484	3.8	14.6	92	1596	5.0	48.2	123	628	2.9	19.0	72	
THE SOURCE	2114	1686	2.6	79.8	98	337	2.6	15.9	101	812	2.6	38.4	98	538	2.5	25.4	97	
NON-WIRED : BLAIR	8654	7262	11.0	83.9	103	1379	10.8	15.9	101	3553	11.2	41.1	105	2329	10.9	26.9	102	
INTERNET	12025	9864	15.0	82.0	101	2080	16.2	17.3	109	4943	15.6	41.1	105	2841	13.3	23.6	90	
KATZ RADIO GROUP	15359	12565	19.1	81.8	101	2083	16.3	13.6	86	6444	20.3	42.0	107	4037	19.0	26.3	100	
SUPERNET	10628	8876	13.5	83.5	103	1935	15.1	18.2	115	4324	13.6	40.7	104	2617	12.3	24.6	94	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	6914	10.5	79.8	98	1319	10.3	15.2	96	3266	10.3	37.7	96	2330	10.9	26.9	102	
WKDAY 9:00 AM - 1:00 PM	12163	9730	14.8	80.0	98	2040	15.9	16.8	106	4540	14.3	37.3	95	3151	14.8	25.9	99	
WKDAY 1:00 PM - 4:30 PM	16150	12970	19.7	80.3	99	2758	21.5	17.1	108	6172	19.4	38.2	97	4039	19.0	25.0	95	
WKDAY 4:30 PM - 7:30 PM	22463	18196	27.6	81.0	100	3587	28.0	16.0	101	8547	26.9	38.0	97	6062	28.5	27.0	103	
WKDAY 7:30 PM - 8:00 PM	31795	25927	39.4	81.5	100	4968	38.8	15.6	99	12376	38.9	38.9	99	8582	40.3	27.0	103	
WKDAY 11:00 PM - 11:30 PM	23977	20032	30.4	83.5	103	4111	32.1	17.1	108	9449	29.7	39.4	100	6472	30.4	27.0	103	
WKDAY 11:30 PM - 1:00 AM	7703	6432	9.8	83.5	103	1454	11.4	18.9	119	2916	9.2	37.9	96	2062	9.7	26.8	102	
M-SAT 8-11 PM-SUN 7-11 PM	33800	27754	42.1	82.1	101	5610	43.8	16.6	105	13273	41.8	39.3	100	8871	41.7	26.2	100	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	5275	8.0	80.7	99	1194	9.3	18.3	116	2553	8.0	39.0	99	1529	7.2	23.4	89
ANOTHER WORLD	N	4620	3799	5.8	82.2	101	860	6.7	18.6	118	1712	5.4	37.1	94	1228	5.8	26.6	101
AS THE WORLD TURNS	C	5614	4427	6.7	78.9	97	907	7.1	16.2	102	2040	6.4	36.3	93	1480	6.9	26.4	100
CAPITOL	C	3396	2556	3.9	75.3	93	567	4.4	16.7	106	1142	3.6	33.6	86	847	4.0	24.9	95
CBS MORN. NEWS 1	C	1446	1113	1.7	77.0	95	257	2.0	17.8	112	494	1.6	34.2	87	362	1.7	25.0	95
CBS MORN. NEWS 2	C	1207	920	1.4	76.2	94	227	1.8	18.8	119	364	1.1	30.2	77	328	1.5	27.2	103
DAYS OF OUR LIVES	N	5877	4860	7.4	82.7	102	937	7.3	15.9	101	2351	7.4	40.0	102	1572	7.4	26.7	102
FACTS OF LIFE - DAYTIME	N	2290	1711	2.6	74.7	92	342	2.7	14.9	94	898	2.8	39.2	100	472	2.2	20.6	78
FAMILY FEUD	A	3023	2334	3.5	77.2	95	455	3.6	15.1	95	1119	3.5	37.0	94	760	3.6	25.1	96
GENERAL HOSPITAL	A	6097	4938	7.5	81.0	100	1100	8.6	18.0	114	2452	7.7	40.2	102	1386	6.5	22.7	86
GOOD MORNING, AMERICA-730	A	3515	2880	4.4	81.9	101	493	3.9	14.0	89	1378	4.3	39.2	100	1009	4.7	28.7	109
GOOD MORNING, AMERICA-830	A	2818	2469	3.7	87.6	108	458	3.6</										

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	TOTAL U.S. '000	BEHOLD				ENDUST				FAVOR				KLEAN 'N SHINE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	13572	100.0	16.8	100	15471	100.0	19.1	100	8100	100.0	10.0	100	2919	100.0	3.6	100
18 - 24	9282	1354	10.0	14.6	87	1223	7.9	13.2	69	988	12.2	10.6	106	*259	8.9	2.8	77
25 - 34	19072	3479	25.6	18.2	109	3166	20.5	16.6	87	2097	25.9	11.0	110	722	24.7	3.8	105
35 - 44	14591	2461	18.1	16.9	101	2737	17.7	18.8	98	1805	22.3	12.4	124	*474	16.2	3.2	90
45 - 54	11345	2291	16.9	20.2	120	2430	15.7	21.4	112	1279	15.8	11.3	113	536	18.4	4.7	131
55 - 64	11635	2006	14.8	17.2	103	2298	14.9	19.8	103	898	11.1	7.7	77	*429	14.7	3.7	102
65 OR OLDER	15061	1981	14.6	13.2	78	3617	23.4	24.0	126	1033	12.8	6.9	69	501	17.2	3.3	92
18 - 34	28354	4833	35.6	17.0	102	4388	28.4	15.5	81	3085	38.1	10.9	109	980	33.6	3.5	96
18 - 49	48339	8331	61.4	17.2	103	8170	52.8	16.9	88	5542	68.4	11.5	115	1755	60.1	3.6	101
25 - 54	45008	8231	60.6	18.3	109	8333	53.9	18.5	97	5182	64.0	11.5	115	1731	59.3	3.8	107
35 - 49	19985	3498	25.8	17.5	104	3781	24.4	18.9	99	2457	30.3	12.3	123	775	26.6	3.9	108
50 OR OLDER	32647	5242	38.6	16.1	96	7301	47.2	22.4	117	2558	31.6	7.8	78	1165	39.9	3.6	99
GRADUATED COLLEGE	11155	1754	12.9	15.7	94	2230	14.4	20.0	105	894	11.0	8.0	80	*279	9.6	2.5	69
ATTENDED COLLEGE	13682	2274	16.8	16.6	99	2617	16.9	19.1	100	1380	17.0	10.1	101	*367	12.6	2.7	74
GRADUATED HIGH SCHOOL	33880	6155	45.4	18.2	108	6599	42.7	19.5	102	4049	50.0	12.0	119	1372	47.0	4.0	112
DID NOT GRADUATE HIGH SCHOOL	22270	3388	25.0	15.2	91	4025	26.0	18.1	95	1776	21.9	8.0	80	901	30.9	4.0	112
EMPLOYED	40306	6842	50.4	17.0	101	7231	46.7	17.9	94	3909	48.3	9.7	97	1363	46.7	3.4	94
EMPLOYED FULL-TIME	32850	5615	41.4	17.1	102	5861	37.9	17.8	93	3275	40.4	10.0	100	933	32.0	2.8	79
EMPLOYED PART-TIME	7456	1227	9.0	16.5	98	1370	8.9	18.4	96	634	7.8	8.5	85	*431	14.8	5.8	160
NOT EMPLOYED	40680	6730	49.6	16.5	99	8240	53.3	20.3	106	4191	51.7	10.3	103	1556	53.3	3.8	106
PROFESSIONAL/MANAGER	10392	1705	12.6	16.4	98	2018	13.0	19.4	102	1017	12.6	9.8	98	*359	12.3	3.5	96
TECH/CLERICAL/SALES	17574	3114	22.9	17.7	106	3032	19.6	17.3	90	1788	22.1	10.2	102	604	20.7	3.4	95
PRECISION/CRAFT	985	**218	1.6	22.1	132	**208	1.3	21.1	111	**85	1.0	8.6	86	*119	0.7	1.9	54
OTHER EMPLOYED	11354	1805	13.3	15.9	95	1973	12.8	17.4	91	1019	12.6	9.0	90	*382	13.1	3.4	93
SINGLE	9863	1568	11.6	15.9	95	1522	9.8	15.4	81	896	11.1	9.1	91	*253	8.7	2.6	71
MARRIED	51375	8955	66.0	17.4	104	9953	64.3	19.4	101	5302	65.5	10.3	103	2133	73.1	4.2	115
DIVORCED/SEPARATED/WIDOWED	19748	3049	22.5	15.4	92	3996	25.8	20.2	106	1902	23.5	9.6	96	534	18.3	2.7	75
PARENTS	32590	5863	43.2	18.0	107	5823	37.6	17.9	94	4062	50.1	12.5	125	1192	40.8	3.7	101
WHITE	70416	11863	87.4	16.8	101	13707	88.6	19.5	102	7007	86.5	10.0	99	2593	88.8	3.7	102
BLACK	8778	1483	10.9	16.9	101	1470	9.5	16.7	88	891	11.0	10.2	101	*313	10.7	3.6	99
OTHER	1791	**226	1.7	12.6	75	**295	1.9	16.5	86	**202	2.5	11.3	113	*114	0.5	0.8	22
NORTHEAST-CENSUS	17786	3422	25.2	19.2	115	3133	20.3	17.6	92	1762	21.8	9.9	99	814	27.9	4.6	127
NORTH CENTRAL	20741	3859	28.4	18.6	111	4771	30.8	23.0	120	2379	29.4	11.5	115	808	27.7	3.9	108
SOUTH	27775	4158	30.6	15.0	89	5088	32.9	18.3	96	2799	34.6	10.1	101	940	32.2	3.4	94
WEST	14683	2134	15.7	14.5	87	2478	16.0	16.9	88	1160	14.3	7.9	79	*358	12.3	2.4	68
NORTHEAST-MKTG.	17961	3354	24.7	18.7	111	2894	18.7	16.1	84	1834	22.6	10.2	102	858	29.4	4.8	133
EAST CENTRAL	11885	2195	16.2	18.5	110	2497	16.1	21.0	110	1198	14.8	10.1	101	502	17.2	4.2	117
WEST CENTRAL	14090	2589	19.1	18.4	110	3326	21.5	23.6	124	1633	20.2	11.6	116	544	18.6	3.9	107
SOUTH	24081	3593	26.5	14.9	89	4670	30.2	19.4	102	2440	30.1	10.1	101	769	26.3	3.2	89
PACIFIC	12969	1841	13.6	14.2	85	2084	13.5	16.1	84	995	12.3	7.7	77	*246	8.4	1.9	53
COUNTY SIZE A	32439	5141	37.9	15.8	95	5520	35.7	17.0	89	3431	42.4	10.6	106	1145	39.2	3.5	98
COUNTY SIZE B	24915	4318	31.8	17.3	103	4708	30.4	18.9	99	2294	28.3	9.2	92	723	24.8	2.9	81
COUNTY SIZE C	12930	2285	16.8	17.7	105	2728	17.6	21.1	110	1231	15.2	9.5	95	*577	19.8	4.5	124
COUNTY SIZE D	10703	1827	13.5	17.1	102	2515	16.3	23.5	123	1144	14.1	10.7	107	*475	16.3	4.4	123
METRO CENTRAL CITY	24518	3989	29.4	16.3	97	4161	26.9	17.0	89	2367	29.2	9.7	97	765	26.2	3.1	87
METRO SUBURBAN	35919	6220	45.8	17.3	103	6621	42.8	18.4	96	3874	47.8	10.8	108	1257	43.1	3.5	97
NON METRO	20549	3363	24.8	16.4	98	4689	30.3	22.8	119	1859	23.0	9.0	90	898	30.8	4.4	121
TOP 5 ADI'S	18341	2988	22.0	16.3	97	3210	20.7	17.5	92	2131	26.3	11.6	116	666	22.8	3.6	101
TOP 10 ADI'S	25378	3890	28.7	15.3	91	4244	27.4	16.7	88	2759	34.1	10.9	109	834	28.6	3.3	91
TOP 20 ADI'S	36488	5499	40.5	15.1	90	6224	40.2	17.1	89	3774	46.6	10.3	103	1212	41.5	3.3	92
HSHLD INC. \$50,000 OR MORE	6612	1116	8.2	16.9	101	1334	8.6	20.2	106	716	8.8	10.8	108	*217	7.4	3.3	91
\$40,000 OR MORE	12659	2280	16.8	18.0	107	2470	16.0	19.5	102	1365	16.9	10.8	108	*324	11.1	2.6	71
\$30,000 OR MORE	24698	4500	33.2	18.2	109	4622	29.9	18.7	98	2632	32.5	10.7	107	926	31.7	3.7	104
\$25,000 OR MORE	32077	5830	43.0	18.2	108	6206	40.1	19.3	101	3425	42.3	10.7	107	1202	41.2	2.7	104
\$20,000 - \$24,999	9144	1486	10.9	16.3	97	1899	12.3	20.8	109	1085	13.4	11.9	119	*226	7.7	2.5	69
\$15,000 - \$19,999	8728	1288	9.5	14.8	88	1694	10.9	19.4	102	1038	12.8	11.9	119	*299	10.2	3.4	95
\$10,000 - \$14,999	12562	2160	15.9	17.2	103	2377	15.4	18.9	99	1027	12.7	8.2	82	671	23.0	5.3	148
UNDER \$10,000	18475	2808	20.7	15.2	91	3296	21.3	17.8	93	1526	18.8	8.3	83	522	17.9	2.8	78
HOUSEHOLD OF 1 PERSON	11987	1756	12.9	14.6	87	2274	14.7	19.0	99	859	10.6	7.2	72	321	11.0	2.7	74
2 PEOPLE	26577	3851	28.4	14.5	86	5140	33.2	19.3	101	2326	28.7	8.8	88	1180	40.4	4.4	123
3 OR 4 PEOPLE	30617	5817	42.9	19.0	113	5744	37.1	18.8	98	3479	43.0	11.4	114	1073	36.8	3.5	97
5 OR MORE PEOPLE	11804	2149	15.8	18.2	109	2314	15.0	19.6	103	1436	17.7	12.2	122	*346	11.9	2.9	81
NO CHILD IN HSHLD	46165	7298	53.8	15.8	94	9208	59.5	19.9	104	3787	46.8	8.2	82	1709	58.5	3.7	103
CHILD(REN) UNDER 2 YRS	5325	953	7.0	17.9	107	939	6.1	17.6	92	622	7.7	11.7	117	*152	5.2	2.9	79
2 - 5 YEARS	14221	2411	17.8	17.0	101	2455	15.9	17.3	90	1752	21.6	12.3	123	*449	15.4	3.2	88
6 - 11 YEARS	15117	2640	19.5	17.5	104	2692	17.4	17.8	93	1998	24.7	13.2	132	529	18.1	3.5	97
12 - 17 YEARS	16611	3062	22.6	18.4	110	3317	21.4	20.0	105	2242	27.7	13.5	135	661	22.6	4.0	110
RESIDENCE OWNED	55884	9559	70.4	17.1	102	11895	76.9	21.3	111	5596	69.1	10.0	100	2088	71.5	3.7	104
VALUE: \$50,000 OR MORE	31744	5555	40.9	17.5	104	6106	39.5	19.2	101	3216	39.7	10.1	101	1054	36.1	3.3	92
VALUE: UNDER \$50,000	24140	4004	29.5	16.6	99	5789	37.4	24.0	126	2380	29.4	9.9	99	1034	35.4	4.3	119

		TOTAL U.S. '000	BEHOLD				ENDUST				FAVOR				KLEAN 'N SHINE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	13572	100.0	16.8	100	15471	100.0	19.1	100	8100	100.0	10.0	100	2919	100.0	3.6	100
MAGAZINES	QUINTILE 1	15799	2920	21.5	18.5	110	3516	22.7	22.3	116	1720	21.2	10.9	109	620	21.2	3.9	109
	QUINTILE 2	17259	2929	21.6	17.0	101	3489	22.6	20.2	106	1951	24.1	11.3	113	552	18.9	3.2	89
	QUINTILE 3	13545	2372	17.5	17.5	104	2373	15.3	17.5	92	1469	18.1	10.8	108	*412	14.1	3.0	84
	QUINTILE 4	15133	2429	17.9	16.1	96	2813	18.2	18.6	97	1309	16.2	8.6	86	501	17.2	3.3	92
	QUINTILE 5	19250	2922	21.5	15.2	91	3281	21.2	17.0	89	1651	20.4	8.6	86	835	28.6	4.3	120
NEWSPAPERS	QUINTILE 1	12413	2500	18.4	20.1	120	2538	16.4	20.4	107	1334	16.5	10.7	107	*322	11.0	2.6	72
	QUINTILE 2	24116	3851	28.4	16.0	95	4699	30.4	19.5	102	2452	30.3	10.2	102	703	24.1	2.9	81
	QUINTILE 3	11261	2051	15.1	18.2	109	2250	14.5	20.0	105	1220	15.1	10.8	108	691	23.7	6.1	170
	QUINTILE 4	20255	3377	24.9	16.7	99	3730	24.1	18.4	96	2049	25.3	10.1	101	749	25.7	3.7	103
	QUINTILE 5	12940	1793	13.2	13.9	83	2254	14.6	17.4	91	1046	12.9	8.1	81	*455	15.6	3.5	98
OUTDOOR	QUINTILE 1	14852	2553	18.8	17.2	103	2647	17.1	17.8	93	1556	19.2	10.5	105	534	18.3	3.6	100
	QUINTILE 2	15725	2744	20.2	17.4	104	2799	18.1	17.8	93	1682	20.8	10.7	107	518	17.7	3.3	91
	QUINTILE 3	16330	2823	20.8	17.3	103	2865	18.5	17.5	92	1697	21.0	10.4	104	594	20.3	3.6	101
	QUINTILE 4	16744	2787	20.5	16.6	99	3410	22.0	20.4	107	1807	22.3	10.8	108	689	23.6	4.1	114
	QUINTILE 5	17334	2665	19.6	15.4	92	3751	24.2	21.6	113	1359	16.8	7.8	78	585	20.0	3.4	94
RADIO-DRIVE TIME	QUINTILE 1	15911	2984	22.0	18.8	112	3370	21.8	21.2	111	1545	19.1	9.7	97	630	21.6	4.0	110
	QUINTILE 2	14837	2815	20.7	19.0	113	2784	18.0	18.8	98	1441	17.8	9.7	97	594	20.3	4.0	111
	QUINTILE 3	15339	2444	18.0	15.9	95	2461	15.9	16.0	84	1637	20.2	10.7	107	542	18.6	3.5	98
	QUINTILE 4	16723	2779	20.5	16.6	99	3292	21.3	19.7	103	1684	20.8	10.1	101	626	21.4	3.7	104
	QUINTILE 5	18176	2551	18.8	14.0	84	3564	23.0	19.6	103	1792	22.1	9.9	99	527	18.1	2.9	80
RADIO-MID- DAY	TERCILE 1	21020	3980	29.3	18.9	113	4055	26.2	19.3	101	2318	28.6	11.0	110	836	28.6	4.0	110
	TERCILE 2	21610	3894	28.7	18.0	108	4524	29.2	20.9	110	2218	27.4	10.3	103	770	26.4	3.6	99
	TERCILE 3	38355	5699	42.0	14.9	89	6892	44.5	18.0	94	3564	44.0	9.3	93	1314	45.0	3.4	95
RADIO-TOTAL	QUINTILE 1	15988	3106	22.9	19.4	116	3185	20.6	19.9	104	1589	19.6	9.9	99	611	20.9	3.8	106
	QUINTILE 2	15626	2625	19.3	16.8	100	2893	18.7	18.5	97	1757	21.7	11.2	112	637	21.8	4.1	113
	QUINTILE 3	16723	3076	22.7	18.4	110	3312	21.4	19.8	104	1699	21.0	10.2	102	654	22.4	3.9	109
	QUINTILE 4	16342	2597	19.1	15.9	95	3023	19.5	18.5	97	1645	20.3	10.1	101	538	18.4	3.3	91
	QUINTILE 5	16306	2168	16.0	13.3	79	3058	19.8	18.8	98	1410	17.4	8.6	86	479	16.4	2.9	82
TV-PRIME TIME	QUINTILE 1	15953	2747	20.2	17.2	103	3274	21.2	20.5	107	1565	19.3	9.8	98	629	21.5	3.9	109
	QUINTILE 2	16137	2584	19.0	16.0	96	3141	20.3	19.5	102	1834	22.6	11.4	114	662	22.7	4.1	114
	QUINTILE 3	16420	3053	22.5	18.6	111	3283	21.2	20.0	105	1848	22.8	11.3	113	570	19.5	3.5	96
	QUINTILE 4	16687	2699	19.9	16.2	97	2886	18.7	17.3	91	1665	20.6	10.0	100	599	20.5	3.6	100
	QUINTILE 5	15789	2488	18.3	15.8	94	2887	18.7	18.3	96	1188	14.7	7.5	75	459	15.7	2.9	81
TV-DAYTIME	TERCILE 1	27736	4925	36.3	17.8	106	5449	35.2	19.6	103	3012	37.2	10.9	109	1133	38.8	4.1	113
	TERCILE 2	26489	4424	32.6	16.7	100	5167	33.4	19.5	102	2596	32.0	9.8	98	928	31.8	3.5	97
	TERCILE 3	26761	4223	31.1	15.8	94	4855	31.4	18.1	95	2492	30.8	9.3	93	858	29.4	3.2	89
TV-TOTAL	QUINTILE 1	16345	2782	20.5	17.0	102	3176	20.5	19.4	102	1751	21.6	10.7	107	616	21.1	3.8	105
	QUINTILE 2	16447	2771	20.4	16.8	101	3470	22.4	21.1	110	1651	20.4	10.0	100	710	24.3	4.3	120
	QUINTILE 3	15980	2720	20.0	17.0	102	3285	21.2	20.6	108	1697	21.0	10.6	106	582	19.9	3.6	101
	QUINTILE 4	15887	2923	21.5	18.4	110	2814	18.2	17.7	93	1539	19.0	9.7	97	591	20.2	3.7	103
	QUINTILE 5	16326	2377	17.5	14.6	87	2727	17.6	16.7	87	1461	18.0	8.9	89	*421	14.4	2.6	72
MAGAZINES-NEWSPAPERS: DUAL		20721	3362	24.8	16.2	97	4286	27.7	20.7	108	2204	27.2	10.6	106	612	21.0	3.0	82
MAGAZINE IMPERATIVE		19186	3550	26.2	18.5	110	3871	25.0	20.2	106	2190	27.0	11.4	114	789	27.0	4.1	114
NEWSPAPER IMPERATIVE		21899	3935	29.0	18.0	107	4114	26.6	18.8	98	2191	27.0	10.0	100	723	24.8	3.3	92
MAGAZINES-OUTDOOR: DUAL		15451	2712	20.0	17.6	105	2864	18.5	18.5	97	1749	21.6	11.3	113	555	19.0	3.6	100
MAGAZINE IMPERATIVE		25953	4515	33.3	17.4	104	5758	37.2	22.2	116	2795	34.5	10.8	108	898	30.8	3.5	96
OUTDOOR IMPERATIVE		24400	3975	29.3	16.3	97	4024	26.0	16.5	86	2310	28.5	9.5	95	877	30.0	3.6	100
MAGAZINES-RADIO: DUAL		18049	3337	24.6	18.5	110	3754	24.3	20.8	109	2044	25.2	11.3	113	640	21.9	3.5	98
MAGAZINE IMPERATIVE		23571	3946	29.1	16.7	100	4835	31.3	20.5	107	2568	31.7	10.9	109	752	25.8	3.2	89
RADIO IMPERATIVE		23278	4129	30.4	17.7	106	4123	26.6	17.7	93	2290	28.3	9.8	98	982	33.6	4.2	117
MAGAZINES-TELEVISION: DUAL		15459	2990	22.0	19.3	115	3266	21.1	21.1	111	1561	19.3	10.1	101	603	20.7	3.9	108
MAGAZINE IMPERATIVE		25829	4335	31.9	16.8	100	4989	32.2	19.3	101	2936	36.2	11.4	114	787	27.0	3.0	85
TELEVISION IMPERATIVE		26039	4039	29.8	15.5	93	4980	32.2	19.1	100	2627	32.4	10.1	101	1022	35.0	3.9	109
NEWSPAPERS-OUTDOOR: DUAL		16605	3058	22.5	18.4	110	3164	20.5	19.1	100	1764	21.8	10.6	106	527	18.1	3.2	88
NEWSPAPER IMPERATIVE		26834	4564	33.6	17.0	101	5517	35.7	20.6	108	2758	34.0	10.3	103	961	32.9	3.6	99
OUTDOOR IMPERATIVE		23346	3777	27.8	16.2	97	3875	25.0	16.6	87	2368	29.2	10.1	101	897	30.7	3.8	107
NEWSPAPERS-RADIO: DUAL		17133	3038	22.4	17.7	106	3367	21.8	19.7	103	1883	23.2	11.0	110	755	25.9	4.4	122
NEWSPAPER IMPERATIVE		25892	4269	31.5	16.5	98	5187	33.5	20.0	105	2580	31.9	10.0	100	713	24.4	2.8	76
RADIO IMPERATIVE		23167	4290	31.6	18.5	110	4424	28.6	19.1	100	2315	28.6	10.0	100	989	33.9	4.3	118
NEWSPAPERS-TELEVISION: DUAL		17159	3062	22.6	17.8	106	3541	22.9	20.6	108	1840	22.7	10.7	107	617	21.1	3.6	100
NEWSPAPER IMPERATIVE		26214	4563	33.6	17.4	104	4952	32.0	18.9	99	2597	32.1	9.9	99	757	25.9	2.9	80
TELEVISION IMPERATIVE		23412	3716	27.4	15.9	95	4556	29.4	19.5	102	2345	29.0	10.0	100	1059	36.3	4.5	125
OUTDOOR-RADIO: DUAL		15303	2772	20.4	18.1	108	2792	18.0	18.2	96								

	TOTAL U.S. '000	BEHOLD				ENDUST				FAVOR				KLEAN 'N SHINE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
		DOWN		%		DOWN		%		DOWN		%		DOWN		%	
TOTAL FEMALE HOMEMAKERS	80986	13572	100.0	16.8	100	15471	100.0	19.1	100	8100	100.0	10.0	100	2919	100.0	3.6	100
ATLANTIC MONTHLY	415	**38	0.3	9.2	55	**113	0.7	27.2	143	**61	0.8	14.7	147	**14	0.5	3.4	94
BARRON'S	453	**70	0.5	15.5	92	**123	0.8	27.2	142	**58	0.7	12.8	128	**21	0.7	4.6	129
BETTER HOMES & GARDENS	16256	3181	23.4	19.6	117	3582	23.2	22.0	115	1843	22.8	11.3	113	677	23.2	4.2	116
BON APPETIT	2535	425	3.1	16.8	100	434	2.8	17.1	90	*184	2.3	7.3	73	**123	4.2	4.9	135
BUSINESS WEEK	1278	*198	1.5	15.5	92	*231	1.5	18.1	95	**93	1.1	7.3	73	**24	0.8	1.9	52
CAR AND DRIVER	378	**26	0.2	6.9	41	**45	0.3	11.9	62	**22	0.3	5.8	58	**0	0.0	0.0	0
CBS MAGAZINE NETWORK (GROSS)	1498	195	1.4	13.0	78	382	2.5	25.5	133	*105	1.3	7.0	70	**49	1.7	3.3	91
CHANGING TIMES	1505	280	2.1	18.6	111	334	2.2	22.2	116	*183	2.3	12.2	122	**54	1.8	3.6	100
COLONIAL HOMES	1231	*180	1.3	14.6	87	343	2.2	27.9	146	*115	1.4	9.3	93	**26	0.9	2.1	59
CONDE NAST MAG. PKG. (GROSS)	14146	2170	16.0	15.3	92	2586	16.7	18.3	96	1753	21.6	12.4	124	487	16.7	3.4	96
CONSUMERS DIGEST	1323	*196	1.4	14.8	88	307	2.0	23.2	121	**106	1.3	8.0	80	**47	1.6	3.6	99
COSMOPOLITAN	7102	1321	9.7	18.6	111	1365	8.8	19.2	101	897	11.1	12.6	126	272	9.3	3.8	106
COUNTRY LIVING	2481	457	3.4	18.4	110	635	4.1	25.6	134	327	4.0	13.2	132	**130	4.5	5.2	145
CUISINE	1472	*222	1.6	15.1	90	*219	1.4	14.9	78	**139	1.7	9.4	94	**30	1.0	2.0	57
CYCLE WORLD	425	**64	0.5	15.1	90	**67	0.4	15.8	83	**31	0.4	7.3	73	**15	0.5	3.5	98
DCI:CREATIVE IDEAS FOR LIV	2510	588	4.3	23.4	140	660	4.3	26.3	138	*265	3.3	10.6	106	**128	4.4	5.1	141
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1149	8.5	17.2	102	1643	10.6	24.5	128	716	8.8	10.7	107	*275	9.4	4.1	114
DISCOVER	894	*123	0.9	13.8	82	*199	1.3	22.3	117	*334	0.4	3.8	38	**8	0.3	0.9	25
EBONY	3507	592	4.4	16.9	101	680	4.4	19.4	101	370	4.6	10.6	105	*146	5.0	4.2	116
ESQUIRE	1083	*123	0.9	11.4	68	*255	1.6	23.5	123	**94	1.2	8.7	87	**26	0.9	2.4	67
ESSENCE	1830	307	2.3	16.8	100	342	2.2	18.7	98	191	2.4	10.4	104	**62	2.1	3.4	94
FAMILY CIRCLE	15930	2876	21.2	18.1	108	3316	21.4	20.8	109	1731	21.4	10.9	109	554	19.0	3.5	96
THE FAMILY HANDYMAN	1126	*259	1.9	23.0	137	301	1.9	26.7	140	*146	1.8	13.0	130	**8	0.3	0.7	20
FAMILY WEEKLY	11468	1842	13.6	16.1	96	2178	14.1	19.0	99	1164	14.4	10.1	101	377	12.9	3.3	91
FIELD & STREAM	2234	459	3.4	20.5	123	553	3.6	24.8	130	*236	2.9	10.6	106	**34	1.2	1.5	42
FOOD & WINE	579	**67	0.5	11.6	69	*181	1.2	31.3	164	**60	0.7	10.4	104	**8	0.3	1.4	38
FORBES	728	**76	0.6	10.4	62	*166	1.1	22.8	119	**31	0.4	4.3	43	**27	0.9	3.7	103
FORTUNE	906	*118	0.9	13.0	78	*157	1.0	17.3	91	**60	0.7	6.6	66	**49	1.7	5.4	150
GENTLEMEN'S QUARTERLY	791	*99	0.7	12.5	75	*124	0.8	15.7	82	**112	1.4	14.2	142	**19	0.7	2.4	67
GLAMOUR	5265	812	6.0	15.4	92	961	6.2	18.3	96	722	8.9	13.7	137	*173	5.9	3.3	91
GOLF DIGEST	636	**74	0.5	11.6	69	*175	1.1	27.5	144	**42	0.5	6.6	66	**9	0.3	1.4	39
GOLF DIGEST/TENNIS (GROSS)	1186	*212	1.6	17.9	107	*236	1.5	19.9	104	**113	1.4	9.5	95	**31	1.1	2.6	73
GOLF MAGAZINE	441	**52	0.4	11.8	70	**101	0.7	22.9	120	**34	0.4	7.7	77	**7	0.2	1.6	44
GOLF MAGAZINE/SKI (GROSS)	922	*172	1.3	18.7	111	*197	1.3	21.4	112	**101	1.2	11.0	110	**16	0.5	1.7	48
GOOD HOUSEKEEPING	16487	3116	23.0	18.9	113	3765	24.3	22.8	120	1814	22.4	11.0	110	681	23.3	4.1	115
HARPER'S BAZAAR	2423	306	2.3	12.6	75	490	3.2	20.2	106	*237	2.9	9.8	98	**42	1.4	1.7	48
HEALTH	1994	309	2.3	15.5	92	459	3.0	23.0	120	*183	2.3	9.2	92	**77	2.6	3.9	107
HEARST MAG CORP. BUY (GROSS)	44101	8068	59.4	18.3	109	9916	64.1	22.5	118	5105	63.0	11.6	116	1576	54.0	3.6	99
HEARST MAN POWER (GROSS)	1993	494	3.6	24.8	148	506	3.3	25.4	133	*251	3.1	12.6	126	**61	2.1	3.1	85
HEARST WOMAN POWER (GROSS)	31274	5821	42.9	18.6	111	6849	44.3	21.9	115	3593	44.4	11.5	115	1197	41.0	3.8	106
HOUSE BEAUTIFUL	3623	673	5.0	18.6	111	904	5.8	25.0	131	441	5.4	12.2	122	*104	3.6	2.9	80
INC.	283	**48	0.4	17.0	101	**117	0.8	41.3	216	**16	0.2	5.7	57	**3	0.1	1.1	29
JET	2928	509	3.8	17.4	104	601	3.9	20.5	107	342	4.2	11.7	117	*132	4.5	4.5	125
LADIES' HOME JOURNAL	11918	2131	15.7	17.9	107	2535	16.4	21.3	111	1396	17.2	11.7	117	408	14.0	3.4	95
LHJ FAMILY GRP COMBO(GROSS)	16764	3071	22.6	18.3	109	3804	24.6	22.7	119	1938	23.9	11.6	116	577	19.8	3.4	95
LIFE	4254	692	5.1	16.3	97	761	4.9	17.9	94	455	5.6	10.7	107	**99	3.4	2.3	65
L.A. TIMES HOME MAGAZINE	1145	*184	1.4	16.1	96	*220	1.4	19.2	101	**46	0.6	4.0	40	**2	0.1	0.2	5
MADemoiselle	2884	461	3.4	16.0	95	560	3.6	19.4	102	336	4.1	11.7	116	**108	3.7	3.7	104
MC CALL'S	13460	2427	17.9	18.0	108	2915	18.8	21.7	113	1643	20.3	12.2	122	602	20.6	4.5	124
MC CALL'S/WRK MOTHER (GROSS)	14606	2623	19.3	18.0	107	3138	20.3	21.5	112	1779	22.0	12.2	122	665	22.8	4.6	126
MECHANIX ILLUSTRATED	772	*168	1.2	21.8	130	*258	1.7	33.4	175	**97	1.2	12.6	126	**12	0.4	1.6	43
METROPOLITAN HOME	967	*147	1.1	15.2	91	248	1.6	25.6	134	**100	1.2	10.3	103	**11	0.4	1.1	32
MONEY	1588	*236	1.7	14.9	89	384	2.5	24.2	127	**166	2.0	10.5	105	**23	0.8	1.4	40
MOTHER EARTH NEWS	1002	*184	1.4	18.4	110	*206	1.3	20.6	108	**107	1.3	10.7	107	**40	1.4	4.0	111
MS.	825	*144	1.1	17.5	104	*152	1.0	18.4	96	**51	0.6	6.2	62	**18	0.6	2.2	61
NATIONAL ENQUIRER	10336	2009	14.8	19.4	116	2246	14.5	21.7	114	1145	14.1	11.1	111	453	15.5	4.4	122
NATIONAL GEOGRAPHIC	9597	1426	10.5	14.9	89	1963	12.7	20.5	107	913	11.3	9.5	95	266	9.1	2.8	77
NATIONAL SUNDAY MAGAZINE PKG	49558	8545	63.0	17.2	103	9700	62.7	19.6	102	5319	65.7	10.7	107	1692	58.0	3.4	95
NATURAL HISTORY	573	**73	0.5	12.7	76	*119	0.8	20.8	109	**72	0.9	12.6	126	**27	0.9	4.7	131
NEW WOMAN	1699	284	2.1	16.7	100	282	1.8	16.6	87	*227	2.8	13.4	134	**22	2.5	4.2	118
NEW YORK INCLUDING CUE	443	**85	0.6	19.2	114	**79	0.5	17.8	93	**37	0.5	8.4	84	**8	0.3	1.8	50
THE NEW YORKER	1270	*145	1.1	11.4	68	*238	1.5	18.7	98	**95	1.2	7.5	75	**34	1.2	2.7	74
NEWSWEEK	6277	1057	7.8	16.8	100	1145	7.4	18.2	95	629	7.8	10.0	100	*203	7.0	3.2	90
THE N.Y. TIMES DAILY EDITION	1205	*207	1.5	17.2	103	*197	1.3	16.3	86	*111	1.4	9.2	92	**69	2.4	5.7	159
THE N.Y. TIMES MAGAZINE	2081	*299	2.2	14.4	86	343	2.2	16.5	86	*181	2.2	8.7	87	**82	2.8	3.9	109
OMNI	788	*121	0.9	15.4	92	*129	0.8	16.4	86	**54	0.7	6.9	69	**21	0.7	2.7	74
ON CABLE	1158	*235	1.7	20.3	121	*190	1.2	16.4	86	*128	1.6	11.1	111	**22	0.8	1.9	53
1001 HOME IDEAS	2852	631	4.6	22.1	132	810	5.2	28.4	149	359	4.4	12.6	126	**92	3.2	3.2	89
ORGANIC GARDENING	1658	291	2.1	17.6	105	355	2.3	21.4	112	*147	1.8	8.9	89	**82	2.8	4.9	137
OUTDOOR LIFE	896	*188	1.4	21.0	125	*210	1.4	23.4	123	**83	1.0	9.3	93	**31	1.1	3.5	96
PARADE MAGAZINE	24275	4157	30.6	17.1	102	4745	30.7	19.5	102	2730	33.7	11.2	112	858	29.4	3.5	98

	TOTAL U.S. '000	BEHOLD				ENDUST				FAVOR				KLEAN 'N SHINE			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13572	100.0	16.8	100	15471	100.0	19.1	100	8100	100.0	10.0	100	2919	100.0	3.6	100
PARENTS	3845	750	5.5	19.5	116	771	5.0	20.1	105	420	5.2	10.9	109	**77	2.6	2.0	56
PENTHOUSE	831	*128	0.9	15.4	92	*164	1.1	19.7	103	**40	0.5	4.8	48	**25	0.9	3.0	83
PEOPLE	11645	2096	15.4	18.0	107	2213	14.3	19.0	99	1436	17.7	12.3	123	334	11.4	2.9	80
PLAYBOY	2006	292	2.2	14.6	87	351	2.3	17.5	92	*147	1.8	7.3	73	**80	2.7	4.0	111
POPULAR HOT RODDING	297	**83	0.6	27.9	167	**81	0.5	27.3	143	**27	0.3	9.1	91	**7	0.2	2.4	65
POPULAR MECHANICS	1018	*287	2.1	28.2	168	*265	1.7	26.0	136	**116	1.4	11.4	114	**37	1.3	3.6	101
POPULAR SCIENCE	878	*188	1.4	21.4	128	*219	1.4	24.9	131	**51	0.6	5.8	58	**47	1.6	5.4	149
PREVENTION	3913	642	4.7	16.4	98	1106	7.1	28.3	148	367	4.5	9.4	94	*123	4.2	3.1	87
PSYCHOLOGY TODAY	1710	299	2.2	17.5	104	*102	2.6	23.5	123	*204	2.5	11.9	119	**62	2.1	3.6	101
READER'S DIGEST	22204	3770	27.8	17.0	101	4856	31.4	21.9	114	2199	27.1	9.9	99	723	24.8	3.3	90
REDBOOK	7684	1384	10.2	18.0	107	1719	11.1	22.4	117	882	10.9	11.5	115	244	8.4	3.2	88
ROAD & TRACK	410	**60	0.4	14.6	87	**75	0.5	18.3	96	**23	0.3	5.6	56	**30	1.0	7.3	203
ROLLING STONE	969	265	2.0	27.3	163	*156	1.0	16.1	84	**96	1.2	9.9	99	**31	1.1	3.2	89
RUNNER'S WORLD	298	**41	0.3	13.8	82	**69	0.4	23.2	121	**36	0.4	12.1	121	**0	0.0	0.0	0
SATURDAY EVENING POST	1169	242	1.8	20.7	124	275	1.8	23.5	123	*103	1.3	8.8	88	**46	1.6	3.9	109
SCIENCE 84	587	**104	0.8	17.7	106	*207	1.3	35.3	185	**26	0.3	4.4	44	**19	0.7	3.2	90
SCIENCE DIGEST	482	**112	0.8	23.2	139	**99	0.6	20.5	108	**81	1.0	16.8	168	**12	0.4	2.5	69
SCIENTIFIC AMERICAN	594	**56	0.4	9.4	56	**106	0.7	17.8	93	**24	0.3	4.0	40	**16	0.5	2.7	75
SELF	2089	371	2.7	17.8	106	425	2.7	20.3	106	*222	2.7	10.6	106	**75	2.6	3.6	100
SEVENTEEN	2411	462	3.4	19.2	114	452	2.9	18.7	98	*248	3.1	10.3	103	**54	1.8	2.2	62
SKI	480	**120	0.9	25.0	149	**96	0.6	20.0	105	**67	0.8	14.0	140	**9	0.3	1.9	52
SMITHSONIAN	2760	371	2.7	13.4	80	603	3.9	21.8	114	265	3.3	9.6	96	**127	4.4	4.6	128
SOAP OPERA DIGEST	3013	590	4.3	19.6	117	652	4.2	21.6	113	458	5.7	15.2	152	*154	5.3	5.1	142
SOUTHERN LIVING	4184	560	4.1	13.4	80	984	6.4	23.5	123	451	5.6	10.8	108	**147	5.0	3.5	97
SPORT	559	**114	0.8	20.4	122	**78	0.5	14.0	73	**47	0.6	8.4	84	**2	0.1	0.4	10
THE SPORTING NEWS	436	**148	1.1	33.9	203	**47	0.3	10.8	56	**29	0.4	6.7	67	**5	0.2	1.1	32
SPORTS AFIELD	493	*95	0.7	19.3	115	**142	0.9	28.8	151	**55	0.7	11.2	112	**12	0.4	2.4	68
SPORTS ILLUSTRATED	2758	622	4.6	22.6	135	508	3.3	18.4	96	243	3.0	8.8	88	**57	2.0	2.1	57
STAR	7456	1548	11.4	20.8	124	1684	10.9	22.6	118	717	8.9	9.6	96	263	9.0	3.5	98
SUNDAY	24936	4359	32.1	17.5	104	4745	30.7	19.0	100	2525	31.2	10.1	101	904	31.0	3.6	101
SUNSET	2124	349	2.6	16.4	98	398	2.6	18.7	98	**164	2.0	7.7	77	**58	2.0	2.7	76
TV GUIDE	21661	3809	28.1	17.6	105	4511	29.2	20.8	109	2367	29.2	10.9	109	942	32.3	4.3	121
TENNIS	550	**138	1.0	25.1	150	**61	0.4	11.1	58	**71	0.9	12.9	129	**23	0.8	4.2	116
TIME	8880	1397	10.3	15.7	94	1671	10.8	18.8	99	844	10.4	9.5	95	296	10.1	3.3	92
TOWN & COUNTRY	917	*103	0.8	11.2	67	*163	1.1	17.8	93	**122	1.5	13.3	133	**9	0.3	1.0	27
TRAVEL & LEISURE	972	*146	1.1	15.0	90	250	1.6	25.7	135	**81	1.0	8.3	83	**71	2.4	7.3	203
TRUE STORY	3356	566	4.2	16.9	101	593	3.8	17.7	92	408	5.0	12.2	122	*107	3.7	3.2	88
U.S. NEWS & WORLD REPORT	3410	622	4.6	18.2	109	781	5.0	22.9	120	361	4.5	10.6	106	**103	3.5	3.0	84
USA TODAY	1759	318	2.3	18.1	108	367	2.4	20.9	109	*225	2.8	12.8	128	**92	3.2	5.2	145
US	1873	452	3.3	24.1	144	350	2.3	18.7	98	*224	2.8	12.0	120	**66	2.3	3.5	98
VOGUE	3909	526	3.9	13.5	80	641	4.1	16.4	86	473	5.8	12.1	121	*132	4.5	3.4	94
WALL STREET JOURNAL	1886	336	2.5	17.8	106	369	2.4	19.6	102	*188	2.3	10.0	100	**71	2.4	3.8	104
WEIGHT WATCHERS	2120	580	4.3	27.4	163	475	3.1	22.4	117	308	3.8	14.5	145	**75	2.6	3.5	98
WOMAN'S DAY	14172	2466	18.2	17.4	104	3407	22.0	24.0	126	1597	19.7	11.3	113	521	17.8	3.7	102
WORKING MOTHER	1146	*196	1.4	17.1	102	*223	1.4	19.5	102	*137	1.7	12.0	120	**63	2.2	5.5	153
WORKING WOMAN	1322	*193	1.4	14.6	87	268	1.7	20.3	106	*115	1.4	8.7	87	**71	2.4	5.4	149
WORLD TENNIS	*163	**35	0.3	21.5	128	**46	0.3	28.2	148	**22	0.3	13.5	135	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2532	420	3.1	16.6	99	475	3.1	18.8	98	272	3.4	10.7	107	**101	3.5	4.0	111
BLAIR INSERTS	43657	7763	57.2	17.8	106	8467	54.7	19.4	102	4706	58.1	10.8	108	1489	51.0	3.4	95
DAILY NEWSPAPERS																	
READ ANY	51633	9091	67.0	17.6	105	10263	66.3	19.9	104	5261	65.0	10.2	102	1831	62.7	3.5	98
READ ONE	43463	7540	55.6	17.3	104	8639	55.8	19.9	104	4428	54.7	10.2	102	1637	56.1	3.8	104
READ TWO OR MORE	8170	1552	11.4	19.0	113	1624	10.5	19.9	104	834	10.3	10.2	102	*194	6.6	2.4	66
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	9054	66.7	17.2	103	10332	66.8	19.6	103	5596	69.1	10.6	106	1791	61.4	3.4	94
READ ONE	46126	7759	57.2	16.8	100	9085	58.7	19.7	103	4987	61.6	10.8	108	1583	54.2	3.4	95
READ TWO OR MORE	6552	1295	9.5	19.8	118	1247	8.1	19.0	100	609	7.5	9.3	93	*207	7.1	3.2	88
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.01				26.84				28.66				27.31			
30 DAY REACH	71455	11971	88.2	16.8	100	13222	85.5	18.5	97	7239	89.4	10.1	101	2571	88.1	3.6	100
50 SHWG - 30 DAY AV FREQ	14.56	15.19			14.27					14.88				14.15			
30 DAY REACH	67742	11429	84.2	16.9	101	12431	80.4	18.4	96	6949	85.8	10.3	103	2484	85.1	3.7	102
25 SHWG - 30 DAY AV FREQ	7.94	8.23			7.76					7.85				7.76			
30 DAY REACH	62117	10561	77.8	17.0	101	11454	74.0	18.4	97	6619	81.7	10.7	107	2278	78.0	3.7	102
CABLE TV: HOME WIRED	32077	6322	46.6	19.7	118	6902	44.6	21.5	113	3421	42.2	10.7	107	1026	35.1	3.2	89
HOME NOT WIRED	48909	7250	53.4	14.8	88	8569	55.4	17.5	92	4679	57.8	9.6	96	1893	64.9	3.9	107
HAVE PAY CABLE	15935	3418	25.2	21.4	128	3274	21.2	20.5	108	2032	25.1	12.8	127	*410	14.0	2.6	71

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	
TOTAL FEMALE HOMEMAKERS	80986	13572	100.0	16.8	100	15471	100.0	19.1	100	8100	100.0	10.0	100	2919	100.0	3.6	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	7816	57.6	17.8	106	8435	54.5	19.2	101	4399	54.3	10.0	100	1716	58.8	3.9	108	
10:00 AM - 3:00 PM	30659	5769	42.5	18.8	112	6271	40.5	20.5	107	3335	41.2	10.9	109	1211	41.5	3.9	110	
3:00 PM - 7:00 PM	31045	5468	40.3	17.6	105	5855	37.8	18.9	99	3056	37.7	9.8	98	1169	40.0	3.8	104	
7:00 PM - MIDNIGHT	15767	2748	20.2	17.4	104	2943	19.0	18.7	98	1541	19.0	9.8	98	571	19.6	3.6	100	
MIDNIGHT - 6:00 AM	9120	1580	11.6	17.3	103	1755	11.3	19.2	101	961	11.9	10.5	105	294	10.1	3.2	89	
6:00 AM - MIDNIGHT	58527	10419	76.8	17.8	106	11191	72.3	19.1	100	5996	74.0	10.2	102	2182	74.8	3.7	103	
ENTIRE DAY	59311	10528	77.6	17.8	106	11337	73.3	19.1	100	6058	74.8	10.2	102	2198	75.3	3.7	103	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	2959	21.8	18.3	109	3410	22.0	21.1	110	1526	18.8	9.4	94	539	18.5	3.3	92	
ALL NEWS	2256	350	2.6	15.5	93	328	2.1	14.5	76	274	3.4	12.1	121	*128	4.4	5.7	157	
AOR/PROGRESSIVE	3874	710	5.2	18.3	109	604	3.9	15.6	82	386	4.8	10.0	100	*144	4.9	3.7	103	
BEAUTIFUL MUSIC	5660	1135	8.4	20.1	120	1053	6.8	18.6	97	633	7.8	11.2	112	*170	5.8	3.0	83	
BLACK	2204	433	3.2	19.6	117	428	2.8	19.4	102	280	3.5	12.7	127	**123	4.2	5.6	155	
CLASSICAL	1418	*172	1.3	12.1	72	*280	1.8	19.7	103	**100	1.2	7.1	71	**79	2.7	5.6	155	
CHR/ROCK	9538	1698	12.5	17.8	106	1472	9.5	15.4	81	1110	13.7	11.6	116	368	12.6	3.9	107	
COUNTRY	12648	2310	17.0	18.3	109	2576	16.7	20.4	107	1333	16.5	10.5	105	562	19.3	4.4	123	
GOLDEN OLDIES	1191	*228	1.7	19.1	114	*133	0.9	11.2	58	**151	1.9	12.7	127	**41	1.4	3.4	96	
MOR/NOSTALGIA	4757	827	6.1	17.4	104	1033	6.7	21.7	114	383	4.7	8.1	80	*155	5.3	3.3	90	
NEWS/TALK	3863	532	3.9	13.8	82	678	4.4	17.6	92	380	4.7	9.8	98	*142	4.9	3.7	102	
RELIGIOUS	3084	535	3.9	17.3	104	713	4.6	23.1	121	*200	2.5	6.5	65	**97	3.3	3.1	87	
SOFT ROCK	521	**82	0.6	15.7	94	**97	0.6	18.6	97	**72	0.9	13.8	138	**24	0.8	4.6	128	
URBAN CONTEMPORARY	1585	375	2.8	23.7	141	328	2.1	20.7	108	*223	2.8	14.1	141	**63	2.2	4.0	110	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	731	5.4	22.4	134	546	3.5	16.7	88	372	4.6	11.4	114	**144	4.9	4.4	123	
ABC DIRECTION	2316	435	3.2	18.8	112	563	3.6	24.3	127	*213	2.6	9.2	92	*112	3.8	4.8	134	
ABC ENTERTAINMENT	4834	769	5.7	15.9	95	1050	6.8	21.7	114	422	5.2	8.7	87	*167	5.7	3.5	96	
ABC FM	2202	495	3.6	22.5	134	470	3.0	21.3	112	*256	3.2	11.6	116	*101	3.5	4.6	127	
ABC INFORMATION	5425	925	6.8	17.1	102	1071	6.9	19.7	103	480	5.9	8.8	88	*214	7.3	3.9	109	
ABC ROCK	1677	365	2.7	21.8	130	306	2.0	18.2	96	*189	2.3	11.3	113	**42	1.4	2.5	69	
CBS	4430	700	5.2	15.8	94	860	5.6	19.4	102	416	5.1	9.4	94	*187	6.4	4.2	117	
MUTUAL	4992	982	7.2	19.7	117	1069	6.9	21.4	112	517	6.4	10.4	104	*266	9.1	5.3	148	
NBC	4679	706	5.2	15.1	90	1002	6.5	21.4	112	450	5.6	9.6	96	*194	6.6	4.1	115	
RADIORADIO	1994	386	2.8	19.4	116	319	2.1	16.0	84	*306	3.8	15.3	153	**141	4.8	7.1	196	
RKO ONE	2296	368	2.7	16.0	96	309	2.0	13.4	70	*201	2.5	8.7	87	**48	1.6	2.1	58	
RKO TWO	3311	610	4.5	18.4	110	591	3.8	17.8	93	361	4.5	10.9	109	**122	4.2	3.7	102	
THE SOURCE	2114	365	2.7	17.3	103	352	2.3	16.7	87	*304	3.8	14.4	144	**104	3.6	4.9	136	
NON-WIRED : BLAIR	8654	1488	11.0	17.2	103	1617	10.5	18.7	98	923	11.4	10.7	107	279	9.6	3.2	89	
INTERNET	12025	2202	16.2	18.3	109	2261	14.6	18.8	98	1282	15.8	10.7	107	*58	15.7	3.8	106	
KATZ RADIO GROUP	15359	2729	20.1	17.8	106	2864	18.5	18.6	98	1490	18.4	9.7	97	681	23.3	4.4	123	
SUPERNET	10628	1907	14.1	17.9	107	2212	14.3	20.8	109	1243	15.3	11.7	117	422	14.5	4.0	110	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	1443	10.6	16.7	99	1713	11.1	19.8	104	858	10.6	9.9	99	302	10.3	3.5	97	
WKDAY 9:00 AM - 1:00 PM	12163	2043	15.1	16.8	100	2401	15.5	19.7	103	1310	16.2	10.8	108	522	17.9	4.3	119	
WKDAY 1:00 PM - 4:30 PM	16150	2844	21.0	17.6	105	3216	20.8	19.9	104	1791	22.1	11.1	111	662	22.7	4.1	114	
WKDAY 4:30 PM - 7:30 PM	22463	3731	27.5	16.6	99	4309	27.9	19.2	100	2187	27.0	9.7	97	836	28.6	3.7	103	
WKDAY 7:30 PM - 8:00 PM	31795	5228	38.5	16.4	98	6123	39.6	19.3	101	3113	38.4	9.8	98	1235	42.3	3.9	108	
WKDAY 11:00 PM - 11:30 PM	23977	4156	30.6	17.3	103	5159	33.3	21.5	113	2585	31.9	10.8	108	*958	32.8	4.0	111	
WKDAY 11:30 PM - 1:00 AM	7703	1409	10.4	18.3	109	1588	10.3	20.6	108	930	11.5	12.1	121	295	10.1	3.8	106	
M-SAT 8-11 PM-SUN 7-11 PM	33800	5741	42.3	17.0	101	6681	43.2	19.8	103	3584	44.2	10.6	106	1304	44.7	3.9	107	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	1122	8.3	17.2	102	1358	8.8	20.8	109	624	7.7	9.5	95	371	12.7	5.7	157
ANOTHER WORLD	N	4620	825	6.1	17.9	107	988	6.4	21.4	112	672	8.3	14.5	145	200	6.9	4.3	120
AS THE WORLD TURNS	C	5614	984	7.3	17.5	105	1175	7.6	20.9	110	549	6.8	9.8	98	211	7.2	3.8	104
CAPITOL	C	3396	550	4.1	16.2	97	676	4.4	19.9	104	333	4.1	9.8	98	*147	5.0	4.3	120
CBS MORN. NEWS 1	C	1446	277	2.0	19.2	114	307	2.0	21.2	111	82	1.0	5.7	57	*115	3.9	8.0	221
CBS MORN. NEWS 2	C	1207	197	1.5	16.3	97	261	1.7	21.6	113	*60	0.7	5.0	50	**25	0.9	2.1	57
DAYS OF OUR LIVES	N	5877	1070	7.9	18.2	109	1228	7.9	20.9	109	757	9.3	12.9	129	235	8.1	4.0	111
FACTS OF LIFE - DAYTIME	N	2290	447	3.3	19.5	116	349	2.3	15.2	80	270	3.3	11.8	118	*92	3.2	4.0	111
FAMILY FEUD	A	3023	433	3.2	14.3	85	595	3.8	19.7	103	322	4.0	10.7	106	*161	5.5	5.3	148
GENERAL HOSPITAL	A	6097	1244	9.2	20.4	122	1109	7.2	18.2	95	646	8.0	10.6	106	190	6.5	3.1	86
GOOD MORNING, AMERICA-730	A	3515	636	4.7	18.1	108	687	4.4	19.5	102	434	5.4	12.3	123	*114	3.9	3.2	90
GOOD MORNING, AMERICA-830	A	2818	524	3.9	18.6	111	630	4.1	22.4	117	352	4.3	12.5	125	111	3.8	3.9	109
GUIDING LIGHT	C	5339	931	6.9	17.4	104	1196	7.7	22.4	117	586	7.2	11.0	110	222	7.6	4.2	115
ONE LIFE TO LIVE	A	4478	850	6.3	19.0	113	838	5.4	18.7	98	4							

	TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13572	100.0	16.8	100	15471	100.0	19.1	100	8100	100.0	10.0	100	2919	100.0	3.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	4335	31.9	16.6	99	5475	35.4	21.0	110	2317	28.6	8.9	89	988	33.8	3.8	105
NETWORK AFFILIATES - LATE	20261	3586	26.4	17.7	106	4390	28.4	21.7	113	2166	26.7	10.7	107	817	28.0	4.0	112
INDEPENDENTS - LATE	2076	362	2.7	17.4	104	383	2.5	18.4	97	166	2.0	8.0	80	*46	1.6	2.2	61
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 10453	1794	13.2	17.2	102	1968	12.7	18.8	99	1170	14.4	11.2	112	520	17.8	5.0	138
ABC MONDAY NIGHT MOVIE	A 6412	1186	8.7	18.5	110	1281	8.3	20.0	105	679	8.4	10.6	106	266	9.1	4.1	115
ABC SUNDAY NIGHT MOVIE	A 12407	2098	15.5	16.9	101	2370	15.3	19.1	100	1387	17.1	11.2	112	463	15.9	3.7	104
ABC WORLD NEWS TONIGHT	A 6176	1052	7.8	17.0	102	1276	8.2	20.7	108	594	7.3	9.6	96	249	8.5	4.0	111
AFTERMASH	C 5863	978	7.2	16.7	100	1119	7.2	19.1	100	605	7.5	10.3	103	*291	10.0	5.0	138
ALICE	C 9594	1579	11.6	16.5	98	1842	11.9	19.2	101	1048	12.9	10.9	109	389	13.3	4.1	112
AMERICAN PARADE	C 6622	1060	7.8	16.0	96	1351	8.7	20.4	107	581	7.2	8.8	88	199	6.8	3.0	83
BENSON	A 10886	1707	12.6	15.7	94	2343	15.1	21.5	113	1253	15.5	11.5	115	372	12.7	3.4	95
BLUE THUNDER	A 5036	972	7.2	19.3	115	1041	6.7	20.7	108	555	6.9	11.0	110	*206	7.1	4.1	113
CAGNEY & LACEY	C 9965	1739	12.8	17.5	104	2077	13.4	20.8	109	1226	15.1	12.3	123	433	14.8	4.3	121
CBS EVENING NEWS-DEAN	C 3491	464	3.4	13.3	79	625	4.0	17.9	94	275	3.4	7.9	79	*134	4.6	3.8	106
CBS EVENING NEWS-RATHER	C 7123	1210	8.9	17.0	101	1441	9.3	20.2	106	520	6.4	7.3	73	258	8.8	3.6	100
CBS SAT. NEWS-SCHIEFFER	C 3621	572	4.2	15.8	94	803	5.2	22.2	116	286	3.5	7.9	79	100	3.4	2.8	77
CBS SATURDAY NIGHT MOVIE	C 5436	955	7.0	17.6	105	1187	7.7	21.8	114	582	7.2	10.7	107	232	7.9	4.3	118
CBS WEDNESDAY NIGHT MOVIE	C 6100	960	7.1	15.7	94	1113	7.2	18.2	96	615	7.6	10.1	101	222	7.6	3.6	101
CHEERS	N 8889	1686	12.4	19.0	113	1627	10.5	18.3	96	1192	14.7	13.4	134	329	11.3	3.7	103
DALLAS	C 22109	3723	27.4	16.8	100	4587	29.6	20.7	109	2639	32.6	11.9	119	871	29.8	3.9	109
DIFF'RENT STROKES	N 6940	1176	8.7	16.9	101	1437	9.3	20.7	108	708	8.7	10.2	102	285	9.8	4.1	114
DOUBLE TROUBLE	N 7223	1308	9.6	18.1	108	1456	9.4	20.2	106	815	10.1	11.3	113	*253	8.7	3.5	97
DUCK FACTORY	N 5595	1131	8.3	20.2	121	1013	6.5	18.1	95	775	9.6	13.9	138	*221	7.6	3.9	110
DUKES OF HAZZARD	C 5768	1013	7.5	17.6	105	1272	8.2	22.1	115	534	6.6	9.3	93	301	10.3	5.2	145
DYNASTY	A 20053	3205	23.6	16.0	95	3909	25.3	19.5	102	1915	23.6	9.5	95	886	30.4	4.4	123
FACTS OF LIFE	N 8087	1438	10.6	17.8	106	1642	10.6	20.3	106	948	11.7	11.7	117	294	10.1	3.6	101
FALCON CREST	C 20046	3603	26.5	18.0	107	4299	27.8	21.4	112	2186	27.0	10.9	109	787	27.0	3.9	109
FALL GUY	A 9084	1668	12.3	18.4	110	1880	12.2	20.7	108	1001	12.4	11.0	110	420	14.4	4.6	128
FAMILY TIES	N 7964	1399	10.3	17.6	105	1619	10.5	20.3	106	1025	12.7	12.9	129	365	12.5	4.6	127
FANTASY ISLAND	A 7687	1303	9.6	17.0	101	1541	10.0	20.0	105	653	8.1	8.5	85	287	9.8	3.7	104
FOULUPS,BLEEPS & BLUNDERS	A 8861	1344	9.9	15.2	91	1571	10.2	17.7	93	855	10.6	9.6	96	287	9.8	3.2	90
FOUR SEASONS	C 5095	909	6.7	17.8	106	854	5.5	16.8	88	598	7.4	11.7	117	*226	7.7	4.4	123
GIMME A BREAK	N 8838	1545	11.4	17.5	104	1737	11.2	19.7	103	1248	15.4	14.1	141	335	11.5	3.8	105
HART TO HART	A 8978	1594	11.7	17.8	106	1756	11.4	19.6	102	966	11.9	10.8	108	287	9.8	3.2	89
HILL STREET BLUES	N 8590	1516	11.2	17.6	105	1582	10.2	18.4	96	1072	13.2	12.5	125	432	14.8	5.0	140
HOTEL	A 14085	2608	19.2	18.5	110	2849	18.4	20.2	106	1624	20.0	11.5	115	582	19.9	4.1	115
JEFFERSONS	C 9360	1541	11.4	16.5	98	1867	12.1	19.9	104	905	11.2	9.7	97	411	14.1	4.4	122
JENNIFER SLEPT HERE	N 5841	961	7.1	16.5	98	1128	7.3	19.3	101	653	8.1	11.2	112	*218	7.5	3.7	104
KATE & ALLIE	C 9206	1745	12.9	19.0	113	1810	11.7	19.7	103	1067	13.2	11.6	116	398	13.6	4.3	120
KNIGHT RIDER	N 7076	1348	9.9	19.1	114	1427	9.2	20.2	106	648	8.0	9.2	92	*252	8.6	3.6	99
LOVE BOAT	A 12219	1922	14.2	15.7	94	2445	15.8	20.0	105	1163	14.4	9.5	95	408	14.0	3.3	93
MAGNUM PI	C 11199	2001	14.7	17.9	107	2292	14.8	20.5	107	1207	14.9	10.8	108	462	15.8	4.1	114
MAMA'S FAMILY	N 6057	1083	8.0	17.9	107	1275	8.2	21.1	110	689	8.5	11.4	114	*271	9.3	4.5	124
MASTER, THE	N 3598	657	4.8	18.3	109	727	4.7	20.2	106	399	4.9	11.1	111	*140	4.8	3.9	108
MATT HOUSTON	A 6344	1077	7.9	17.0	101	1158	7.5	18.3	96	698	8.6	11.0	110	250	8.6	3.9	109
NBC MONDAY NIGHT MOVIE	N 11994	1817	13.4	15.1	90	2249	14.5	18.8	98	1242	15.3	10.4	104	441	15.1	3.7	102
NBC NIGHTLY NEWS	N 5132	775	5.7	15.1	90	1119	7.2	21.8	114	466	5.8	9.1	91	186	6.4	3.6	101
NBC NIGHTLY NEWS-SAT	N 3375	482	3.6	14.3	85	685	4.4	20.3	106	247	3.0	7.3	73	**123	4.2	3.6	101
NBC NIGHTLY NEWS-SUN	N 3130	501	3.7	16.0	96	592	3.8	18.9	99	289	3.6	9.2	92	**85	2.9	2.7	75
NBC SUNDAY NIGHT MOVIE	N 8284	1642	12.1	19.8	118	1868	12.1	22.5	118	857	10.6	10.3	103	*369	12.6	4.5	124
NEWHART	C 9240	1699	12.5	18.4	110	1850	12.0	20.0	105	1090	13.5	11.8	118	407	13.9	4.4	122
ONE DAY AT A TIME	C 7288	1049	7.7	14.4	86	1213	7.8	16.6	87	935	11.5	12.8	128	*214	7.3	2.9	81
PEOPLE ARE FUNNY	N 4855	814	6.0	16.8	100	1048	6.8	21.6	113	513	6.3	10.6	106	*232	7.9	4.8	133
REAL PEOPLE	N 8869	1402	10.3	15.8	94	1821	11.8	20.5	107	882	10.9	9.9	99	320	11.0	3.6	100
REMINGTON STEELE	N 7743	1225	9.0	15.8	94	1449	9.4	18.7	98	676	8.3	8.7	87	332	11.4	4.3	119
RIPLY'S BELIEVE IT - NOT	A 5345	942	6.9	17.6	105	1137	7.3	21.3	111	564	7.0	10.6	106	*210	7.2	3.9	109
RIPTIDE	N 6988	1334	9.8	19.1	114	1341	8.7	19.2	100	675	8.3	9.7	97	317	10.9	4.5	126
SCARECROW & MRS. KING	C 10002	1691	12.5	16.9	101	1948	12.6	19.5	102	1061	13.1	10.6	106	346	11.9	3.5	96
SIMON & SIMON	C 10638	1927	14.2	18.1	108	2170	14.0	20.4	107	1199	14.8	11.3	113	478	16.4	4.5	125
60 MINUTES	C 13293	2097	15.5	15.8	94	2643	17.1	19.9	104	1287	15.9	9.7	97	462	15.8	3.5	96
ST. ELSEWHERE	N 7017	1255	9.2	17.9	107	1489	9.6	21.2	111	912	11.3	13.0	130	217	7.4	3.1	86
THREE'S COMPANY	A 10917	1887	13.9	17.3	103	215252</											

	TOTAL U.S. '000	LEMON PLEDGE				OTHER PLEDGE				LIQUID GOLD				OLD ENGLISH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	28440	100.0	35.1	100	8674	100.0	10.7	100	8063	100.0	10.0	100	13123	100.0	16.2	100
18 - 24	9282	2944	10.4	31.7	90	940	10.8	10.1	95	772	9.6	8.3	84	1183	9.0	12.7	79
25 - 34	19072	6514	22.9	34.2	97	2604	30.0	13.7	127	1637	20.3	8.6	86	3261	24.8	17.1	106
35 - 44	14591	4842	17.0	33.2	94	1712	19.7	11.7	110	1644	20.4	11.3	113	2842	21.7	19.5	120
45 - 54	11345	4209	14.8	37.1	106	1170	13.5	10.3	96	1047	13.0	9.2	93	1965	15.0	17.3	107
55 - 64	11635	4774	16.8	41.0	117	904	10.4	7.8	73	1315	16.3	11.3	114	1929	14.7	16.6	102
65 OR OLDER	15061	5157	18.1	34.2	98	1342	15.5	8.9	83	1648	20.4	10.9	110	1943	14.8	12.9	80
18 - 34	28354	9458	33.3	33.4	95	3544	40.9	12.5	117	2409	29.9	8.5	85	4444	33.9	15.7	97
18 - 49	48339	16228	57.1	33.6	96	5851	67.5	12.1	113	4570	56.7	9.5	95	8342	63.6	17.3	106
25 - 54	45008	15565	54.7	34.6	98	5487	63.3	12.2	114	4328	53.7	9.6	97	8068	61.5	17.9	111
35 - 49	19985	6770	23.8	33.9	96	2306	26.6	11.5	108	2161	26.8	10.8	109	3898	29.7	19.5	120
50 OR OLDER	32647	12212	42.9	37.4	107	2823	32.5	8.6	81	3492	43.3	10.7	107	4781	36.4	14.6	90
GRADUATED COLLEGE	11155	3850	13.5	34.5	98	1125	13.0	10.1	94	1084	13.4	9.7	98	2302	17.5	20.6	127
ATTENDED COLLEGE	13682	4744	16.7	34.7	99	1574	18.1	11.5	107	1570	19.5	11.5	115	2597	19.8	19.0	117
GRADUATED HIGH SCHOOL	33880	12799	45.0	37.8	108	4119	47.5	12.2	114	3672	45.5	10.8	109	5373	40.9	15.9	98
DID NOT GRADUATE HIGH SCHOOL	22270	7047	24.8	31.6	90	1855	21.4	8.3	78	1737	21.5	7.8	78	2851	21.7	12.8	79
EMPLOYED	40306	14480	50.9	35.9	102	4534	52.3	11.2	105	4185	51.9	10.4	104	6819	52.0	16.9	104
EMPLOYED FULL-TIME	32850	11742	41.3	35.7	102	3897	44.9	11.9	111	3378	41.9	10.3	103	5552	42.3	16.9	104
EMPLOYED PART-TIME	7456	2738	9.6	36.7	105	637	7.3	8.5	80	807	10.0	10.8	109	1267	9.7	17.0	105
NOT EMPLOYED	40680	13960	49.1	34.3	98	4140	47.7	10.2	95	3878	48.1	9.5	96	6304	48.0	15.5	96
PROFESSIONAL/MANAGER	10392	3515	12.4	33.8	96	1261	14.5	12.1	113	1169	14.5	11.2	113	2027	15.4	19.5	120
TECH/CLERICAL/SALES	17574	6867	24.1	39.1	111	2089	24.1	11.9	111	2003	24.8	11.4	114	2906	22.1	16.5	102
PRECISION/CRAFT	985	*372	1.3	37.8	108	*992	1.1	9.3	87	*115	1.4	11.7	117	*113	0.9	11.5	71
OTHER EMPLOYED	11354	3726	13.1	32.8	93	1093	12.6	9.6	90	899	11.1	7.9	80	1773	13.5	15.6	96
SINGLE	9863	3263	11.5	33.1	94	985	11.4	10.0	93	864	10.7	8.8	88	1521	11.6	15.4	95
MARRIED	51375	18535	65.2	36.1	103	6052	69.8	11.8	110	5391	66.9	10.5	105	8853	67.5	17.2	106
DIVORCED/SEPARATED/WIDOWED	19748	6641	23.4	33.6	96	1637	18.9	8.3	77	1808	22.4	9.2	92	2749	20.9	13.9	86
PARENTS	32590	10688	37.6	32.8	93	4156	47.9	12.8	119	3096	38.4	9.5	95	5809	44.3	17.8	110
WHITE	70416	25434	89.4	36.1	103	7995	92.2	11.4	106	7282	90.3	10.3	104	11536	87.9	16.4	101
BLACK	8778	2416	8.5	27.5	78	608	7.0	6.9	65	548	6.8	6.2	63	1357	10.3	15.5	95
OTHER	1791	*590	2.1	32.9	94	*71	0.8	4.0	37	**234	2.9	13.1	131	**230	1.8	12.8	79
NORTHEAST-CENSUS	17786	6689	23.5	37.6	107	1962	22.6	11.0	103	1665	20.6	9.4	94	2785	21.2	15.7	97
NORTH CENTRAL	20741	7699	27.1	37.1	106	2661	30.7	12.8	120	2355	29.2	11.4	114	2857	21.8	13.8	85
SOUTH	27775	9192	32.3	33.1	94	2790	32.2	10.0	94	2164	26.8	7.8	78	4562	34.8	16.4	101
WEST	14683	4860	17.1	33.1	94	1262	14.5	8.6	80	1879	23.3	12.8	129	2918	22.2	19.9	123
NORTHEAST-MKTG.	17961	6430	22.6	35.8	102	1868	21.5	10.4	97	1519	18.8	8.5	85	2549	19.4	14.2	88
EAST CENTRAL	11885	4734	16.6	39.8	113	1494	17.2	12.6	117	1211	15.0	10.2	102	1543	11.8	13.0	80
WEST CENTRAL	14090	5068	17.8	36.0	102	1795	20.7	12.7	119	1822	22.6	12.9	130	2084	15.9	14.8	91
SOUTH	24081	8012	28.2	33.3	95	2413	27.8	10.0	94	1960	24.3	8.1	82	4296	32.7	17.8	110
PACIFIC	12969	4195	14.8	32.3	92	1105	12.7	8.5	80	1551	19.2	12.0	120	2651	20.2	20.4	126
COUNTY SIZE A	32439	11016	38.7	34.0	97	3235	37.3	10.0	93	3060	38.0	9.4	95	4697	35.8	14.5	89
COUNTY SIZE B	24915	8751	30.8	35.1	100	2907	33.5	11.7	109	2428	30.1	9.7	98	4350	33.1	17.5	108
COUNTY SIZE C	12930	4939	17.4	38.2	109	1249	14.4	9.7	90	1575	19.5	12.2	122	2492	19.0	19.3	119
COUNTY SIZE D	10703	3734	13.1	34.9	99	1282	14.8	12.0	112	1000	12.4	9.3	94	1583	12.1	14.8	91
METRO CENTRAL CITY	24518	8002	28.1	32.6	93	2158	24.9	8.8	82	2056	25.5	8.4	84	3926	29.9	16.0	99
METRO SUBURBAN	35919	13018	45.8	36.2	103	4112	47.4	11.4	107	3838	47.6	10.7	107	5669	43.2	15.8	97
NON METRO	20549	7420	26.1	36.1	103	2404	27.7	11.7	109	2169	26.9	10.6	106	3528	26.9	17.2	106
TOP 5 ADI'S	18341	6482	22.8	35.3	101	1742	20.1	9.5	89	1751	21.7	9.5	96	2736	20.8	14.9	92
TOP 10 ADI'S	25378	8582	30.2	33.8	96	2501	28.8	9.9	92	2366	29.3	9.3	94	3760	28.7	14.8	91
TOP 20 ADI'S	36488	12324	43.3	33.8	96	3752	43.3	10.3	96	3605	44.7	9.9	99	5513	42.0	15.1	93
HSHLD INC. \$50,000 OR MORE	6612	2546	9.0	38.5	110	742	8.6	11.2	105	970	12.0	14.7	147	1308	10.0	19.8	122
\$40,000 OR MORE	12659	4908	17.3	38.8	110	1459	16.8	11.5	108	1806	22.4	14.3	143	2300	17.5	18.2	112
\$30,000 OR MORE	24698	8809	31.0	35.7	102	2681	30.9	10.9	101	3230	40.1	13.1	131	4516	34.4	18.3	113
\$25,000 OR MORE	32077	11569	40.7	36.1	103	3737	43.1	11.7	109	4033	50.0	12.6	126	5965	45.5	18.6	115
\$20,000 - \$24,999	9144	3326	11.7	36.4	104	1177	13.6	12.9	120	934	11.6	10.2	103	1652	12.6	18.1	111
\$15,000 - \$19,999	8728	2962	10.4	33.9	97	988	11.4	11.3	106	733	9.1	8.4	84	1173	8.9	13.4	83
\$10,000 - \$14,999	12562	4884	17.2	38.9	111	1228	14.2	9.8	91	1030	12.8	8.2	82	2019	15.4	16.1	99
UNDER \$10,000	18475	5699	20.0	30.8	88	1544	17.8	8.4	78	1332	16.5	7.2	72	2314	17.6	12.5	77
HOUSEHOLD OF 1 PERSON	11987	4057	14.3	33.8	96	1069	12.3	8.9	83	1041	12.9	8.7	87	1560	11.9	13.0	80
2 PEOPLE	26577	9672	34.0	36.4	104	2578	29.7	9.7	91	2787	34.6	10.5	105	4280	32.6	16.1	99
3 OR 4 PEOPLE	30617	11105	39.0	36.3	103	3388	39.1	11.1	103	3096	38.4	10.1	102	5223	39.8	17.1	105
5 OR MORE PEOPLE	11804	3606	12.7	30.5	87	1639	18.9	13.9	130	1140	14.1	9.7	97	2060	15.7	17.5	108
NO CHILD IN HSHLD	46165	16927	59.5	36.7	104	4300	49.6	9.3	87	4784	59.3	10.4	104	6961	53.0	15.1	93
CHILD(REN) UNDER 2 YRS	5325	1674	5.9	31.4	90	*645	7.4	12.1	113	*472	5.9	8.9	89	801	6.1	15.0	93
2 - 5 YEARS	14221	4515	15.9	31.7	90	1856	21.4	13.1	122	1201	14.9	8.4	85	2343	17.9	16.5	102
6 - 11 YEARS	15117	4681	16.5	31.0	88	1810	20.9	12.0	112	1362	16.9	9.0	90	2640	20.1	17.5	108
12 - 17 YEARS	16611	5754	20.2	34.6	99	2123	24.5	12.8	119	1643	20.4	9.9	99	2867	21.8	17.3	107
RESIDENCE OWNED	55884	20576	72.3	36.8	105	6204	71.5	11.1	104	6411	79.5	11.5	115	9792	74.6	17.5	108
VALUE: \$50,000 OR MORE	31744	11600	40.8	36.5	104	3527	40.7	11.1	104	3975	49.3	12.5	126	6037	46.0	19.0	117
VALUE: UNDER \$50,000	24140	8976	31.6	37.2	106	2677	30.9	11.1	104	2437	30.2	10.1	101	3756	28.6	15.6	96

		TOTAL U.S. '000	LEMON PLEDGE				OTHER PLEDGE				LIQUID GOLD				OLD ENGLISH			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	28440	100.0	35.1	100	8674	100.0	10.7	100	8063	100.0	10.0	100	13123	100.0	16.2	100
MAGAZINES	QUINTILE 1	15799	5873	20.7	37.2	106	1970	22.7	12.5	116	2002	24.8	12.7	127	3086	23.5	19.5	121
	QUINTILE 2	17259	6542	23.0	37.9	108	2075	23.9	12.0	112	1752	21.7	10.2	102	3053	23.3	17.7	109
	QUINTILE 3	13545	4753	16.7	35.1	100	1413	16.3	10.4	97	1360	16.9	10.0	101	2195	16.7	16.2	100
	QUINTILE 4	15133	5478	19.3	36.2	103	1715	19.8	11.3	106	1487	18.4	9.8	99	2361	18.0	15.6	96
	QUINTILE 5	19250	5793	20.4	30.1	86	1502	17.3	7.8	73	1463	18.1	7.6	76	2428	18.5	12.6	78
NEWSPAPERS	QUINTILE 1	12413	4844	17.0	39.0	111	1553	17.9	12.5	117	1567	19.4	12.6	127	2058	15.7	16.6	102
	QUINTILE 2	24116	9174	32.3	38.0	108	2317	26.7	9.6	90	2512	31.2	10.4	105	3852	29.4	16.0	99
	QUINTILE 3	11261	3845	13.5	34.1	97	1343	15.5	11.9	111	1096	13.6	9.7	98	2075	15.8	18.4	114
	QUINTILE 4	20255	6589	23.2	32.5	93	2333	26.9	11.5	108	1832	22.7	9.0	91	3331	25.4	16.4	101
	QUINTILE 5	12940	3988	14.0	30.8	88	1129	13.0	8.7	81	1057	13.1	8.2	82	1805	13.8	13.9	86
OUTDOOR	QUINTILE 1	14852	5197	18.3	35.0	100	1970	22.7	13.3	124	1519	18.8	10.2	103	2285	17.4	15.4	95
	QUINTILE 2	15725	5408	19.0	34.4	98	1582	18.2	10.1	94	1740	21.6	11.1	111	2604	19.8	16.6	102
	QUINTILE 3	16330	5676	20.0	34.8	99	1821	21.0	11.2	104	1669	20.7	10.2	103	2844	21.7	17.4	107
	QUINTILE 4	16744	6305	22.2	37.7	107	1817	20.9	10.9	101	1674	20.8	10.0	100	2532	19.3	15.1	93
	QUINTILE 5	17334	5853	20.6	33.8	96	1484	17.1	8.6	80	1462	18.1	8.4	85	2858	21.8	16.5	102
RADIO-DRIVE TIME	QUINTILE 1	15911	5686	20.0	35.7	102	1679	19.4	10.6	99	1635	20.3	10.3	103	2739	20.9	17.2	106
	QUINTILE 2	14837	5634	19.8	38.0	108	1684	19.4	11.4	106	1526	18.9	10.3	103	2575	19.6	17.4	107
	QUINTILE 3	15339	5071	17.8	33.1	94	1889	21.8	12.3	115	1499	18.6	9.8	98	2442	18.6	15.9	98
	QUINTILE 4	16723	6169	21.7	36.9	105	1707	19.7	10.2	95	1770	22.0	10.6	106	2600	19.8	15.5	96
	QUINTILE 5	18176	5879	20.7	32.3	92	1715	19.8	9.4	88	1633	20.3	9.0	90	2767	21.1	15.2	94
RADIO-MID- DAY	TERCILE 1	21020	7693	27.0	36.6	104	2508	28.9	11.9	111	2094	26.0	10.0	100	3315	25.3	15.8	97
	TERCILE 2	21610	7910	27.8	36.6	104	2198	25.3	10.2	95	2427	30.1	11.2	113	4005	30.5	18.5	114
	TERCILE 3	18355	12837	45.1	33.5	95	3967	45.7	10.3	97	3542	43.9	9.2	93	5803	44.2	15.1	93
RADIO-TOTAL	QUINTILE 1	15958	5842	20.5	36.5	104	1772	20.4	11.1	103	1474	18.3	9.2	93	2710	20.7	17.0	105
	QUINTILE 2	15626	5771	20.3	36.9	105	1636	18.9	10.5	98	1831	22.7	11.7	118	2419	18.4	15.5	96
	QUINTILE 3	16723	5914	20.8	35.4	101	1972	22.7	11.8	110	1721	21.3	10.3	103	3068	23.4	18.3	113
	QUINTILE 4	16342	5624	19.8	34.4	98	1870	21.6	11.4	107	1552	19.2	9.5	95	2649	20.2	16.2	100
	QUINTILE 5	16306	5288	18.6	32.4	92	1424	16.4	8.7	82	1485	18.4	9.1	91	2278	17.4	14.0	86
TV-PRIME TIME	QUINTILE 1	15953	5753	20.2	36.1	103	1960	22.6	12.3	115	1597	19.8	10.0	101	2642	20.1	16.6	102
	QUINTILE 2	16137	6074	21.4	37.6	107	1603	18.5	9.9	93	1623	20.1	10.1	101	2485	18.9	15.4	95
	QUINTILE 3	16420	5881	20.7	35.8	102	1835	21.2	11.2	104	1686	20.9	10.3	103	2670	20.3	16.3	100
	QUINTILE 4	16687	5661	19.9	33.9	97	1602	18.5	9.6	90	1729	21.4	10.4	104	2795	21.3	16.7	103
	QUINTILE 5	15789	5070	17.8	32.1	91	1674	19.3	10.6	99	1428	17.7	9.0	91	2531	19.3	16.0	99
TV-DAYTIME	TERCILE 1	27736	9390	33.0	33.9	96	2867	33.1	10.3	97	2478	30.7	8.9	90	4358	33.2	15.7	97
	TERCILE 2	26489	9479	33.3	35.8	102	2988	34.4	11.3	105	2776	34.4	10.5	105	4191	31.9	15.8	98
	TERCILE 3	26761	9571	33.7	35.8	102	2819	32.5	10.5	98	2809	34.8	10.5	105	4574	34.9	17.1	105
TV-TOTAL	QUINTILE 1	16345	5668	19.9	34.7	99	1786	20.6	10.9	102	1478	18.3	9.0	91	2411	18.4	14.8	91
	QUINTILE 2	16447	5942	20.9	36.1	103	1620	18.7	9.8	92	1762	21.9	10.7	108	2814	21.4	17.1	106
	QUINTILE 3	15980	5764	20.3	36.1	103	1763	20.3	11.0	103	1640	20.3	10.3	103	2781	21.2	17.4	107
	QUINTILE 4	15887	5787	20.3	36.4	104	1881	21.7	11.8	111	1636	20.3	10.3	103	2321	17.7	14.6	90
	QUINTILE 5	16326	5278	18.6	32.3	92	1625	18.7	10.0	93	1547	19.2	9.5	95	2797	21.3	17.1	106
MAGAZINES-NEWSPAPERS: DUAL		20721	8085	28.4	39.0	111	2441	28.1	11.8	110	2436	30.2	11.8	118	3640	27.7	17.6	108
MAGAZINE IMPERATIVE		19186	6643	23.4	34.6	99	2427	28.0	12.6	118	2029	25.2	10.6	106	3694	28.1	19.3	119
NEWSPAPER IMPERATIVE		21899	7897	27.8	36.1	103	2099	24.2	9.6	89	2176	27.0	9.9	100	3209	24.5	14.7	90
MAGAZINES-OUTDOOR: DUAL		15451	5779	20.3	37.4	107	2078	24.0	13.4	126	1925	23.9	12.5	125	2856	21.8	18.5	114
MAGAZINE IMPERATIVE		25953	9432	33.2	36.3	103	2764	31.9	10.7	99	2652	32.9	10.2	103	4644	35.4	17.9	110
OUTDOOR IMPERATIVE		24400	7888	27.7	32.3	92	2501	28.8	10.3	96	2161	26.8	8.9	89	3457	26.3	14.2	87
MAGAZINES-RADIO: DUAL		18049	6575	23.1	36.4	104	2071	23.9	11.5	107	1973	24.5	10.9	110	3374	25.7	18.7	115
MAGAZINE IMPERATIVE		23571	8726	30.7	37.0	105	2993	34.5	12.7	119	2684	33.3	11.4	114	4200	32.0	17.8	110
RADIO IMPERATIVE		23278	8239	29.0	35.4	101	2402	27.7	10.3	96	2201	27.3	9.5	95	3413	26.0	14.7	90
MAGAZINES-TELEVISION: DUAL		15459	5793	20.4	37.5	107	1965	22.7	12.7	119	1919	23.8	12.4	125	2841	21.6	18.4	113
MAGAZINE IMPERATIVE		25829	9415	33.1	36.5	104	2906	33.5	11.3	105	2747	34.1	10.6	107	4674	35.6	18.1	112
TELEVISION IMPERATIVE		26039	8870	31.2	34.1	97	2375	27.4	9.1	85	2174	27.0	8.3	84	3775	28.8	14.5	89
NEWSPAPERS-OUTDOOR: DUAL		16605	6619	23.3	39.9	114	1689	19.5	10.2	95	1969	24.4	11.9	119	2680	20.4	16.1	100
NEWSPAPER IMPERATIVE		26834	9885	34.8	36.8	105	2936	33.8	10.9	102	2753	34.1	10.3	103	4471	34.1	16.7	103
OUTDOOR IMPERATIVE		23346	7334	25.8	31.4	89	2817	32.5	12.1	113	2201	27.3	9.4	95	3864	29.4	16.6	102
NEWSPAPERS-RADIO: DUAL		17133	6865	24.1	40.1	114	1734	20.0	10.1	94	1953	24.2	11.4	114	2681	20.4	15.6	97
NEWSPAPER IMPERATIVE		25892	9351	32.9	36.1	103	2770	31.9	10.7	100	2784	34.6	10.8	108	4429	33.7	17.1	106
RADIO IMPERATIVE		23167	7713	27.1	33.3	95	2699	31.1	11.7	109	2148	26.5	9.3	93	4007	30.5	17.3	107
NEWSPAPERS-TELEVISION: DUAL		17159	6618	23.3	38.6	110	1819	21.0	10.6	99	1930	23.9	11.2	113	2908	22.2	16.9	105
NEWSPAPER IMPERATIVE		26214	9696	34.1	37.0	105	2930	33.8	11.2	104	2806	34.8	10.7	108	4268	32.5	16.3	100
TELEVISION IMPERATIVE		23412	7566	26.6	32.3	92	2434	28.1	10.4	97	2045	25.4	8.7	88	3674	28.0	15.7	97
OUTDOOR-RADIO: DUAL:																		

	TOTAL U.S. '000	LEMON PLEDGE				OTHER PLEDGE				LIQUID GOLD				OLD ENGLISH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	28440	100.0	35.1	100	8674	100.0	10.7	100	8063	100.0	10.0	100	13123	100.0	16.2	100
ATLANTIC MONTHLY	415	*132	0.5	31.8	91	**34	0.4	8.2	76	**95	1.2	22.9	230	**73	0.6	17.6	109
BARRON'S	453	*147	0.5	32.5	92	**30	0.3	6.6	62	**27	0.3	6.0	60	**110	0.8	24.3	150
BETTER HOMES & GARDENS	16256	6100	21.4	37.5	107	2198	25.3	13.5	126	1818	22.5	11.2	112	2990	22.8	18.4	114
BON APPETIT	2535	982	3.5	38.7	110	*194	2.2	7.7	71	340	4.2	13.4	135	529	4.0	20.9	129
BUSINESS WEEK	1278	448	1.6	35.1	100	*173	2.0	13.5	126	*187	2.3	14.6	147	*264	2.0	20.7	127
CAR AND DRIVER	378	*164	0.6	43.4	124	**25	0.3	6.6	62	**65	0.8	17.2	173	**34	0.3	9.0	56
CBS MAGAZINE NETWORK (GROSS)	1498	562	2.0	37.5	107	**97	1.1	6.5	60	*301	3.7	20.1	202	*206	1.6	13.8	85
CHANGING TIMES	1505	612	2.2	40.7	116	*207	2.4	13.8	128	*267	3.3	17.7	178	*242	1.8	16.1	99
COLONIAL HOMES	1231	430	1.5	34.9	99	*108	1.2	8.8	82	*156	1.9	12.7	127	273	2.1	22.2	137
CONDE NAST MAG. PKG. (GROSS)	14146	4862	17.1	34.4	98	1738	20.0	12.3	115	1584	19.6	11.2	112	2587	19.7	18.3	113
CONSUMERS DIGEST	1323	463	1.6	35.0	100	**165	1.9	12.5	116	*307	3.8	23.2	233	*221	1.7	16.7	103
COSMOPOLITAN	7102	2527	8.9	35.6	101	953	11.0	13.4	125	718	8.9	10.1	102	1092	8.3	15.4	95
COUNTRY LIVING	2481	838	2.9	33.8	96	440	5.1	17.7	166	353	4.4	14.2	143	568	4.3	22.9	141
CUISINE	1472	572	2.0	38.9	111	**143	1.6	9.7	91	*223	2.8	15.1	152	305	2.3	20.7	128
CYCLE WORLD	425	*185	0.7	43.5	124	**23	0.3	5.4	51	**87	1.1	20.5	206	**51	0.4	12.0	74
DCI:CREATIVE IDEAS FOR LIV	2510	879	3.1	35.0	100	*225	2.6	9.0	84	392	4.9	15.6	157	495	3.8	19.7	122
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2687	9.4	40.1	114	666	7.7	9.9	93	909	11.3	13.6	136	1322	10.1	19.7	122
DISCOVER	894	245	0.9	27.4	78	*167	1.9	18.7	174	*142	1.8	15.9	160	*131	1.0	14.7	90
EBONY	3507	933	3.3	26.6	76	234	2.7	6.7	62	340	4.2	9.7	97	545	4.2	15.5	96
ESQUIRE	1083	272	1.0	25.1	72	*140	1.6	12.9	121	**112	1.4	10.3	104	*179	1.4	16.5	102
ESSENCE	1830	505	1.8	27.6	79	*127	1.5	6.9	65	*121	1.5	6.6	66	312	2.4	17.0	105
FAMILY CIRCLE	15930	6073	21.4	38.1	109	1971	22.7	12.4	116	1575	19.5	9.9	99	2940	22.4	18.5	114
THE FAMILY HANDYMAN	1126	466	1.6	41.4	118	*134	1.5	11.9	111	*169	2.1	15.0	151	*224	1.7	19.9	123
FAMILY WEEKLY	11468	4555	16.0	39.7	113	1284	14.8	11.2	105	1142	14.2	10.0	100	1962	15.0	17.1	106
FIELD & STREAM	2234	786	2.8	35.2	100	*207	2.4	9.3	87	*341	4.2	15.3	153	479	3.7	21.4	132
FOOD & WINE	579	243	0.9	42.0	120	**83	1.0	14.3	134	**90	1.1	15.5	156	*130	1.0	22.5	139
FORBES	728	249	0.9	34.2	97	**100	1.2	13.7	128	**60	0.7	8.2	83	*171	1.3	23.5	145
FORTUNE	906	308	1.1	34.0	97	*170	2.0	18.8	175	**124	1.5	13.7	137	*151	1.2	16.7	103
GENTLEMEN'S QUARTERLY	791	277	1.0	35.0	100	**68	0.8	8.6	80	**43	0.5	5.4	55	*143	1.1	18.1	112
GLAMOUR	5265	1910	6.7	36.3	103	622	7.2	11.8	110	690	8.6	13.1	132	1001	7.6	19.0	117
GOLF DIGEST	636	*280	1.0	44.0	125	**118	1.4	18.6	173	**93	1.2	14.6	147	**87	0.7	13.7	84
GOLF DIGEST/TENNIS (GROSS)	1186	506	1.8	42.7	121	*171	2.0	14.4	135	*153	1.9	12.9	130	*174	1.3	14.7	91
GOLF MAGAZINE	441	*207	0.7	46.9	134	**52	0.6	11.8	110	**78	1.0	17.7	178	**59	0.4	13.4	83
GOLF MAGAZINE/SKI (GROSS)	922	409	1.4	44.4	126	**100	1.2	10.8	101	*141	1.7	15.3	154	*102	0.8	11.1	68
GOOD HOUSEKEEPING	16487	6125	21.5	37.2	106	1941	22.4	11.8	110	2017	25.0	12.2	123	3059	23.3	18.6	115
HARPER'S BAZAAR	2423	933	3.3	38.5	110	225	2.6	9.3	87	293	3.6	12.1	121	456	3.5	18.8	116
HEALTH	1994	874	3.1	43.8	125	*178	2.1	8.9	83	*244	3.0	12.2	123	363	2.8	18.2	112
HEARST MAG CORP. BUY (GROSS)	44101	16120	56.7	36.6	104	5351	61.7	12.1	113	5336	66.2	12.1	122	8086	61.6	18.3	113
HEARST MAN POWER (GROSS)	1993	714	2.5	35.8	102	*233	2.7	11.7	109	425	5.3	21.3	214	438	3.3	22.0	136
HEARST WOMAN POWER (GROSS)	31274	11479	40.4	36.7	105	3768	43.4	12.0	112	3715	46.1	11.9	119	5431	41.4	17.4	107
HOUSE BEAUTIFUL	3623	1362	4.8	37.6	107	415	4.8	11.5	107	294	3.6	8.1	82	727	5.5	20.1	124
INC.	283	**92	0.3	32.5	93	**42	0.5	14.8	139	**33	0.4	11.7	117	**80	0.6	28.3	174
JET	2928	851	3.0	29.1	83	*164	1.9	5.6	52	*182	2.3	6.2	62	446	3.4	15.2	94
LADIES' HOME JOURNAL	11918	4490	15.8	37.7	107	1447	16.7	12.1	113	1432	17.8	12.0	121	2121	16.2	17.8	110
LHJ FAMILY GRP COMBO(GROSS)	16764	6496	22.8	38.7	110	2074	23.9	12.4	116	2000	24.8	11.9	120	3088	23.5	18.4	114
LIFE	4254	1319	4.6	31.0	88	429	4.9	10.1	94	517	6.4	12.2	122	729	5.6	17.1	106
L.A. TIMES HOME MAGAZINE	1145	379	1.3	33.1	94	**100	1.2	8.7	82	**105	1.3	9.2	92	381	2.9	33.3	205
MADAMOISELLE	2884	990	3.5	34.3	98	375	4.3	13.0	121	*250	3.1	8.7	87	503	3.8	17.4	108
MC CALL'S	13460	4958	17.4	36.8	105	1770	20.4	13.2	123	1674	20.8	12.4	125	2467	18.8	18.3	113
MC CALL'S/MRK MOTHER (GROSS)	14606	5377	18.9	36.8	105	1872	21.6	12.8	120	1846	22.9	12.6	127	2657	20.2	18.2	112
MECHANIX ILLUSTRATED	772	*255	0.9	33.0	94	**62	0.7	8.0	75	**185	2.3	24.0	241	*210	1.6	27.2	168
METROPOLITAN HOME	967	331	1.2	34.2	97	**126	1.5	13.0	122	**84	1.0	8.7	87	*225	1.7	23.3	144
MONEY	1588	611	2.1	38.5	110	*118	1.4	7.4	69	*193	2.4	12.2	122	314	2.4	19.8	122
MOTHER EARTH NEWS	1002	393	1.4	39.2	112	**82	0.9	8.2	76	**118	1.5	11.8	118	*234	1.8	23.4	144
MS.	825	276	1.0	33.5	95	*137	1.6	16.6	155	**75	0.9	9.1	91	*144	1.1	17.5	108
NATIONAL ENQUIRER	10336	3779	13.3	36.6	104	1132	13.1	11.0	102	1145	14.2	11.1	111	1768	13.5	17.1	106
NATIONAL GEOGRAPHIC	9597	3265	11.5	34.0	97	961	11.1	10.0	93	1140	14.1	11.9	119	1848	14.1	19.3	119
NATIONAL SUNDAY MAGAZINE PKG	49558	18329	64.4	37.0	105	5539	63.9	11.2	104	5145	63.8	10.4	104	8034	61.2	16.2	100
NATURAL HISTORY	573	261	0.9	45.5	130	**72	0.8	12.6	117	**71	0.9	12.4	124	*157	1.2	27.4	169
NEM WOMAN	1699	500	1.8	29.4	84	*185	2.1	10.9	102	*169	2.1	9.9	100	324	2.5	19.1	118
NEW YORK INCLUDING CUE	443	*131	0.5	29.6	84	**80	0.9	18.1	169	**38	0.5	8.6	86	**71	0.5	16.0	99
THE NEW YORKER	1270	481	1.7	37.9	108	*159	1.8	12.5	117	*152	1.9	12.0	120	214	1.6	16.9	104
NEWSWEEK	6277	2179	7.7	34.7	99	551	6.4	8.8	82	734	9.1	11.7	117	1281	9.8	20.4	126
THE N.Y. TIMES DAILY EDITION	1205	523	1.8	43.4	124	*114	1.3	9.5	88	*140	1.7	11.6	117	203	1.5	16.8	104
THE N.Y. TIMES MAGAZINE	2081	868	3.1	41.7	119	206	2.4	9.9	92	*251	3.1	12.1	121	362	2.8	17.4	107
OMNI	788	272	1.0	34.5	98	**120	1.4	15.2	142	**73	0.9	9.3	93	*135	1.0	17.1	106
ON CABLE	1158	412	1.4	35.6	101	*215	2.5	18.6	173	**109	1.4	9.4	95	*162	1.2	14.0	86
1001 HOME IDEAS	2852	1132	4.0	39.7	113	450	5.2	15.8	147	324	4.0	11.4	114	604	4.6	21.2	131
ORGANIC GARDENING	1658	593	2.1	35.8	102	*256	3.0	15.4	144	*252	3.1	15.2	153	330	2.5	19.9	123
OUTDOOR LIFE	896	311	1.1	34.7	99	*117	1.3	13.1	122	*189	2.3	21.1	212	*162	1.2	18.1	112
PARADE MAGAZINE	24275	9204	32.4	37.9	108	2729	31.5	11.2	105	2651	32.9	10.9	110	3967	30.2	16.3	101

	TOTAL U.S. '000	LEMON PLEDGE				OTHER PLEDGE				LIQUID GOLD				OLD ENGLISH			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	28440	100.0	35.1	100	8674	100.0	10.7	100	8063	100.0	10.0	100	13123	100.0	16.2	100
PARENTS	3845	1577	5.5	41.0	117	542	6.2	14.1	132	412	5.1	10.7	108	604	4.6	15.7	97
PENTHOUSE	831	337	1.2	40.6	115	**68	0.8	8.2	76	**59	0.7	7.1	71	**142	1.1	17.1	105
PEOPLE	11645	4261	15.0	36.6	104	1492	17.2	12.8	120	1179	14.6	10.1	102	1923	14.7	16.5	102
PLAYBOY	2006	670	2.4	33.4	95	235	2.7	11.7	109	*133	1.6	6.6	67	*212	1.6	10.6	65
POPULAR HOT RODDING	297	**108	0.4	36.4	104	**36	0.4	12.1	113	**49	0.6	16.5	166	**92	0.7	31.0	191
POPULAR MECHANICS	1018	339	1.2	33.3	95	**65	0.7	6.4	60	*241	3.0	23.7	238	*205	1.6	20.1	124
POPULAR SCIENCE	878	*246	0.9	28.0	80	**80	0.9	9.1	85	**116	1.4	13.2	133	*193	1.5	22.0	136
PREVENTION	3913	1454	5.1	37.2	106	408	4.7	10.4	97	447	5.5	14.1	115	727	5.5	18.6	115
PSYCHOLOGY TODAY	1710	720	2.5	42.1	120	*298	3.4	17.4	163	*233	2.9	13.6	137	260	2.0	15.2	94
READER'S DIGEST	22204	8356	29.4	37.6	107	2555	29.5	11.5	107	2517	31.2	11.3	114	4132	31.5	18.6	115
REDBOOK	7684	2827	9.9	36.8	105	875	10.1	11.4	106	981	12.2	12.8	128	1279	9.7	16.6	103
ROAD & TRACK	410	*222	0.8	54.1	154	**47	0.5	11.5	107	**63	0.8	15.4	154	**65	0.5	15.9	98
ROLLING STONE	969	393	1.4	40.6	115	*139	1.6	14.3	134	**68	0.8	7.0	70	*194	1.5	20.0	124
RUNNER'S WORLD	298	*116	0.4	38.9	111	**13	0.1	4.4	41	**36	0.4	12.1	121	**86	0.7	28.9	178
SATURDAY EVENING POST	1169	388	1.4	33.2	95	*159	1.8	13.6	127	*109	1.4	9.3	94	*218	1.7	18.6	115
SCIENCE 84	587	*142	0.5	24.2	69	**58	0.7	9.9	92	**92	1.1	15.7	157	**88	0.7	15.0	93
SCIENCE DIGEST	482	*198	0.7	41.1	117	**123	1.4	25.5	238	**89	1.1	18.5	185	**103	0.8	21.4	132
SCIENTIFIC AMERICAN	594	*220	0.8	37.0	105	**74	0.9	12.5	116	**72	0.9	12.1	122	*184	1.4	31.0	191
SELF	2089	679	2.4	32.5	93	*291	3.4	13.9	130	*262	3.2	12.5	126	375	2.9	18.0	111
SEVENTEEN	2411	852	3.0	35.3	101	*281	3.2	11.7	109	*301	3.7	12.5	125	492	3.7	20.4	126
SKI	480	*202	0.7	42.1	120	**48	0.6	10.0	93	**63	0.8	13.1	132	**43	0.3	9.0	55
SMITHSONIAN	2760	951	3.3	34.5	98	276	3.2	10.0	93	333	4.1	12.1	121	642	4.9	23.3	144
SOAP OPERA DIGEST	3013	1120	3.9	37.2	106	281	3.2	9.3	87	332	4.1	11.0	111	481	3.7	16.0	99
SOUTHERN LIVING	4184	1808	6.4	43.2	123	440	5.1	10.5	98	517	6.4	12.4	124	826	6.3	19.7	122
SPORT	559	*131	0.5	23.4	67	**119	1.4	21.3	199	**41	0.5	7.3	74	**79	0.6	14.1	87
THE SPORTING NEWS	436	**121	0.4	27.8	79	**62	0.7	14.2	133	**24	0.3	5.5	55	**80	0.6	18.3	113
SPORTS AFIELD	493	*178	0.6	36.1	103	**45	0.5	9.1	85	**95	1.2	19.3	194	**130	1.0	26.4	163
SPORTS ILLUSTRATED	2758	961	3.4	34.8	99	395	4.6	14.3	134	380	4.7	13.8	138	469	3.6	17.0	105
STAR	7456	2753	9.7	36.9	105	796	9.2	10.7	100	889	11.0	11.9	120	1178	9.0	15.8	98
SUNDAY	24936	8900	31.3	35.7	102	2774	32.0	11.1	104	2714	33.7	10.9	109	3661	27.9	14.7	91
SUNSET	2124	714	2.5	33.6	96	*171	2.0	8.1	75	343	4.3	16.1	162	642	4.9	30.2	187
TV GUIDE	21661	7824	27.5	36.1	103	2392	27.6	11.0	103	2290	28.4	10.6	106	3714	28.3	17.1	106
TENNIS	550	*226	0.8	41.1	117	**53	0.6	9.6	90	**60	0.7	10.9	110	**87	0.7	15.8	98
TIME	8880	3315	11.7	37.3	106	991	11.4	11.2	104	955	11.8	10.8	108	1604	12.2	18.1	111
TOWN & COUNTRY	917	309	1.1	33.7	96	*157	1.8	17.1	160	**82	1.0	8.9	90	*159	1.2	17.3	107
TRAVEL & LEISURE	972	385	1.4	39.6	113	**65	0.7	6.7	62	*161	2.0	16.6	166	*197	1.5	20.3	125
TRUE STORY	3356	1247	4.4	37.2	106	396	4.6	11.8	110	*263	3.3	7.8	79	521	4.0	15.5	96
U.S. NEWS & WORLD REPORT	3410	1361	4.8	39.9	114	318	3.7	9.3	87	405	5.0	11.9	119	611	4.7	17.9	111
USA TODAY	1759	720	2.5	40.9	117	*230	2.7	13.1	122	*170	2.1	9.7	97	331	2.5	18.8	116
US	1873	795	2.8	42.4	121	287	3.3	15.3	143	*185	2.3	9.9	99	274	2.1	14.6	90
VOGUE	3909	1282	4.5	32.8	93	450	5.2	11.5	107	383	4.8	9.8	98	708	5.4	18.1	112
WALL STREET JOURNAL	1886	598	2.1	31.7	90	*155	1.8	8.2	77	*228	2.8	12.1	121	451	3.4	23.9	148
WEIGHT WATCHERS	2120	925	3.3	43.6	124	*246	2.8	11.6	108	*307	3.8	14.5	145	446	3.4	21.0	130
WOMAN'S DAY	14172	5332	18.7	37.6	107	1634	18.8	11.5	108	1679	20.8	11.8	119	2701	20.6	19.1	118
WORKING MOTHER	1146	418	1.5	36.5	104	**102	1.2	8.9	83	*171	2.1	14.9	150	*190	1.4	16.6	102
WORKING WOMAN	1322	503	1.8	38.0	108	*215	2.5	16.3	152	**99	1.2	7.5	75	276	2.1	20.9	129
WORLD TENNIS	*163	**62	0.2	38.0	108	**9	0.1	5.5	52	**26	0.3	16.0	160	**38	0.3	23.3	144
ZIFF-DAVIS MAG NETWK (GROSS)	2532	909	3.2	35.9	102	274	3.2	10.8	101	419	5.2	16.5	166	404	3.1	16.0	98
BLAIR INSERTS	43657	16120	56.7	36.9	105	4855	56.0	11.1	104	4610	57.2	10.6	106	7089	54.0	16.2	100
DAILY NEWSPAPERS																	
READ ANY	51633	18945	66.6	36.7	104	5603	64.6	10.9	101	5544	68.8	10.7	108	8484	64.6	16.4	101
READ ONE	43463	15741	55.3	36.2	103	4682	54.0	10.8	101	4534	56.2	10.4	105	7129	54.3	16.4	101
READ TWO OR MORE	8170	3203	11.3	39.2	112	921	10.6	11.3	105	1010	12.5	12.4	124	1355	10.3	16.6	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	19439	68.4	36.9	105	5886	67.9	11.2	104	5588	69.3	10.6	107	8629	65.8	16.4	101
READ ONE	46126	16821	59.1	36.5	104	5081	58.6	11.0	103	4804	59.6	10.4	105	7398	56.4	16.0	99
READ TWO OR MORE	6552	2618	9.2	40.0	114	805	9.3	12.3	115	784	9.7	12.0	120	1232	9.4	18.8	116
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.09				31.20				27.62				27.09			
30 DAY REACH	71455	25343	89.1	35.5	101	7744	89.3	10.8	101	7082	87.8	9.9	100	11495	87.6	16.1	99
50 SHWG - 30 DAY AV FREQ	14.56	14.31				16.28				14.33				14.19			
30 DAY REACH	67742	24047	84.6	35.5	101	7446	85.8	11.0	103	6834	84.8	10.1	101	10994	83.8	16.2	100
25 SHWG - 30 DAY AV FREQ	7.94	7.79				8.55				7.63				7.77			
30 DAY REACH	62117	22058	77.6	35.5	101	7073	81.5	11.4	106	6464	80.2	10.4	105	10046	76.6	16.2	100
CABLE TV: HOME WIRED	32077	11624	40.9	36.2	103	3999	46.1	12.5	116	3666	45.5	11.4	115	5900	45.0	18.4	114
HOME NOT WIRED	48909	16815	59.1	34.4	98	4674	53.9	9.6	89	4397	54.5	9.0	90	7223	55.0	14.8	91
HAVE PAY CABLE	15935	6038	21.2	37.9	108	2085	24.0	13.1	122	2087	25.9	13.1	132	2980	22.7	18.7	115

	TOTAL U.S. '000	LEMON PLEDGE				OTHER PLEDGE				LIQUID GOLD				OLD ENGLISH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	28440	100.0	35.1	100	8674	100.0	10.7	100	8063	100.0	10.0	100	13123	100.0	16.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	16015	56.3	36.5	104	4915	56.7	11.2	104	4541	56.3	10.3	104	7583	57.8	17.3	107
10:00 AM - 3:00 PM	30659	11119	39.1	36.3	103	3414	39.4	11.1	104	3267	40.5	10.7	107	5245	40.0	17.1	106
3:00 PM - 7:00 PM	31045	11198	39.4	36.1	103	3420	39.4	11.0	103	3151	39.1	10.1	102	5355	40.8	17.2	106
7:00 PM - MIDNIGHT	15767	5655	19.9	35.9	102	1644	19.0	10.4	97	1591	19.7	10.1	101	2618	19.9	16.6	102
MIDNIGHT - 6:00 AM	9120	3304	11.6	36.2	103	1125	13.0	12.3	115	906	11.2	9.9	100	1508	11.5	16.5	102
6:00 AM - MIDNIGHT	58527	21111	74.2	36.1	103	6579	75.8	11.2	105	6025	74.7	10.3	103	9814	74.8	16.8	103
ENTIRE DAY	59311	21380	75.2	36.0	103	6673	76.9	11.3	105	6148	76.2	10.4	104	9941	75.8	16.8	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6229	21.9	38.5	110	1731	20.0	10.7	100	1856	23.0	11.5	115	2855	21.8	17.7	109
ALL NEWS	2256	828	2.9	36.7	105	*234	2.7	10.4	97	*241	3.0	10.7	107	383	2.9	17.0	105
AOR/PROGRESSIVE	3874	1353	4.8	34.9	99	338	3.9	8.7	81	415	5.1	10.7	108	660	5.0	17.0	105
BEAUTIFUL MUSIC	5660	2217	7.8	39.2	112	673	7.8	11.9	111	568	7.0	10.0	101	929	7.1	16.4	101
BLACK	2204	660	2.3	29.9	85	*192	2.2	8.7	81	*170	2.1	7.7	77	469	3.6	21.3	131
CLASSICAL	1418	504	1.8	35.5	101	**113	1.3	8.0	74	**172	2.1	12.1	122	*226	1.7	15.9	98
CHR/ROCK	9538	3742	13.2	39.2	112	1103	12.7	11.6	108	836	10.4	8.8	88	1667	12.7	17.5	108
COUNTRY	12648	4728	16.6	37.4	106	1539	17.7	12.2	114	1251	15.5	9.9	99	2113	16.1	16.7	103
GOLDEN OLDIES	1191	346	1.2	29.1	83	**89	1.0	7.5	70	**94	1.2	7.9	79	**125	1.0	10.5	65
MOR/NOSTALGIA	4757	1637	5.8	34.4	98	695	8.0	14.6	136	452	5.6	9.5	95	880	6.7	18.5	114
NEWS/TALK	3863	1243	4.4	32.2	92	535	6.2	13.8	129	403	5.0	10.4	105	705	5.4	18.3	113
RELIGIOUS	3084	877	3.1	28.4	81	*346	4.0	11.2	105	*286	3.5	9.3	93	482	3.7	15.6	96
SOFT ROCK	521	*202	0.7	38.8	110	**101	1.2	19.4	181	**77	1.0	14.8	148	**93	0.7	17.9	110
URBAN CONTEMPORARY	1585	468	1.6	29.5	84	**69	0.8	4.4	41	*130	1.6	8.2	82	225	1.7	14.2	88
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1240	4.4	38.0	108	506	5.8	15.5	145	*238	3.0	7.3	73	454	3.5	13.9	86
ABC DIRECTION	2316	931	3.3	40.2	114	270	3.1	11.7	109	238	3.0	10.3	103	369	2.8	15.9	98
ABC ENTERTAINMENT	4834	1840	6.5	38.1	108	623	7.2	12.9	120	485	6.0	10.0	101	734	5.6	15.2	94
ABC FM	2202	647	2.3	29.4	84	*229	2.6	10.4	97	*165	2.0	7.5	75	437	3.3	19.8	122
ABC INFORMATION	5425	2148	7.6	39.6	113	682	7.9	12.6	117	618	7.7	11.4	114	939	7.2	17.3	107
ABC ROCK	1677	544	1.9	32.4	92	*200	2.3	11.9	111	*203	2.5	12.1	122	357	2.7	21.3	131
CBS	4430	1648	5.8	37.2	106	514	5.9	11.6	108	521	6.5	11.8	118	817	6.2	18.4	114
MUTUAL	4992	1905	6.7	38.2	109	696	8.0	13.9	130	664	8.2	13.3	134	899	6.9	18.0	111
NBC	4679	1636	5.8	35.0	100	475	5.5	10.2	95	486	6.0	10.4	104	837	6.4	17.9	110
RADIORADIO	1994	815	2.9	40.9	116	*197	2.3	9.9	92	*171	2.1	8.6	86	354	2.7	17.8	110
RKO ONE	2298	797	2.8	34.7	99	*151	1.7	6.6	61	*212	2.6	9.2	93	393	3.0	17.1	106
RKO TWO	3311	1284	4.5	38.8	110	398	4.6	12.0	112	339	4.2	10.2	103	526	4.0	15.9	98
THE SOURCE	2114	806	2.8	38.1	109	*197	2.3	9.3	87	*237	2.9	11.2	113	359	2.7	17.0	105
NON-WIRED : BLAIR	8654	3116	11.0	36.0	103	1102	12.7	12.7	119	880	10.9	10.2	102	1437	11.0	16.6	102
INTERNET	12025	4350	15.3	36.2	103	1504	17.3	12.5	117	1108	13.7	9.2	93	2077	15.8	17.3	107
KATZ RADIO GROUP	15359	5613	19.7	36.5	104	1574	18.1	10.2	96	1753	21.7	11.4	115	2691	20.5	17.5	108
SUPERNET	10628	3996	14.1	37.6	107	1051	12.1	9.9	92	1060	13.1	10.0	100	1833	14.0	17.2	106
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3061	10.8	35.4	101	987	11.4	11.4	106	869	10.8	10.0	101	1303	9.9	15.0	93
WKDAY 9:00 AM - 1:00 PM	12163	4124	14.5	33.9	97	1239	14.3	10.2	95	1149	14.3	9.4	95	1871	14.3	15.4	95
WKDAY 1:00 PM - 4:30 PM	16150	5376	18.9	33.3	95	1674	19.3	10.4	97	1447	17.9	9.0	90	2429	18.5	15.0	93
WKDAY 4:30 PM - 7:30 PM	22463	7969	28.0	35.5	101	2305	26.6	10.3	96	2100	26.0	9.3	94	3555	27.1	15.8	98
WKDAY 7:30 PM - 8:00 PM	31795	11581	40.7	36.4	104	3400	39.2	10.7	100	2959	36.7	9.3	93	5037	38.4	15.8	98
WKDAY 11:00 PM - 11:30 PM	23977	8580	30.2	35.8	102	2660	30.7	11.1	104	2533	31.4	10.6	106	3792	28.9	15.8	98
WKDAY 11:30 PM - 1:00 AM	7703	2604	9.2	33.8	96	889	10.2	11.5	108	774	9.6	10.0	101	1259	9.6	16.3	101
M-SAT 8-11 PM+SUN 7-11 PM	33800	12209	42.9	36.1	103	3719	42.9	11.0	103	3412	42.3	10.1	101	5443	41.5	16.1	99
MKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2266	8.0	34.7	99	633	7.3	9.7	90	603	7.5	9.2	93	966	7.4	14.8	91
ANOTHER WORLD	N 4620	1457	5.1	31.5	90	431	5.0	9.3	87	403	5.0	8.7	88	744	5.7	16.1	99
AS THE WORLD TURNS	C 5614	1792	6.3	31.9	91	492	5.7	8.8	82	535	6.6	9.5	96	866	6.6	15.4	95
CAPITOL	C 3396	1048	3.7	30.9	88	295	3.4	8.7	81	343	4.3	10.1	101	478	3.6	14.1	87
CBS MORN. NEWS 1	C 1446	409	1.4	28.3	81	165	1.9	11.4	107	142	1.8	9.8	99	221	1.7	15.3	94
CBS MORN. NEWS 2	C 1207	367	1.3	30.4	87	115	1.3	9.5	89	*74	0.9	6.1	62	189	1.4	15.7	97
DAYS OF OUR LIVES	N 5877	1901	6.7	32.3	92	644	7.4	11.0	102	448	5.6	7.6	77	1020	7.8	17.4	107
FACTS OF LIFE - DAYTIME	N 2290	732	2.6	32.0	91	263	3.0	11.5	107	210	2.6	9.2	92	338	2.6	14.8	91
FAMILY FEUD	A 3023	911	3.2	30.1	86	285	3.3	9.4	88	292	3.6	9.7	97	418	3.2	13.8	85
GENERAL HOSPITAL	A 6097	2134	7.5	35.0	100	826	9.5	13.5	126	486	6.0	8.0	80	869	6.6	14.3	88
GOOD MORNING, AMERICA-730A	A 3515	1308	4.6	37.2	106	430	5.0	12.2	114	484	6.0	13.8	138	573	4.4	16.3	101
GOOD MORNING, AMERICA-830A	A 2818	1138	4.0	40.4	115	357	4.1	12.7	118	362	4.5	12.8	129	440	3.4	15.6	96
GUIDING LIGHT	C 5339	1623	5.7	30.4	87	428	4.9	8.0	75	528	6.5	9.9	99	787	6.0	14.7	91
ONE LIFE TO LIVE	A 4478	1540	5.4	34.4	98	529	6.1	11.8	110	417	5.2	9.3	94	571	4.4	12.8	79
PRESS YOUR LUCK	C 2244	852	3.0	38.0	108	197	2.3	8.8	82	208	2.6	9.3	93	365	2.8	16.3	100
PRICE IS RIGHT 1																	

		LEMON PLEDGE				OTHER PLEDGE				LIQUID GOLD				OLD ENGLISH				
		TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		U.S.	'000	%	%	%	'000	%	%	%	'000	%	%	%	'000	%	%	%
		'000	'000	DOWN	ACROSS	INDX	'000	DOWN	ACROSS	INDX	'000	DOWN	ACROSS	INDX	'000	DOWN	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
80986 28440 100.0 35.1 100 8674 100.0 10.7 100 8063 100.0 10.0 100 13123 100.0 16.2 100																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY																		
NETWORK AFFILIATES - LATE																		
INDEPENDENTS - LATE																		
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM																		
ABC MONDAY NIGHT MOVIE																		
ABC SUNDAY NIGHT MOVIE																		
ABC WORLD NEWS TONIGHT																		
AFTERMASH																		
ALICE																		
AMERICAN PARADE																		
BENSON																		
BLUE THUNDER																		
CAGNEY & LACEY																		
CBS EVENING NEWS-DEAN																		
CBS EVENING NEWS-RATHER																		
CBS SAT. NEWS-SCHIEFFER																		
CBS SATURDAY NIGHT MOVIE																		
CBS WEDNESDAY NIGHT MOVIE																		
CHEERS																		
DALLAS																		
DIFF'RENT STROKES																		
DOUBLE TROUBLE																		
DUCK FACTORY																		
DUKES OF HAZZARD																		
DYNASTY																		
FACTS OF LIFE																		
FALCON CREST																		
FALL GUY																		
FAMILY TIES																		
FANTASY ISLAND																		
FOULUPS,BLEEPS & BLUNDERS																		
FOUR SEASONS																		
GIMME A BREAK																		
HART TO HART																		
HILL STREET BLUES																		
HOTEL																		
JEFFERSONS																		
JENNIFER SLEPT HERE																		
KATE & ALLIE																		
KNIGHT RIDER																		
LOVE BOAT																		
MAGNUM PI																		
MAMA'S FAMILY																		
MASTER, THE																		
MATT HOUSTON																		
NBC MONDAY NIGHT MOVIE																		
NBC NIGHTLY NEWS																		
NBC NIGHTLY NEWS-SAT																		
NBC NIGHTLY NEWS-SUN																		
NBC SUNDAY NIGHT MOVIE																		
NEWMART																		
ONE DAY AT A TIME																		
PEOPLE ARE FUNNY																		
REAL PEOPLE																		
REMINGTON STEELE																		
RIPLEY'S BELIEVE IT - NOT																		
RIPTIDE																		
SCARECROW & MRS. KING																		
SIMON & SIMON																		
60 MINUTES																		
ST. ELSEWHERE																		
THREE'S COMPANY																		
T.J. HOOKER																		
TONIGHT SHOW																		
TRAPPER JOHN, M.D.																		
TV BLOOPERS & PRAC. JOKES																		
20/20																		
WEBSTER																		
WORLD NEWS - SUN																		
YELLOW ROSE																		
TV VIEWING SPORTS EVENTS																		
BASEBALL																		
BASKETBALL - COLLEGE GAMES																		
BASKETBALL - PRO GAMES																		
BOWLING																		
BOXING																		
FOOTBALL - COLLEGE GAMES																		
FOOTBALL - PRO GAMES																		
GOLF																		
POST-SEASON COLL. FOOTBALL																		
POST-SEASON PRO FOOTBALL																		
TENNIS																		
WRESTLING - PROFESSIONAL																		

	TOTAL U.S. '000	ALL PLEDGE				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX																
TOTAL FEMALE HOMEMAKERS	80986	34457	100.0	42.5	100																
18 - 24	9282	3623	10.5	39.0	92																
25 - 34	19072	8309	24.1	43.6	102																
35 - 44	14591	5990	17.4	41.1	96																
45 - 54	11345	4978	14.4	43.9	103																
55 - 64	11635	5410	15.7	46.5	109																
65 OR OLDER	15061	6147	17.8	40.8	96																
18 - 34	28354	11932	34.6	42.1	99																
18 - 49	48339	20224	58.7	41.8	98																
25 - 54	45008	19278	55.9	42.8	101																
35 - 49	19985	8292	24.1	41.5	98																
50 OR OLDER	32647	14233	41.3	43.6	102																
GRADUATED COLLEGE	11155	4595	13.3	41.2	97																
ATTENDED COLLEGE	13682	5841	17.0	42.7	100																
GRADUATED HIGH SCHOOL	33880	15595	45.3	46.0	108																
DID NOT GRADUATE HIGH SCHOOL	22270	8427	24.5	37.8	89																
EMPLOYED	40306	17599	51.1	43.7	103																
EMPLOYED FULL-TIME	32850	14473	42.0	44.1	104																
EMPLOYED PART-TIME	7456	3126	9.1	41.9	99																
NOT EMPLOYED	40680	16858	48.9	41.4	97																
PROFESSIONAL/MANAGER	10392	4389	12.7	42.2	99																
TECH/CLERICAL/SALES	17574	8283	24.0	47.1	111																
PRECISION/CRAFT	985	*424	1.2	43.0	101																
OTHER EMPLOYED	11354	4503	13.1	39.7	93																
SINGLE	9863	3897	11.3	39.5	93																
MARRIED	51375	22739	66.0	44.3	104																
DIVORCED/SEPARATED/WIDOWED	19748	7821	22.7	39.6	93																
PARENTS	32590	13427	39.0	41.2	97																
WHITE	70416	31080	90.2	44.1	104																
BLACK	8778	2762	8.0	31.5	74																
OTHER	1791	*616	1.8	34.4	81																
NORTHEAST-CENSUS	17786	7909	23.0	44.5	105																
NORTH CENTRAL	20741	9494	27.6	45.8	108																
SOUTH	27775	11180	32.4	40.3	95																
WEST	14683	5874	17.0	40.0	94																
NORTHEAST-MKTG.	17961	7612	22.1	42.4	100																
EAST CENTRAL	11885	5762	16.7	48.5	114																
WEST CENTRAL	14090	6269	18.2	44.5	105																
SOUTH	24081	9718	28.2	40.4	95																
PACIFIC	12969	5096	14.8	39.3	92																
COUNTY SIZE A	32439	13111	38.1	40.4	95																
COUNTY SIZE B	24915	10867	31.5	43.6	103																
COUNTY SIZE C	12930	5913	17.2	45.7	107																
COUNTY SIZE D	10703	4566	13.3	42.7	100																
METRO CENTRAL CITY	24518	9481	27.5	38.7	91																
METRO SUBURBAN	35919	15839	46.0	44.1	104																
NON METRO	20549	9137	26.5	44.5	105																
TOP 5 ADI'S	18341	7593	22.0	41.4	97																
TOP 10 ADI'S	25378	10298	29.9	40.6	95																
TOP 20 ADI'S	36488	14853	43.1	40.7	96																
HSOLD INC. \$50,000 OR MORE	6612	2983	8.7	45.1	106																
\$40,000 OR MORE	12659	5815	16.9	45.9	108																
\$30,000 OR MORE	24698	10571	30.7	42.8	101																
\$25,000 OR MORE	32077	14099	40.9	44.0	103																
\$20,000 - \$24,999	9144	4139	12.0	45.3	106																
\$15,000 - \$19,999	8728	3712	10.8	42.5	100																
\$10,000 - \$14,999	12562	5783	16.8	46.0	108																
UNDER \$10,000	18475	6724	19.5	36.4	86																
HOUSEHOLD OF 1 PERSON	11987	4892	14.2	40.8	96																
2 PEOPLE	26577	11581	33.6	43.6	102																
3 OR 4 PEOPLE	30617	13351	38.7	43.6	102																
5 OR MORE PEOPLE	11804	4633	13.4	39.2	92																
NO CHILD IN HSHLD	46165	20092	58.3	43.5	102																
CHILD(REN) UNDER 2 YRS	5325	2144	6.2	40.3	95																
2 - 5 YEARS	14221	5795	16.8	40.7	96																
6 - 11 YEARS	15117	5831	16.9	38.6	91																
12 - 17 YEARS	16611	7130	20.7	42.9	101																
RESIDENCE OWNED	55884	24885	72.2	44.5	105																
VALUE: \$50,000 OR MORE	31744	13872	40.3	43.7	103																
VALUE: UNDER \$50,000	24140	11013	32.0	45.6	107																

		TOTAL	ALL PLEDGE																			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	ACROSS	INDX	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS
TOTAL FEMALE HOMEOWNERS		80986	34457	100.0	42.5	100																
MAGAZINES	QUINTILE 1	15799	7150	20.8	45.3	106																
	QUINTILE 2	17259	7939	23.0	46.0	108																
	QUINTILE 3	13545	5770	16.7	42.6	100																
	QUINTILE 4	15133	6760	19.6	44.7	105																
	QUINTILE 5	19250	6839	19.8	35.5	84																
NEWSPAPERS	QUINTILE 1	12413	5768	16.7	46.5	109																
	QUINTILE 2	24116	10741	31.2	44.5	105																
	QUINTILE 3	11261	4832	14.0	42.9	101																
	QUINTILE 4	20255	8311	24.1	41.0	96																
	QUINTILE 5	12940	4806	13.9	37.1	87																
OUTDOOR	QUINTILE 1	14852	6565	19.1	44.2	104																
	QUINTILE 2	15725	6429	18.7	40.9	96																
	QUINTILE 3	16330	7080	20.5	43.4	102																
	QUINTILE 4	16744	7474	21.7	44.6	105																
	QUINTILE 5	17334	6909	20.1	39.9	94																
RADIO-DRIVE TIME	QUINTILE 1	15911	6881	20.0	43.2	102																
	QUINTILE 2	14837	6763	19.6	45.6	107																
	QUINTILE 3	15339	6384	18.5	41.6	98																
	QUINTILE 4	16723	7282	21.1	43.5	102																
	QUINTILE 5	18176	7147	20.7	39.3	92																
RADIO-MID- DAY	TERCILE 1	21020	9424	27.4	44.8	105																
	TERCILE 2	21610	9333	27.1	43.2	102																
	TERCILE 3	38355	15700	45.6	40.9	96																
RADIO-TOTAL	QUINTILE 1	15988	7077	20.5	44.3	104																
	QUINTILE 2	15626	6907	20.0	44.2	104																
	QUINTILE 3	16723	7147	20.7	42.7	100																
	QUINTILE 4	16342	6959	20.2	42.6	100																
	QUINTILE 5	16306	6367	18.5	39.0	92																
TV-PRIME TIME	QUINTILE 1	15953	7023	20.4	44.0	103																
	QUINTILE 2	16137	7176	20.8	44.5	105																
	QUINTILE 3	16420	7142	20.7	43.5	102																
	QUINTILE 4	16687	6772	19.7	40.6	95																
	QUINTILE 5	15789	6344	18.4	40.2	94																
TV-DAYTIME	TERCILE 1	27736	11380	33.0	41.0	96																
	TERCILE 2	26489	11504	33.4	43.4	102																
	TERCILE 3	26761	11573	33.6	43.2	102																
TV-TOTAL	QUINTILE 1	16345	6871	19.9	42.0	99																
	QUINTILE 2	16447	6992	20.3	42.5	100																
	QUINTILE 3	15980	6988	20.3	43.7	103																
	QUINTILE 4	15887	7073	20.5	44.5	105																
	QUINTILE 5	16326	6533	19.0	40.0	94																
MAGAZINES-NEWSPAPERS: DUAL		20721	9619	27.9	46.4	109																
MAGAZINE IMPERATIVE		19186	8366	24.3	43.6	102																
NEWSPAPER IMPERATIVE		21899	9366	27.2	42.8	101																
MAGAZINES-OUTDOOR: DUAL		15451	7147	20.7	46.3	109																
MAGAZINE IMPERATIVE		25953	11317	32.8	43.6	102																
OUTDOOR IMPERATIVE		24400	9721	28.2	39.8	94																
MAGAZINES-RADIO: DUAL		18049	8066	23.4	44.7	105																
MAGAZINE IMPERATIVE		23571	10650	30.9	45.2	106																
RADIO IMPERATIVE		23278	9914	28.8	42.6	100																
MAGAZINES-TELEVISION: DUAL		15459	7035	20.4	45.5	107																
MAGAZINE IMPERATIVE		25829	11494	33.4	44.5	105																
TELEVISION IMPERATIVE		26039	10553	30.6	40.5	95																
NEWSPAPERS-OUTDOOR: DUAL		16605	7721	22.4	46.5	109																
NEWSPAPER IMPERATIVE		26834	11814	34.3	44.0	103																
OUTDOOR IMPERATIVE		23346	9352	27.1	40.1	94																
NEWSPAPERS-RADIO: DUAL		17133	7970	23.1	46.5	109																
NEWSPAPER IMPERATIVE		25892	11193	32.5	43.2	102																
RADIO IMPERATIVE		23167	9660	28.0	41.7	98																
NEWSPAPERS-TELEVISION: DUAL		17159	7788	22.6	45.4	107																
NEWSPAPER IMPERATIVE		26214	11668	33.9	44.5	105																
TELEVISION IMPERATIVE		23412	9312	27.0	39.8	93																
OUTDOOR-RADIO: DUAL		15303	6683	19.4	43.7	103																
OUTDOOR IMPERATIVE		24901	10376	30.1	41.7	98																
RADIO IMPERATIVE		26492	11527	33.5	43.5	102																
OUTDOOR-TELEVISION: DUAL		14794	6532	19.0	44.2	104																
OUTDOOR IMPERATIVE		25437	10826	31.4	42.6	100																
TELEVISION IMPERATIVE		27877	11711	34.0	42.0	99																
RADIO-TELEVISION: DUAL		15996	6681	19.4	41.8	98																
RADIO IMPERATIVE		25478	11525	33.4	45.2	106																
TELEVISION IMPERATIVE		26573	11410	33.1	42.9	101																

	TOTAL U.S. '000	ALL PLEDGE				A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
		A	B	C	D																
TOTAL FEMALE HOMEMAKERS	80986	34457	100.0	42.5	100																
ATLANTIC MONTHLY	415	*158	0.5	38.1	89																
BARRON'S	453	*156	0.5	34.4	81																
BETTER HOMES & GARDENS	16256	7534	21.9	46.3	109																
BON APPEIT	2535	1122	3.3	44.3	104																
BUSINESS WEEK	1278	547	1.6	42.8	101																
CAR AND DRIVER	378	*177	0.5	46.8	110																
CBS MAGAZINE NETWORK (GROSS)	1498	619	1.8	41.3	97																
CHANGING TIMES	1505	722	2.1	48.0	113																
COLONIAL HOMES	1231	489	1.4	39.7	93																
CONDE NAST MAG. PKG. (GROSS)	14146	5941	17.2	42.0	99																
CONSUMERS DIGEST	1323	545	1.6	42.7	100																
COSMOPOLITAN	7102	3209	9.3	45.2	106																
COUNTRY LIVING	2481	1110	3.2	44.7	105																
CUISINE	1472	667	1.9	45.3	107																
CYCLE WORLD	425	*185	0.5	43.5	102																
DCI:CREATIVE IDEAS FOR LIV	2510	1068	3.1	42.5	100																
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3153	9.2	47.1	111																
DISCOVER	894	354	1.0	39.6	93																
EBONY	3507	1059	3.1	30.2	71																
ESQUIRE	1083	373	1.1	34.4	81																
ESSENCE	1830	589	1.7	32.2	76																
FAMILY CIRCLE	15930	7289	21.2	45.8	108																
THE FAMILY HANDYMAN	1126	536	1.6	47.6	112																
FAMILY WEEKLY	11468	5567	16.2	48.5	114																
FIELD & STREAM	2234	939	2.7	42.0	99																
FOOD & WINE	579	304	0.9	52.5	123																
FORBES	728	313	0.9	43.0	101																
FORTUNE	906	423	1.2	46.7	110																
GENTLEMEN'S QUARTERLY	791	337	1.0	42.6	100																
GLAMOUR	5265	2320	6.7	44.1	104																
GOLF DIGEST	636	347	1.0	54.6	128																
GOLF DIGEST/TENNIS (GROSS)	1186	613	1.8	51.7	121																
GOLF MAGAZINE	441	*223	0.6	50.6	119																
GOLF MAGAZINE/SKI (GROSS)	922	449	1.3	48.7	114																
GOOD HOUSEKEEPING	16487	7469	21.7	45.3	106																
HARPER'S BAZAAR	2423	1046	3.0	43.2	101																
HEALTH	1994	989	2.9	49.6	117																
HEARST MAG CORP. BUY (GROSS)	44101	19846	57.6	45.0	106																
HEARST MAN POWER (GROSS)	1993	842	2.4	42.2	99																
HEARST WOMAN POWER (GROSS)	31274	14194	41.2	45.4	107																
HOUSE BEAUTIFUL	3623	1684	4.9	46.5	109																
INC.	283	**120	0.3	42.4	100																
JET	2928	944	2.7	32.2	76																
LADIES' HOME JOURNAL	11918	5515	16.0	46.3	109																
LHJ FAMILY GRP COMBO(GROSS)	16764	7996	23.2	47.7	112																
LIFE	4254	1607	4.7	37.8	89																
L.A. TIMES HOME MAGAZINE	1145	451	1.3	39.4	93																
MADMOISELLE	2884	1199	3.5	41.6	98																
MC CALL'S	13460	6177	17.9	45.9	108																
MC CALL'S/WRK MOTHER (GROSS)	14606	6652	19.3	45.5	107																
MECHANIX ILLUSTRATED	772	307	0.9	39.8	93																
METROPOLITAN HOME	967	419	1.2	43.3	102																
MONEY	1588	644	1.9	40.6	95																
MOTHER EARTH NEWS	1002	453	1.3	45.2	106																
MS.	825	358	1.0	43.4	102																
NATIONAL ENQUIRER	10336	4556	13.2	44.1	104																
NATIONAL GEOGRAPHIC	9597	3920	11.4	40.8	96																
NATIONAL SUNDAY MAGAZINE PKG	49555	22091	64.1	44.6	105																
NATURAL HISTORY	573	285	0.8	49.7	117																
NEM WOMAN	1699	614	1.8	36.1	85																
NEM YORK INCLUDING CUE	443	*163	0.5	36.8	86																
THE NEW YORKER	1270	578	1.7	45.5	107																
NEWSWEEK	6277	2535	7.4	40.4	95																
THE N.Y. TIMES DAILY EDITION	1205	573	1.7	47.6	112																
THE N.Y. TIMES MAGAZINE	2081	991	2.9	47.6	112																
OMNI	788	363	1.1	46.1	108																
ON CABLE	1158	530	1.5	45.8	108																
1001 HOME IDEAS	2852	1492	4.3	52.3	123																
ORGANIC GARDENING	1658	781	2.3	47.1	111																
OUTDOOR LIFE	896	384	1.1	42.9	101																
PARADE MAGAZINE	24275	10926	31.7	45.0	106																

	TOTAL U.S. '000	ALL PLEDGE				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D																
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	34457	100.0	42.5	100																
PARENTS	3845	1923	5.6	50.0	118																
PENTHOUSE	831	384	1.1	46.2	109																
PEOPLE	11645	5233	15.2	44.9	106																
PLAYBOY	2006	836	2.4	41.7	98																
POPULAR HOT RODDING	297	*121	0.4	40.7	96																
POPULAR MECHANICS	1018	380	1.1	37.3	88																
POPULAR SCIENCE	878	311	0.9	35.4	83																
PREVENTION	3913	1731	5.0	44.2	104																
PSYCHOLOGY TODAY	1710	898	2.6	52.5	123																
READER'S DIGEST	22204	10171	29.5	45.8	108																
REDBOOK	7684	3516	10.2	45.8	108																
ROAD & TRACK	410	*263	0.8	64.1	151																
ROLLING STONE	969	467	1.4	48.2	113																
RUNNER'S WORLD	298	*130	0.4	43.6	103																
SATURDAY EVENING POST	1169	499	1.4	42.7	100																
SCIENCE 84	587	*187	0.5	31.9	75																
SCIENCE DIGEST	482	250	0.7	51.9	122																
SCIENTIFIC AMERICAN	594	*270	0.8	45.5	107																
SELF	2089	867	2.5	41.5	98																
SEVENTEEN	2411	1017	3.0	42.2	99																
SKI	480	*227	0.7	47.3	111																
SMITHSONIAN	2760	1142	3.3	41.4	97																
SOAP OPERA DIGEST	3013	1247	3.6	41.4	97																
SOUTHERN LIVING	4184	2086	6.1	49.9	117																
SPORT	559	*220	0.6	39.4	93																
THE SPORTING NEWS	436	**172	0.5	39.4	93																
SPORTS AFIELD	493	212	0.6	43.0	101																
SPORTS ILLUSTRATED	2758	1263	3.7	45.8	108																
STAR	7456	3257	9.5	43.7	103																
SUNDAY	24936	10688	31.0	42.9	101																
SUNSET	2124	859	2.5	40.4	95																
TV GUIDE	21661	9496	27.6	43.8	103																
TENNIS	550	*266	0.8	48.4	114																
TIME	8880	3948	11.5	44.5	104																
TOWN & COUNTRY	917	422	1.2	46.0	108																
TRAVEL & LEISURE	972	428	1.2	44.0	103																
TRUE STORY	3356	1509	4.4	45.0	106																
U.S. NEWS & WORLD REPORT	3410	1499	4.4	44.0	103																
USA TODAY	1759	867	2.5	49.3	116																
US	1873	928	2.7	49.5	116																
VOGUE	3909	1555	4.5	39.8	93																
WALL STREET JOURNAL	1886	712	2.1	37.8	89																
WEIGHT WATCHERS	2120	1075	3.1	50.7	119																
WOMAN'S DAY	14172	6478	18.8	45.7	107																
WORKING MOTHER	1146	476	1.4	41.5	98																
WORKING WOMAN	1322	675	2.0	51.1	120																
WORLD TENNIS	*163	**67	0.2	41.1	97																
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1094	3.2	43.2	102																
BLAIR INSERTS	43657	19281	56.0	44.2	104																
DAILY NEWSPAPERS																					
READ ANY	51633	22690	65.9	43.9	103																
READ ONE	43463	18937	55.0	43.6	102																
READ TWO OR MORE	8170	3753	10.9	45.9	108																
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	52678	23432	68.0	44.5	105																
READ ONE	46126	20341	59.0	44.1	104																
READ TWO OR MORE	6552	3091	9.0	47.2	111																
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	27.55	27.84																			
30 DAY REACH	71455	30724	89.2	43.0	101																
50 SHWG - 30 DAY AV FREQ	14.56	14.68																			
30 DAY REACH	67742	29202	84.7	43.1	101																
25 SHWG - 30 DAY AV FREQ	7.94	7.95																			
30 DAY REACH	62117	26961	78.2	43.4	102																
CABLE TV: HOME WIRED	32077	14458	42.0	45.1	106																
HOME NOT WIRED	48909	19999	58.0	40.9	96																
HAVE PAY CABLE	15935	7444	21.6	46.7	110																

	TOTAL U.S. '000	ALL PLEDGE				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D																
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	34457	100.0	42.5	100																
RADIO AVG. DAILY (M-F) CUME																					
6:00 AM - 10:00 AM	43921	19392	56.3	44.2	104																
10:00 AM - 3:00 PM	30659	13477	39.1	44.0	103																
3:00 PM - 7:00 PM	31045	13586	39.4	43.8	103																
7:00 PM - MIDNIGHT	15767	6721	19.5	42.6	100																
MIDNIGHT - 6:00 AM	9120	4044	11.7	44.3	104																
6:00 AM - MIDNIGHT	58527	25577	74.2	43.7	103																
ENTIRE DAY	59311	25915	75.2	43.7	103																
AVG DAILY M-F CUME: 6AM-MDNT																					
FORMATS: ADULT CONTEMPORARY	16172	7455	21.6	46.1	108																
ALL NEWS	2256	999	2.9	44.3	104																
AOR/PROGRESSIVE	3874	1563	4.5	40.3	95																
BEAUTIFUL MUSIC	5660	2595	7.5	45.8	108																
BLACK	2204	736	2.1	33.4	78																
CLASSICAL	1418	585	1.7	41.3	97																
CHR/ROCK	9538	4446	12.9	46.6	110																
COUNTRY	12648	5785	16.8	45.7	108																
GOLDEN OLDIES	1191	406	1.2	34.1	80																
MOR/NOSTALGIA	4757	2141	6.2	45.0	106																
NEWS/TALK	3863	1670	4.8	43.2	102																
RELIGIOUS	3084	1160	3.4	37.6	88																
SOFT ROCK	521	*234	0.7	44.9	106																
URBAN CONTEMPORARY	1585	502	1.5	31.7	74																
WIRED NETWORKS:																					
ABC CONTEMPORARY	3261	1574	4.6	48.3	113																
ABC DIRECTION	2316	1077	3.1	46.5	109																
ABC ENTERTAINMENT	4834	2300	6.7	47.6	112																
ABC FM	2202	831	2.4	37.7	89																
ABC INFORMATION	5425	2610	7.6	48.1	113																
ABC ROCK	1677	675	2.0	40.3	95																
CBS	4430	2043	5.9	46.1	108																
MUTUAL	4992	2338	6.8	46.8	110																
NBC	4679	1993	5.8	42.6	100																
RADIORADIO	1994	934	2.7	46.8	110																
RKO ONE	2298	905	2.6	39.4	93																
RKO TWO	3311	1535	4.5	46.4	109																
THE SOURCE	2114	962	2.8	45.5	107																
NON-WIRED : BLAIR	8654	3867	11.2	44.7	105																
INTERNET	12025	5312	15.4	44.2	104																
KATZ RADIO GROUP	15359	6675	19.4	43.5	102																
SUPERNET	10628	4726	13.7	44.5	105																
TELEVISION AVG. HALF HOUR																					
WKDAY 7:00 AM - 9:00 AM	8659	3708	10.8	42.8	101																
WKDAY 9:00 AM - 1:00 PM	12163	4966	14.4	40.8	96																
WKDAY 1:00 PM - 4:30 PM	16150	6562	19.0	40.6	95																
WKDAY 4:30 PM - 7:30 PM	22463	9536	27.7	42.5	100																
WKDAY 7:30 PM - 8:00 PM	31795	13845	40.2	43.5	102																
WKDAY 11:00 PM - 11:30 PM	23977	10371	30.1	43.3	102																
WKDAY 11:30 PM - 1:00 AM	7703	3154	9.2	40.9	96																
M-SAT 8-11 PM+SUN 7-11 PM	33800	14700	42.7	43.5	102																
WKDY DAYTIME NTWK 7AM-4:30PM																					
ALL MY CHILDREN	A 6538	2711	7.9	41.5	97																
ANOTHER WORLD	N 4620	1799	5.2	38.9	92																
AS THE WORLD TURNS	C 5614	2155	6.3	38.4	90																
CAPITOL	C 3396	1253	3.6	36.9	87																
CBS MORN. NEWS 1	C 1446	541	1.6	37.4	88																
CBS MORN. NEWS 2	C 1207	455	1.3	37.7	89																
DAYS OF OUR LIVES	N 5877	2390	6.9	40.7	96																
FACTS OF LIFE - DAYTIME	N 2290	929	2.7	40.6	95																
FAMILY FEUD	A 3023	1138	3.3	37.6	88																
GENERAL HOSPITAL	A 6097	2698	7.8	44.3	104																
GOOD MORNING, AMERICA-730 A	A 3515	1607	4.7	45.7	107																
GOOD MORNING, AMERICA-830 A	A 2818	1368	4.0	48.5	114																
GUIDING LIGHT	C 5339	1940	5.6	36.3	85																
ONE LIFE TO LIVE	A 4478	1925	5.6	43.0	101																
PRESS YOUR LUCK	C 2244	973	2.8	43.4	102																
PRICE IS RIGHT 1	C 4348	1648	4.8	37.9	89																
PRICE IS RIGHT 2	C 5014	1907	5.5	38.0	89																
RYAN'S HOPE	A 3150	1325	3.8	42.1	99																
SALE OF THE CENTURY	N 2695	1173	3.4	43.5	102																
SEARCH FOR TOMORROW	N 2319	931	2.7	40.1	94																
TODAY SHOW 1	N 2693	1169	3.4	43.4	102																
TODAY SHOW 2	N 2498	1067	3.1	42.7	100																
\$25,000 PYRAMID	C 2753	1123	3.3	40.8	96																
WHEEL OF FORTUNE	N 4388	1963	5.7	44.7	105																
YOUNG AND THE RESTLESS	C 5695	2263	6.6	39.7	93																
WEEKEND DAYTIME NTWK PRE 6PM																					
ABC WIDE WORLD-SPORTS SAT A	1760	750	2.2	42.6	100																
NBA PLAYOFF GAME -1 C	1136	491	1.4	43.2	102																
NBC MAJOR LEAGUE PRE-GAME N	953	399	1.2	41.9	98																
SPORTSWORLD - SUN	N 1233	573	1.7	46.5	109																
SUNDAY MORNING	C 1611	650	1.9	40.3	95																

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HOUSEHOLD GLUE & BONDING AGENTS

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-25

	'000	%	UNWEIGHTED
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5A. DO YOU YOURSELF USE THEM?

YES	114154	68.1	12899
NO	53573	31.9	6211

ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
'000	%	'000	%	'000	%	'000	%	

IF YES

5B. WHAT TYPES DO YOU USE?

EPOXY	24854	14.8	8477	5.1	10801	6.4	5577	3.3	2907
INSTANT "10 SECOND" GLUE	34123	20.3	13881	8.3	13046	7.8	7196	4.3	3875
WHITE GLUE	69766	41.6	36654	23.0	23059	13.7	8053	4.8	7824
OTHER	28499	17.0	16212	9.7	6264	3.7	6023	3.6	3142
DO NOT KNOW	533	.3							56

	TOTAL U.S. '000	USE HOUSEHOLD GLUE & BONDING AGENTS				EPOXY				INSTANT SECOND ¹ GLUE				WHITE GLUE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	114154	100.0	68.1	100	24854	100.0	14.8	100	34123	100.0	20.3	100	69766	100.0	41.6	100
MALES	79263	52653	46.1	66.4	98	14620	58.8	18.4	124	17411	51.0	22.0	108	30788	44.1	38.8	93
FEMALES	88464	61501	53.9	69.5	102	10234	41.2	11.6	78	16712	49.0	18.9	93	38978	55.9	44.1	106
18 - 24	28671	17000	14.9	59.3	87	3162	12.7	11.0	74	5421	15.9	18.9	93	10563	15.1	36.8	89
25 - 34	39536	28243	24.7	71.4	105	5635	22.7	14.3	96	9494	27.8	24.0	118	18208	26.1	46.1	111
35 - 44	28978	21442	18.8	74.0	109	4410	17.7	15.2	103	7038	20.6	24.3	119	13968	20.0	48.2	116
45 - 54	22345	15786	13.8	70.6	104	4187	16.8	18.7	126	4318	12.7	19.3	95	9410	13.5	42.1	101
55 - 64	22224	15701	13.8	70.6	104	3952	15.9	17.8	120	4062	11.9	18.3	90	8944	12.8	40.2	97
65 OR OLDER	25973	15982	14.0	61.5	90	3508	14.1	13.5	91	3792	11.1	14.6	72	8674	12.4	33.4	88
18 - 34	68207	45243	39.6	66.3	97	8797	35.4	12.9	87	14914	43.7	21.9	107	28770	41.2	42.2	101
18 - 49	108058	74481	65.2	68.9	101	15395	61.9	14.2	96	24189	70.9	22.4	110	47511	68.1	44.0	106
25 - 54	90859	65471	57.4	72.1	106	14232	57.3	15.7	106	20849	61.1	22.9	113	41586	59.6	45.8	110
35 - 49	39851	29238	25.6	73.4	108	6598	26.5	16.6	112	9275	27.2	23.3	114	18741	26.9	47.0	113
50 OR OLDER	59669	39673	34.8	66.5	98	9459	38.1	15.9	107	9934	29.1	16.6	82	22255	31.9	37.3	90
GRADUATED COLLEGE	28091	21126	18.5	75.2	110	6005	24.2	21.4	144	6724	19.7	23.9	118	14552	20.9	51.8	125
ATTENDED COLLEGE	28938	21443	18.8	74.1	109	4915	19.8	17.0	115	7203	21.1	24.9	122	13471	19.3	46.6	112
GRADUATED HIGH SCHOOL	65503	45662	40.0	69.7	102	9303	37.4	14.2	96	13545	39.7	20.7	102	27647	39.6	42.2	101
DID NOT GRADUATE HIGH SCHOOL	45195	25922	22.7	57.4	84	4632	18.6	10.2	69	6652	19.5	14.7	72	14097	20.2	31.2	75
EMPLOYED MALES	56429	38369	33.6	68.0	100	11270	45.3	20.0	135	13047	38.2	23.1	114	22832	32.7	40.5	97
EMPLOYED FEMALES	43971	31752	27.8	72.2	106	5189	20.9	11.8	80	9419	27.6	21.4	105	20801	29.8	47.3	114
EMPLOYED FULL-TIME	87773	61373	53.8	69.9	103	14986	60.3	17.1	115	19513	57.2	22.2	109	37769	54.1	43.0	103
EMPLOYED PART-TIME	12627	8748	7.7	69.3	102	1473	5.9	11.7	79	2953	8.7	23.4	115	5864	8.4	46.4	112
NOT EMPLOYED	67327	44033	38.6	65.4	96	8395	33.8	12.5	84	11657	34.2	17.3	85	26133	37.5	38.8	93
PROFESSIONAL/MANAGER	25845	19800	17.3	76.6	113	5513	22.2	21.3	144	6360	18.6	24.6	121	13536	19.4	52.4	126
TECH/CLERICAL/SALES	30895	22273	19.5	72.1	106	4562	18.4	14.8	100	7387	21.6	23.9	118	13961	20.0	45.2	109
PRECISION/CRAFT	12629	8716	7.6	69.0	101	2443	9.8	19.3	131	2872	8.4	22.7	112	4776	6.8	37.8	91
OTHER EMPLOYED	31031	19332	16.9	62.3	92	3941	15.9	12.7	86	5848	17.1	18.8	93	11360	16.3	36.6	88
SINGLE	35557	21010	18.4	59.1	87	4577	18.4	12.9	87	6856	20.1	19.3	95	12348	17.7	34.7	83
MARRIED	103585	75517	66.2	72.9	107	16840	67.8	16.3	110	22322	65.4	21.5	106	47554	68.2	45.9	110
DIVORCED/SEPARATED/WIDOWED	28585	17626	15.4	61.7	91	3437	13.8	12.0	81	4945	14.5	17.3	85	9864	14.1	34.5	83
PARENTS	59295	43638	38.2	73.6	108	8500	34.2	14.3	97	13966	40.9	23.6	116	29287	42.0	49.4	119
WHITE	146081	102438	89.7	70.1	103	23015	92.6	15.8	106	30559	89.6	20.9	103	63674	91.3	43.6	105
BLACK	17974	9330	8.2	51.9	76	1403	5.6	7.8	53	2934	8.6	16.3	80	4548	6.5	25.3	61
OTHER	3672	2386	2.1	65.0	95	*436	1.8	11.9	80	630	1.8	17.2	84	1544	2.2	42.0	101
NORTHEAST-CENSUS	37005	25421	22.3	68.7	101	6383	25.7	17.2	116	7042	20.6	19.0	94	15575	22.3	42.1	101
NORTH CENTRAL	42642	29895	26.2	70.1	103	6127	24.7	14.4	97	8718	25.5	20.4	100	19873	28.5	46.6	112
SOUTH	56777	35847	31.4	63.1	93	7600	30.6	13.4	90	10606	31.1	18.7	92	19127	27.4	33.7	81
WEST	31303	22992	20.1	73.4	108	4744	19.1	15.2	102	7757	22.7	24.8	122	15192	21.8	48.5	117
NORTHEAST-MKTG.	38125	25892	22.7	67.9	100	6644	26.7	17.4	118	7153	21.0	18.8	92	15554	22.3	40.8	98
EAST CENTRAL	24794	16727	14.7	67.5	99	3538	14.2	14.3	96	5085	14.9	20.5	101	10469	15.0	42.2	102
WEST CENTRAL	28511	20614	18.1	72.3	106	4143	16.7	14.5	98	5835	17.1	20.5	101	14050	20.1	49.3	118
SOUTH	48953	31001	27.2	63.3	93	6549	26.3	13.4	90	9205	27.0	18.8	92	16440	23.6	33.6	81
PACIFIC	27344	19920	17.5	72.8	107	3981	16.0	14.6	98	6845	20.1	25.0	123	13253	19.0	48.5	117
COUNTY SIZE A	69301	47000	41.2	67.8	100	11028	44.4	15.9	107	15033	44.1	21.7	107	28744	41.2	41.5	100
COUNTY SIZE B	50633	34818	30.5	68.8	101	7070	28.4	14.0	94	10176	29.8	20.1	99	21039	30.2	41.6	100
COUNTY SIZE C	26259	18694	16.4	71.2	105	4149	16.7	15.8	107	5344	15.7	20.4	100	11749	16.8	44.7	108
COUNTY SIZE D	21534	13642	12.0	63.4	93	2607	10.5	12.1	82	3571	10.5	16.6	82	8234	11.8	38.2	92
METRO CENTRAL CITY	50014	32057	28.1	64.1	94	7004	28.2	14.0	95	9471	27.8	18.9	93	18696	26.8	37.4	90
METRO SUBURBAN	76832	54812	48.0	71.3	105	12553	50.5	16.3	110	16722	49.0	21.8	107	34734	49.8	45.2	109
NON METRO	40881	27286	23.9	66.7	98	5297	21.3	13.0	87	7931	23.2	19.4	95	16336	23.4	40.0	96
TOP 5 ADI'S	39550	27403	24.0	69.3	102	6401	25.8	16.2	109	8472	24.8	21.4	105	16985	24.3	42.9	103
TOP 10 ADI'S	54877	36675	32.1	66.8	98	8863	35.7	16.2	109	11639	34.1	21.2	104	22305	32.0	40.6	98
TOP 20 ADI'S	77516	52434	45.9	67.6	99	12209	49.1	15.8	106	16293	47.7	21.0	103	32046	45.9	41.3	99
HSHLD INC. \$50,000 OR MORE	17257	12851	11.3	74.5	109	3476	14.0	20.1	136	4353	12.8	25.2	124	8495	12.2	49.2	118
\$40,000 OR MORE	33235	24551	21.5	73.9	109	6401	25.8	19.3	130	7853	23.0	23.6	116	16336	23.4	49.2	118
\$30,000 OR MORE	59693	44057	38.6	73.8	108	11394	45.8	19.1	129	13884	40.7	23.3	114	28820	41.3	48.3	116
\$25,000 OR MORE	76275	55821	48.9	73.2	108	14088	56.7	18.5	125	17440	51.1	22.9	112	36458	52.3	47.8	115
\$20,000 - \$24,999	18607	13003	11.4	69.9	103	2697	10.9	14.5	98	4139	12.1	22.2	109	7860	11.3	42.2	102
\$15,000 - \$19,999	17175	11830	10.4	68.9	101	2489	10.0	14.5	98	4018	11.8	23.4	115	6754	9.7	39.3	95
\$10,000 - \$14,999	24569	16431	14.4	66.9	98	2951	11.9	12.0	81	4162	12.2	16.9	83	9222	13.2	37.5	90
UNDER \$10,000	31101	17068</															

		USE HOUSEHOLD GLUE & BONDING AGENTS				EPOXY				INSTANT "10 SECOND" GLUE				WHITE GLUE				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	114154	100.0	68.1	100	24854	100.0	14.8	100	34123	100.0	20.3	100	69766	100.0	41.6	100
MAGAZINES	QUINTILE 1	34022	25032	21.9	73.6	108	6102	24.6	17.9	121	8032	23.5	23.6	116	15546	22.3	45.7	110
	QUINTILE 2	34800	25368	22.2	72.9	107	5997	24.1	17.2	116	8030	23.5	23.1	113	15558	22.3	44.7	107
	QUINTILE 3	30514	21113	18.5	69.2	102	4719	19.0	15.5	104	6275	18.4	20.6	101	13025	18.7	42.7	103
	QUINTILE 4	33324	22342	19.6	67.0	99	4475	18.0	13.4	91	6367	18.7	19.1	94	13867	19.9	41.6	100
	QUINTILE 5	35066	20298	17.8	57.9	85	3561	14.3	10.2	69	5419	15.9	15.5	76	11770	16.9	33.6	81
NEWSPAPERS	QUINTILE 1	29107	20735	18.2	71.2	105	5525	22.2	19.0	128	6302	18.5	21.7	106	12724	18.2	43.7	105
	QUINTILE 2	49095	35008	30.7	71.3	105	8349	33.6	17.0	115	10344	30.3	21.1	104	21363	30.6	43.5	105
	QUINTILE 3	23107	16367	14.3	70.8	104	3218	12.9	13.9	94	5421	15.9	23.5	115	9953	14.3	43.1	104
	QUINTILE 4	33556	22084	19.3	65.8	97	4118	16.6	12.3	83	6494	19.0	19.4	95	13803	19.8	41.1	99
	QUINTILE 5	32863	19960	17.5	60.7	89	3644	14.7	11.1	75	5563	16.3	16.9	83	11924	17.1	36.3	87
OUTDOOR	QUINTILE 1	33431	23357	20.5	69.9	103	5087	20.5	15.2	103	7154	21.0	21.4	105	15049	21.6	45.0	108
	QUINTILE 2	33478	23855	20.9	71.3	105	4863	19.6	14.5	98	7540	22.1	22.5	111	14479	20.8	43.2	104
	QUINTILE 3	33574	22435	19.7	66.8	98	4761	19.2	14.2	96	7126	20.9	21.2	104	13558	19.4	40.4	97
	QUINTILE 4	33935	22697	19.9	66.9	98	5392	21.7	15.9	107	6329	18.5	18.7	92	13516	19.4	39.8	96
	QUINTILE 5	33310	21809	19.1	65.5	96	4751	19.1	14.3	96	5974	17.5	17.9	88	13165	18.9	39.5	95
RADIO-DRIVE TIME	QUINTILE 1	33136	22679	19.9	68.4	101	5259	21.2	15.9	107	6871	20.1	20.7	102	13467	19.3	40.6	98
	QUINTILE 2	31658	21463	18.8	67.8	100	4670	18.8	14.8	100	6447	18.9	20.4	100	13235	19.0	41.8	101
	QUINTILE 3	32541	22749	19.9	69.9	103	4832	19.4	14.8	100	6806	19.9	20.9	103	13876	19.9	42.6	103
	QUINTILE 4	34247	23845	20.9	69.6	102	5165	20.8	15.1	102	7378	21.6	21.5	106	14907	21.4	43.5	105
	QUINTILE 5	36144	23417	20.5	64.8	95	4928	19.8	13.6	92	6621	19.4	18.3	90	14282	20.5	39.5	95
RADIO-MID- DAY	TERCILE 1	45037	30825	27.0	68.4	101	7415	29.8	16.5	111	9647	28.3	21.4	105	18280	26.2	40.6	98
	TERCILE 2	44819	30216	26.5	67.4	99	6042	24.3	13.5	91	9120	26.7	20.3	100	18297	26.2	40.8	98
	TERCILE 3	77872	53112	46.5	68.2	100	11397	45.9	14.6	99	15357	45.0	19.7	97	33189	47.6	42.6	102
RADIO-TOTAL	QUINTILE 1	33763	22994	20.1	68.1	100	5389	21.7	16.0	108	7187	21.1	21.3	105	13534	19.4	40.1	96
	QUINTILE 2	33240	22457	19.7	67.6	99	4928	19.8	14.8	100	6840	20.0	20.6	101	13494	19.3	40.6	98
	QUINTILE 3	33408	23281	20.4	69.7	102	4751	19.1	14.2	96	7045	20.6	21.1	104	14640	21.0	43.8	105
	QUINTILE 4	34792	24252	21.2	69.7	102	5188	20.9	14.9	101	7102	20.8	20.4	100	15097	21.6	43.4	104
	QUINTILE 5	32524	21169	18.5	65.1	96	4598	18.5	14.1	95	5949	17.4	18.3	90	13002	18.6	40.0	96
TV-PRIME TIME	QUINTILE 1	33090	22417	19.6	67.7	100	4997	20.1	15.1	102	6210	18.2	18.8	92	13677	19.6	41.3	99
	QUINTILE 2	33357	23205	20.3	69.6	102	4994	20.1	15.0	101	6660	19.5	20.0	98	14367	20.6	43.1	104
	QUINTILE 3	33980	23735	20.8	69.8	103	4923	19.8	14.5	98	7494	22.0	22.1	108	14645	21.0	43.1	104
	QUINTILE 4	33854	22394	19.6	66.1	97	5006	20.1	14.8	100	6830	20.0	20.2	99	13601	19.5	40.2	97
	QUINTILE 5	33444	22403	19.6	67.0	98	4935	19.9	14.8	100	6930	20.3	20.7	102	13477	19.3	40.3	97
TV-DAYTIME	TERCILE 1	49121	32189	28.2	65.5	96	6034	24.3	12.3	83	9110	26.7	18.5	91	19725	28.3	40.2	97
	TERCILE 2	48823	33704	29.5	69.0	101	7186	28.9	14.7	99	10049	29.4	20.6	101	20593	29.5	42.2	101
	TERCILE 3	69782	48260	42.3	69.2	102	11634	46.8	16.7	113	14964	43.9	21.4	105	29448	42.2	42.2	101
TV-TOTAL	QUINTILE 1	33584	21584	18.9	64.3	94	4465	18.0	13.3	90	6152	18.0	18.3	90	13134	18.8	39.1	94
	QUINTILE 2	33441	23138	20.3	69.2	102	5008	20.1	15.0	101	6611	19.4	19.8	97	13786	19.8	41.2	99
	QUINTILE 3	33505	23398	20.5	69.8	103	5032	20.2	15.0	101	6916	20.3	20.6	101	14484	20.8	43.2	104
	QUINTILE 4	33466	23165	20.3	69.2	102	5206	20.9	15.6	105	7609	22.3	22.7	112	14342	20.6	42.9	103
	QUINTILE 5	33731	22870	20.0	67.8	100	5143	20.7	15.2	103	6835	20.0	20.3	100	14019	20.1	41.6	100
MAGAZINES-NEWSPAPERS: DUAL		44503	33155	29.0	74.5	109	8530	34.3	19.2	129	9982	29.3	22.4	110	20606	29.5	46.3	111
MAGAZINE IMPERATIVE		39363	27529	24.1	69.9	103	5682	22.9	14.4	97	9033	26.5	22.9	113	17067	24.5	43.4	104
NEWSPAPER IMPERATIVE		46441	31418	27.5	67.7	99	7020	28.2	15.1	102	9289	27.2	20.0	98	18907	27.1	40.7	98
MAGAZINES-OUTDOOR: DUAL		33726	25109	22.0	74.4	109	5955	24.0	17.7	119	7994	23.4	23.7	117	15634	22.4	46.4	111
MAGAZINE IMPERATIVE		52846	37431	32.8	70.8	104	8903	35.8	16.8	114	11498	33.7	21.8	107	22821	32.7	43.2	104
OUTDOOR IMPERATIVE		52140	33789	29.6	64.8	95	6375	25.6	12.2	83	10066	29.5	19.3	95	20818	29.8	39.9	96
MAGAZINES-RADIO: DUAL		37081	26771	23.5	72.2	106	6077	24.5	16.4	111	8270	24.2	22.3	110	16385	23.5	44.2	106
MAGAZINE IMPERATIVE		49747	36305	31.8	73.0	107	8726	35.1	17.5	118	11416	33.5	22.9	113	22873	32.8	46.0	111
RADIO IMPERATIVE		49208	31903	27.9	64.8	95	6620	26.6	13.5	91	9476	27.8	19.3	95	18896	27.1	38.4	92
MAGAZINES-TELEVISION: DUAL		33103	23834	20.9	72.0	106	5649	22.7	17.1	115	7477	21.9	22.6	111	14379	20.6	43.4	104
MAGAZINE IMPERATIVE		54575	39512	34.6	72.4	106	9522	38.3	17.4	118	12514	36.7	22.9	113	24846	35.6	45.5	109
TELEVISION IMPERATIVE		53249	33861	29.7	63.6	93	6428	25.9	12.1	81	9055	26.5	17.0	84	20254	29.0	38.0	91
NEWSPAPERS-OUTDOOR: DUAL		36255	26516	23.2	73.1	107	6441	25.9	17.8	120	8274	24.2	22.8	112	16731	24.0	46.1	111
NEWSPAPER IMPERATIVE		55591	38674	33.9	69.6	102	9431	37.9	17.0	114	11290	33.1	20.3	100	23087	33.1	41.5	100
OUTDOOR IMPERATIVE		48319	31812	27.9	65.8	97	5489	22.1	11.4	77	9977	29.2	20.6	101	19487	27.9	40.3	97
NEWSPAPERS-RADIO: DUAL		37242	26406	23.1	70.9	104	6283	25.3	16.9	114	8166	23.9	21.9	108	15965	22.9	42.9	103
NEWSPAPER IMPERATIVE		54423	38858	34.0	71.4	105	9302	37.4	17.1	115	11686	34.2	21.5	106	24216	34.7	44.5	107
RADIO IMPERATIVE		46650	30586	26.8	65.6	96	5792	23.3	12.4	84	9346	27.4	20.0	98	18420	26.4	39.5	95
NEWSPAPERS-TELEVISION: DUAL		35974	25325	22.2	70.4	103	6146	24.7	17.1	115	7399	21.7	20.6	101	15620	22.4	43.4	104
NEWSPAPER IMPERATIVE		56095	40302	35.3	71.8	106	9767	39.3	17.4	118	12529	36.7	22.3	110	td			

	TOTAL U.S. '000	USE HOUSEHOLD GLUE & BONDING AGENTS				EPOXY				INSTANT SECOND ¹ GLUE				WHITE GLUE			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	114154	100.0	68.1	100	24854	100.0	14.8	100	34123	100.0	20.3	100	69766	100.0	41.6	100
ATLANTIC MONTHLY	867	658	0.6	75.9	112	*186	0.7	21.5	145	*223	0.7	25.7	126	352	0.5	40.6	98
BARRON'S	1580	1120	1.0	70.9	104	348	1.4	22.0	149	434	1.3	27.5	135	690	1.0	43.7	105
BETTER HOMES & GARDENS	22203	16920	14.8	76.2	112	3620	14.6	16.3	110	4718	13.8	21.2	104	11056	15.8	48.9	120
BON APPETIT	3810	3056	2.7	80.2	118	744	3.0	19.5	132	935	2.7	24.5	121	1963	2.8	51.5	124
BUSINESS WEEK	4663	3267	2.9	70.1	103	876	3.5	18.8	127	1142	3.3	24.5	120	1942	2.8	41.6	100
CAR AND DRIVER	3102	2175	1.9	70.1	103	693	2.8	22.3	151	648	1.9	20.9	103	1224	1.8	39.5	95
CBS MAGAZINE NETWORK (GROSS)	7311	5035	4.4	68.9	101	1436	5.8	19.6	133	1620	4.7	22.2	109	2897	4.2	39.6	95
CHANGING TIMES	3400	2468	2.2	72.6	107	557	2.2	16.4	111	714	2.1	21.0	103	1565	2.2	46.0	111
COLONIAL HOMES	1796	1274	1.1	70.9	104	250	1.0	13.9	94	317	0.9	17.7	87	795	1.1	44.3	106
CONDE NAST MAG. PKG. (GROSS)	19924	14100	12.4	70.8	104	2506	10.1	12.6	85	3571	10.5	17.9	88	9013	12.9	45.2	109
CONSUMERS DIGEST	3125	2535	2.2	81.1	119	578	2.3	18.5	125	823	2.4	26.3	129	1615	2.3	51.7	124
COSMOPOLITAN	10577	7303	6.4	69.0	101	1258	5.1	11.9	80	2242	6.6	21.2	104	4471	6.4	42.3	102
COUNTRY LIVING	3746	3026	2.7	80.8	119	669	2.7	17.9	121	935	2.7	25.0	123	1945	2.8	51.9	125
CUISINE	2214	1701	1.5	76.8	113	420	1.7	19.0	128	542	1.6	24.5	120	1027	1.5	46.4	112
CYCLE WORLD	2394	1681	1.5	70.2	103	578	2.3	24.1	163	539	1.6	22.5	111	1010	1.4	42.2	101
DCI:CREATIVE IDEAS FOR LIV	3068	2541	2.2	82.8	122	444	1.8	14.5	98	698	2.0	22.8	112	1740	2.5	56.7	136
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	7461	6.5	78.1	115	1553	6.2	16.3	110	1983	5.8	20.8	102	4663	6.7	48.8	117
DISCOVER	2277	1681	1.5	73.8	108	467	1.9	20.5	138	532	1.6	23.4	115	1076	1.5	47.3	114
ELONY	7187	4057	3.6	56.4	83	685	2.8	9.5	64	1284	3.8	17.9	88	1840	2.6	25.6	62
ESQUIRE	2560	1664	1.5	65.0	96	395	1.6	15.4	104	540	1.6	21.1	104	866	1.2	33.8	81
ESSENCE	3242	2005	1.8	61.8	91	298	1.2	9.2	62	645	1.9	19.9	98	945	1.4	29.1	70
FAMILY CIRCLE	19639	15014	13.2	76.4	112	3014	12.1	15.3	104	4280	12.5	21.8	107	9743	14.0	49.6	119
THE FAMILY HANDYMAN	3540	2741	2.4	77.4	114	743	3.0	21.0	142	853	2.5	24.1	118	1888	2.7	53.3	128
FAMILY WEEKLY	23924	16934	14.8	70.8	104	3713	14.9	15.5	105	5397	15.8	22.6	111	10273	14.7	42.9	103
FIELD & STREAM	9883	7067	6.2	71.5	105	1760	7.1	17.8	120	2496	7.3	25.3	124	3900	5.6	39.5	95
FOOD & WINE	1030	765	0.7	74.3	109	*146	0.6	14.2	96	284	0.8	27.6	136	368	0.5	35.7	86
FORBES	2679	1928	1.7	72.0	106	537	2.2	20.0	135	685	2.0	25.6	126	1249	1.8	46.6	112
FORTUNE	2931	2116	1.9	72.2	106	625	2.5	21.3	144	820	2.4	28.0	138	1334	1.9	45.5	109
GENTLEMEN'S QUARTERLY	3481	2120	1.9	60.9	89	506	2.0	14.5	98	723	2.1	20.8	102	1188	1.7	34.1	82
GLAMOUR	7163	5251	4.6	73.3	108	967	3.9	13.5	91	1412	4.1	19.7	97	3334	4.8	46.5	112
GOLF DIGEST	2355	1750	1.5	74.3	109	466	1.9	19.8	134	507	1.5	21.5	106	955	1.4	40.6	97
GOLF DIGEST/TENNIS (GROSS)	3610	2627	2.3	72.8	107	695	2.8	19.3	130	698	2.0	19.3	95	1469	2.1	40.7	98
GOLF MAGAZINE	2046	1597	1.4	78.1	115	441	1.8	21.6	145	476	1.4	23.3	114	887	1.3	43.4	104
GOLF MAGAZINE/SKI (GROSS)	3547	2664	2.3	75.1	110	669	2.7	18.9	127	742	2.2	20.9	103	1531	2.2	43.2	104
GOOD HOUSEKEEPING	20353	15476	13.6	76.0	112	2936	11.8	14.4	97	4060	11.9	19.9	98	9965	14.3	49.0	118
HARPER'S BAZAAR	3362	2421	2.1	72.0	106	339	1.4	10.1	68	731	2.1	21.7	107	1521	2.2	45.2	109
HEALTH	2987	2285	2.0	76.5	112	327	1.3	10.9	74	737	2.2	24.7	121	1293	1.9	43.3	104
HEARST MAG CORP. BUY (GROSS)	67928	50083	43.9	73.7	108	9795	39.4	14.4	97	14557	42.7	21.4	105	31466	45.1	46.3	111
HEARST MAN POWER (GROSS)	11282	8099	7.1	71.8	105	2116	8.5	18.8	127	2815	8.2	25.0	123	4908	7.0	43.5	105
HEARST WOMAN POWER (GROSS)	40514	29959	26.2	73.9	109	5379	21.6	13.3	90	8278	24.3	20.4	100	19170	27.5	47.3	114
HOUSE BEAUTIFUL	4885	3679	3.2	75.3	111	740	3.0	15.1	102	1095	3.2	22.4	110	2146	3.1	43.9	106
INC.	1308	900	0.8	68.8	101	263	1.1	20.1	136	*267	0.8	20.4	100	476	0.7	36.4	87
JET	6498	3540	3.1	54.5	80	640	2.6	9.8	66	1100	3.2	16.9	83	1688	2.4	26.0	62
LADIES' HOME JOURNAL	14797	11186	9.8	75.6	111	2118	8.5	14.3	97	3287	9.6	22.2	109	6949	10.0	47.0	113
LHJ FAMILY GRP COMBO(GROSS)	21743	16650	14.6	76.6	113	2835	11.4	13.0	88	5075	14.9	23.3	115	10308	14.8	47.4	114
LIFE	9881	6625	5.8	67.0	99	1484	6.0	15.0	101	2163	6.3	21.9	108	3873	5.6	39.2	94
L.A. TIMES HOME MAGAZINE	2775	1976	1.7	71.2	105	341	1.4	12.3	83	966	2.8	34.8	171	1232	1.8	44.4	107
MADMOISELLE	4219	2924	2.6	69.3	102	538	2.2	12.8	86	663	1.9	15.7	77	1883	2.7	44.6	107
MC CALL'S	16422	12418	10.9	75.6	111	2010	8.1	12.2	83	3331	9.8	20.3	100	8187	11.7	49.9	120
MC CALL'S/WRK MOTHER (GROSS)	17919	13559	11.9	75.7	111	2224	8.9	12.4	84	3681	10.8	20.5	101	8926	12.8	49.8	120
MECHANIX ILLUSTRATED	4433	3364	2.9	75.9	111	916	3.7	20.7	139	1218	3.6	27.5	135	2062	3.0	46.5	112
METROPOLITAN HOME	1504	1087	1.0	72.3	106	*209	0.8	13.9	94	274	0.8	18.2	90	701	1.0	46.6	112
HOMEY	4723	3595	3.1	76.1	112	1128	4.5	23.9	161	1114	3.3	23.6	116	2480	3.6	52.5	126
MOTHER EARTH NEWS	2325	1894	1.7	81.5	120	533	2.1	22.9	155	585	1.7	25.2	124	1486	2.1	63.9	154
MS.	1189	956	0.8	80.4	118	*118	0.5	9.9	67	*198	0.6	16.7	82	566	0.8	47.6	114
NATIONAL ENQUIRER	18892	12877	11.3	68.2	100	2703	10.9	14.3	97	3883	11.4	20.6	101	7219	10.3	38.2	92
NATIONAL GEOGRAPHIC	22129	16731	14.7	75.6	111	4770	19.2	21.6	145	5139	15.1	23.2	114	11227	16.1	50.7	122
NATIONAL SUNDAY MAGAZINE PKG	103750	73168	64.1	70.5	104	17137	69.0	16.5	111	22391	65.6	21.6	106	44806	64.2	43.2	104
NATURAL HISTORY	1379	949	0.8	68.8	101	281	1.1	20.4	138	*196	0.6	14.2	70	647	0.9	46.9	113
NEW WOMAN	2289	1661	1.5	72.6	107	353	1.4	15.4	104	315	0.9	13.8	68	1010	1.4	44.1	106
NEW YORK INCLUDING CUE	1088	789	0.7	72.5	107	*238	1.0	21.9	148	*156	0.5	14.3	70	424	0.6	39.0	94
THE NEW YORKER	2459	1946	1.7	79.1	116	628	2.5	25.5	172	536	1.6	21.8	107	1176	1.7	47.8	115
NEWSWEEK	16527	11750	10.3	71.1	104	3041	12.2	18.4	124	3752	11.0	22.7	112	7436	10.7	45.0	108
THE N.Y. TIMES DAILY EDITION	2739	1956	1.7	71.4	105	612	2.5	22.3	151	529	1.6	19.3	95	1052	1.5	38.4	92
THE N.Y. TIMES MAGAZINE	4443	3104	2.7	69.9	103	1140	4.6	25.7	173	763	2.2	17.2	84	1807	2.6	40.7	98
OWNI	2799	2051	1.8	73.3	108	555	2.2	19.8	134	889	2.6	31.8	156	1211	1.7	43.3	104
ON CABLE	2209	1535	1.3	69.5	102	242	1.0	11.0	74	440	1.3	19.9	98	928	1.3	42.0	101
1001 HOME IDEAS	3959	3179	2.8	80.3	118	389	1.6	9.8	66	1051	3.1	26.5	130	2066	3.0	52.2	125
ORGANIC GARDENING	3111	2469	2.2	79.4	117	671	2.7	21.6	146	706	2.1	22.7	112	1756	2.5	56.4	136
OUTDOOR LIFE	5024	3492	3.1	69.5	102	952	3.8	18.9	128	1249	3.7	24.9	122	2006	2.9	39.9	96
PARADE MAGAZINE	51292	36082	31.6	70.3	103	8660	34.8	16.9	114	10795	31.6	21.0	103	21955	31.5	42.8	103

	TOTAL U.S. '000	USE HOUSEHOLD GLUE & BONDING AGENTS				EPOXY				INSTANT "10 SECOND" GLUE				WHITE GLUE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	114154	100.0	68.1	100	24854	100.0	14.8	100	34123	100.0	20.3	100	69766	100.0	41.6	100
PARENTS	5298	3998	3.5	75.5	111	550	2.2	10.4	70	1105	3.2	20.9	103	2871	4.1	54.2	130
PENTHOUSE	5129	3550	3.1	69.2	102	852	3.4	16.6	112	1293	3.8	25.2	124	1878	2.7	36.6	88
PEOPLE	21070	14900	13.1	70.7	104	2865	11.5	13.6	92	4889	14.3	23.2	114	9541	13.7	45.3	109
PLAYBOY	10562	7273	6.4	68.9	101	1816	7.3	17.2	116	2618	7.7	24.8	122	3966	5.7	37.5	90
POPULAR HOT RODDING	2498	1641	1.4	65.7	97	464	1.9	18.6	125	503	1.5	20.1	99	891	1.3	35.7	86
POPULAR MECHANICS	5887	4350	3.8	73.9	109	1167	4.7	19.8	134	1495	4.4	25.4	125	2773	4.0	47.1	113
POPULAR SCIENCE	4317	3191	2.8	73.9	109	1038	4.2	24.0	162	1059	3.1	24.5	121	2164	3.1	50.1	121
PREVENTION	5792	4395	3.9	75.9	111	1027	4.1	17.7	120	969	2.8	16.7	82	2825	4.0	48.8	117
PSYCHOLOGY TODAY	3284	2418	2.1	73.6	108	560	2.3	17.1	115	715	2.1	21.8	107	1468	2.1	44.7	107
READER'S DIGEST	40046	29542	25.9	73.8	108	6510	26.2	16.3	110	8896	26.1	22.2	109	18089	25.9	45.2	109
REDBOOK	9584	7181	6.3	74.9	110	1185	4.8	12.4	83	1976	5.8	20.6	101	4734	6.8	49.4	119
ROAD & TRACK	2590	1657	1.5	64.0	94	521	2.1	20.1	136	589	1.7	22.7	112	982	1.4	37.9	91
ROLLING STONE	3302	2306	2.0	69.8	103	587	2.4	17.8	120	855	2.5	25.9	127	1302	1.9	39.4	95
RUNNER'S WORLD	1229	849	0.7	69.1	102	*240	1.0	19.5	132	*305	0.9	24.8	122	481	0.7	39.1	94
SATURDAY EVENING POST	2110	1582	1.4	75.0	110	376	1.5	17.8	120	418	1.2	19.8	97	899	1.3	42.6	102
SCIENCE 84	1543	1184	1.0	76.7	113	325	1.3	21.1	142	416	1.2	27.0	133	807	1.2	52.3	126
SCIENCE DIGEST	1747	1246	1.1	71.3	105	342	1.4	19.6	132	379	1.1	21.7	107	745	1.1	42.6	103
SCIENTIFIC AMERICAN	1994	1491	1.3	74.8	110	585	2.4	29.3	198	482	1.4	24.2	119	1047	1.5	52.5	126
SELF	3119	2201	1.9	70.6	104	310	1.2	9.9	67	540	1.6	17.3	85	1375	2.0	44.1	106
SEVENTEEN	3923	3001	2.6	76.5	112	471	1.9	12.0	81	665	1.9	17.0	83	1940	2.8	49.5	119
SKI	1501	1067	0.9	71.1	104	227	0.9	15.1	102	266	0.8	17.7	87	644	0.9	42.9	103
SMITHSONIAN	5976	4504	3.9	75.4	111	1332	5.4	22.3	150	1301	3.8	21.8	107	3059	4.4	51.2	123
SOAP OPERA DIGEST	4228	2780	2.4	65.8	97	395	1.6	9.3	63	728	2.1	17.2	85	1574	2.3	37.2	90
SOUTHERN LIVING	6488	4920	4.3	75.8	111	1109	4.5	17.1	115	1285	3.8	19.8	97	2923	4.2	45.1	108
SPORT	3500	2199	1.9	62.8	92	575	2.3	16.4	111	745	2.2	21.3	105	1186	1.7	33.9	81
THE SPORTING NEWS	2456	1590	1.4	64.7	95	342	1.4	13.9	94	456	1.3	18.6	91	918	1.3	37.4	90
SPORTS AFIELD	3648	2503	2.2	68.6	101	607	2.4	16.6	112	941	2.8	25.8	127	1390	2.0	38.1	92
SPORTS ILLUSTRATED	14484	9518	8.3	65.7	97	2327	9.4	16.1	108	3207	9.4	22.1	109	5599	8.0	38.7	93
STAR	12661	8478	7.4	67.0	98	1672	6.7	13.2	89	2537	7.4	20.0	98	4587	6.6	36.2	87
SUNDAY	52799	36771	32.2	69.6	102	8905	35.8	16.9	114	11108	32.6	21.0	103	23123	33.1	43.8	105
SUNSET	3513	2836	2.5	80.7	119	701	2.8	20.0	135	917	2.7	26.1	128	2063	3.0	58.7	141
TV GUIDE	42766	29895	26.2	69.9	103	6167	24.8	14.4	97	9159	26.8	21.4	105	18335	26.3	42.9	103
TENNIS	1254	877	0.8	69.9	103	*229	0.9	18.3	123	*192	0.6	15.3	75	514	0.7	41.0	99
TIME	22054	15740	13.8	71.4	105	3886	15.6	17.6	119	4906	14.4	22.2	109	9861	14.1	44.7	107
TOWN & COUNTRY	1555	1037	0.9	66.7	98	*170	0.7	10.9	74	231	0.7	14.9	73	635	0.9	40.8	98
TRAVEL & LEISURE	2173	1574	1.4	72.4	106	360	1.4	16.6	112	435	1.3	20.0	98	1013	1.5	46.6	112
TRUE STORY	4636	3111	2.7	67.1	99	420	1.7	9.1	61	976	2.9	21.1	103	1516	2.2	32.7	79
U.S. NEWS & WORLD REPORT	10353	7401	6.5	71.5	105	1981	8.0	19.1	129	2260	6.6	21.8	107	4559	6.5	44.0	106
USA TODAY	4994	3723	3.3	74.5	110	989	4.0	19.8	134	1277	3.7	25.6	126	2178	3.1	43.6	105
US	3528	2418	2.1	68.5	101	438	1.8	12.4	84	637	1.9	18.1	89	1539	2.2	43.6	105
VOGUE	5424	3724	3.3	68.7	101	691	2.8	12.7	86	955	2.8	17.6	87	2421	3.5	44.6	107
HALL STREET JOURNAL	6292	4673	4.1	74.3	109	1404	5.6	22.3	151	1666	4.9	26.5	130	2918	4.2	46.4	111
WEIGHT WATCHERS	2762	1960	1.7	71.0	104	320	1.3	11.6	78	552	1.6	20.0	98	1265	1.8	45.8	110
WOMAN'S DAY	16320	12407	10.9	76.0	112	2431	9.8	14.9	101	3104	9.1	19.0	93	8257	11.8	50.6	122
WORKING MOTHER	1496	1141	1.0	76.3	112	*214	0.9	14.3	97	350	1.0	23.4	115	739	1.1	49.4	119
WORKING WOMAN	1851	1442	1.3	77.9	114	234	0.9	12.6	85	450	1.3	24.3	119	832	1.2	44.9	108
WORLD TENNIS	580	467	0.4	80.5	118	**83	0.3	14.3	97	**98	0.3	16.9	83	*262	0.4	45.2	109
ZIFF-DAVIS MAG NETWK (GROSS)	12412	8776	7.7	70.7	104	2522	10.1	20.3	137	2877	8.4	23.2	114	5111	7.3	41.2	99
BLAIR INSERTS	91671	64829	56.8	70.7	104	15547	62.6	17.0	114	19462	57.0	21.2	104	39903	57.2	43.5	105
DAILY NEWSPAPERS																	
READ ANY	109190	76790	67.3	70.3	103	17886	72.0	16.4	111	23181	67.9	21.2	104	46680	66.9	42.8	103
READ ONE	89587	62798	55.0	70.1	103	14403	58.0	16.1	108	18851	55.2	21.0	103	38086	54.6	42.5	102
READ TWO OR MORE	19602	13992	12.3	71.4	105	3483	14.0	17.8	120	4330	12.7	22.1	109	8594	12.3	43.8	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	77236	67.7	70.4	103	18058	72.7	16.5	111	23489	68.8	21.4	105	47574	68.2	43.4	104
READ ONE	95074	66609	58.4	70.1	103	15232	61.3	16.0	108	20122	59.0	21.2	104	40940	58.7	43.1	104
READ TWO OR MORE	14588	10627	9.3	72.8	107	2826	11.4	19.4	131	3367	9.9	23.1	113	6634	9.5	45.5	109
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.31				28.70				30.08				30.28			
30 DAY REACH	149706	102472	89.8	68.4	101	22241	89.5	14.9	100	30770	90.2	20.6	101	62631	89.8	41.8	101
50 SHWG - 30 DAY AV FREQ	15.16	15.41				15.11				15.73				15.89			
30 DAY REACH	142406	97533	85.4	68.5	101	21128	85.0	14.8	100	29441	86.3	20.7	102	59762	85.7	42.0	101
25 SHWG - 30 DAY AV FREQ	8.23	8.36				8.19				8.45				8.62			
30 DAY REACH	131152	90088	78.9	68.7	101	19495	78.4	14.9	100	27456	80.5	20.9	103	55137	79.0	42.0	101
CABLE TV: HOME WIRED	66879	47328	41.5	70.8	104	9921	39.9	14.8	100	14918	43.7	22.3	110	29558	42.4	44.2	106
HOME NOT WIRED	100848	66826	58.5	66.3	97	14933	60.1	14.8	100	19205	56.3	19.0	94	40208	57.6	39.9	96
HAVE PAY CABLE	35024	25546	22.4	72.9	107	5319	21.4	15.2	102	8413	24.7	24.0	118	16652	23.9	47.5	114

	TOTAL U.S. '000	USE HOUSEHOLD GLUE & BONDING AGENTS				EPOXY				INSTANT "10 SECOND" GLUE				WHITE GLUE				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL ADULTS	167727	114154	100.0	68.1	100	24854	100.0	14.8	100	34123	100.0	20.3	100	69766	100.0	41.6	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	95670	66457	58.2	69.5	102	15147	60.9	15.8	107	20393	59.8	21.3	105	40375	57.9	42.2	102	
10:00 AM - 3:00 PM	63599	43367	38.0	68.2	100	9651	38.8	15.2	102	13330	39.1	21.0	103	26145	37.5	41.1	99	
3:00 PM - 7:00 PM	72097	49991	43.8	69.3	102	11180	45.0	15.5	105	15511	45.5	21.5	106	31117	44.6	43.2	104	
7:00 PM - MIDNIGHT	36670	24633	21.6	67.2	99	5251	21.1	14.3	97	7735	22.7	21.1	104	14677	21.0	40.0	96	
MIDNIGHT - 6:00 AM	21908	15050	13.2	68.7	101	3433	13.8	15.7	106	4546	13.3	20.8	102	9065	13.0	41.4	99	
6:00 AM - MIDNIGHT	127571	88115	77.2	69.1	101	19615	78.9	15.4	104	26929	78.9	21.1	104	53863	77.2	42.2	102	
ENTIRE DAY	129239	89251	78.2	69.1	101	19839	79.8	15.4	104	27274	79.9	21.1	104	54506	78.1	42.2	101	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	34009	24266	21.3	71.4	105	5388	21.7	15.8	107	7471	21.9	22.0	108	15345	22.0	45.1	108	
ALL NEWS	5062	4256	3.7	70.2	103	1099	4.4	18.1	122	1416	4.1	23.4	115	2562	3.7	42.3	102	
AOR/PROGRESSIVE	11884	7839	6.9	66.0	97	1703	6.9	14.3	97	2640	7.7	22.2	109	4952	7.1	41.7	100	
BEAUTIFUL MUSIC	11180	8110	7.1	72.5	107	2244	9.0	20.1	135	2247	6.6	20.1	99	4971	7.1	44.5	107	
BLACK	4538	2787	2.4	61.4	90	447	1.8	9.9	66	941	2.8	20.7	102	1444	2.1	31.8	77	
CLASSICAL	3857	2737	2.4	71.0	104	767	3.1	19.9	134	1025	3.0	26.6	131	1707	2.4	44.3	106	
CHR/ROCK	21946	15430	13.5	70.3	103	3341	13.4	15.2	103	4940	14.5	22.5	111	9482	13.6	43.2	104	
COUNTRY	27262	18731	16.4	68.7	101	4110	16.5	15.1	102	5659	16.6	20.8	102	10831	15.5	39.7	96	
GOLDEN OLDIES	3339	2208	1.9	66.1	97	528	2.1	15.8	107	711	2.1	21.3	105	1215	1.7	36.4	87	
MOR/NOSTALGIA	10346	7174	6.3	69.3	102	1535	6.2	14.8	100	2052	6.0	19.8	97	4486	6.4	43.4	104	
NEWS/TALK	8929	6328	5.5	70.9	104	1600	6.4	17.9	121	1989	5.8	22.3	109	4046	5.8	45.3	109	
RELIGIOUS	5488	3459	3.0	63.0	93	740	3.0	13.5	91	898	2.6	16.4	80	2073	3.0	37.8	91	
SOFT ROCK	1232	722	0.6	58.6	86	*135	0.5	11.0	74	*212	0.6	17.2	85	506	0.7	41.1	99	
URBAN CONTEMPORARY	3184	1844	1.6	57.9	85	332	1.3	10.4	70	451	1.3	14.2	70	926	1.3	29.1	70	
WIRED NETWORKS:																		
ABC CONTEMPORARY	6911	4654	4.1	67.3	99	971	3.9	14.1	95	1535	4.5	22.2	109	2825	4.0	40.9	98	
ABC DIRECTION	5212	3738	3.3	71.7	105	819	3.3	15.7	106	1110	3.3	21.3	105	2291	3.3	44.0	106	
ABC ENTERTAINMENT	10385	7237	6.3	69.7	102	1484	6.0	14.3	96	2330	6.8	22.4	110	4256	6.1	41.0	99	
ABC FM	4762	3170	2.8	66.6	98	776	3.1	16.3	110	991	2.9	20.8	102	1748	2.5	36.7	88	
ABC INFORMATION	11339	8354	7.3	73.7	108	2108	8.5	18.6	125	2328	6.8	20.5	101	5080	7.3	44.8	108	
ABC ROCK	4878	3285	2.9	67.3	99	647	2.6	13.3	90	1202	3.5	24.6	121	1995	2.9	40.9	98	
CBS	10709	7729	6.8	72.2	106	2003	8.1	18.7	126	2221	6.5	20.7	102	4703	6.7	43.9	106	
MUTUAL	10251	7003	6.1	68.3	100	1489	6.0	14.5	98	2249	6.6	21.9	108	4259	6.1	41.5	100	
NBC	12243	8756	7.7	71.5	105	1945	7.8	15.9	107	2560	7.5	20.9	103	5561	8.0	45.4	109	
RADIORADIO	4606	3191	2.8	69.3	102	657	2.6	14.3	96	906	2.7	19.7	97	1807	2.6	39.2	94	
RKO ONE	5148	3430	3.0	66.6	98	644	2.6	12.5	84	1192	3.5	23.2	114	2097	3.0	40.7	98	
RKO TWO	7313	4890	4.3	66.9	98	944	3.8	12.9	87	1589	4.7	21.7	107	2871	4.1	39.3	94	
THE SOURCE	5981	3915	3.4	65.5	96	810	3.3	13.5	91	1168	3.4	19.5	96	2337	3.3	39.1	94	
NON-WIRED : BLAIR	19329	13806	12.1	71.4	105	2724	11.0	14.1	95	4363	12.8	22.6	111	8363	12.0	43.3	104	
INTERNET	27139	18600	16.3	68.5	101	4156	16.7	15.3	103	5585	16.4	20.6	101	11487	16.5	42.3	102	
KATZ RADIO GROUP	36319	25628	22.5	70.6	104	5944	23.9	16.4	110	7967	23.3	21.9	108	15990	22.9	44.0	106	
SUPERNET	22361	15488	13.6	69.3	102	3023	12.2	13.5	91	4673	13.7	20.9	103	9245	13.3	41.3	99	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	14532	9741	8.5	67.0	98	2016	8.1	13.9	94	2680	7.9	18.4	91	5807	8.3	40.0	96	
WKDAY 9:00 AM - 1:00 PM	18688	12190	10.7	65.2	96	2226	9.0	11.9	80	3391	9.9	18.1	89	7461	10.7	39.9	96	
WKDAY 1:00 PM - 4:30 PM	24061	15585	13.7	64.8	95	2892	11.6	12.0	81	4328	12.7	18.0	88	9589	13.7	39.9	96	
WKDAY 4:30 PM - 7:30 PM	44079	29248	25.6	66.4	97	6306	25.4	14.3	97	8433	24.7	19.1	94	17577	25.2	39.9	96	
WKDAY 7:30 PM - 8:00 PM	61979	41333	36.2	66.7	98	8853	35.6	14.3	96	11984	35.1	19.3	95	24866	35.6	40.1	96	
WKDAY 11:00 PM - 11:30 PM	49084	33659	29.5	68.6	101	7258	29.2	14.8	100	9826	28.8	20.0	98	21102	30.2	43.0	103	
WKDAY 11:30 PM - 1:00 AM	16560	11176	9.8	67.5	99	2321	9.3	14.0	95	3515	10.3	21.2	104	6940	9.9	41.9	101	
M-SAT 8-11 PM-SUN 7-11 PM	66967	45854	40.2	68.5	101	9887	39.8	14.8	100	13348	39.1	19.9	98	28227	40.5	42.2	101	
WKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	5269	5958	5.2	64.3	94	1041	4.2	11.2	76	1603	4.7	17.3	85	3808	5.5	41.1	99
ANOTHER WORLD	N	6138	4067	3.6	66.3	97	690	2.8	11.2	76	1078	3.2	17.6	86	2563	3.7	41.8	100
AS THE WORLD TURNS	C	7707	5012	4.4	65.0	96	910	3.7	11.8	80	1274	3.7	16.5	81	3106	4.5	40.3	97
CAPITOL	C	4688	3025	2.6	64.5	95	598	2.4	12.8	86	804	2.4	17.2	84	1777	2.5	37.9	91
CBS MORN. NEWS 1	C	2792	1998	1.8	71.6	105	405	1.6	14.5	98	575	1.7	20.6	101	1274	1.8	45.6	110
CBS MORN. NEWS 2	C	2071	1461	1.3	70.5	104	290	1.2	14.0	94	335	1.0	16.2	80	943	1.4	45.5	109
DAYS OF OUR LIVES	N	8018	5347	4.7	66.7	98	844	3.4	10.5	71	1528	4.5	19.1	94	3487	5.0	43.5	105
FACTS OF LIFE - DAYTIME	N	3487	2298	2.0	65.9	97	478	1.9	13.7	93	724	2.1	20.8	102	1357	1.9	38.9	94
FAMILY FEUD	A	4817	2938	2.6	61.0	90	595	2.4	12.4	83	752	2.2	15.6	77	1749	2.5	36.3	87
GENERAL HOSPITAL	A	8333	5282	4.6	63.4	93	894	3.6	10.7	72	1450	4.2	17.4	86	3159	4.5	37.9	91
GODD MORNING, AMERICA-730	A	5472	3603	3.2	65.8	97	707	2.8	12.9	87	982	2.9	17.9	88	2077	3.0	38.0	91
GODD MORNING, AMERICA-830	A	3965	2704	2.4	68.2	100	534	2.1	13.5	91	715	2.1	18.0	89	16631			

		USE HOUSEHOLD GLUE & BONDING AGENTS				EPOXY				INSTANT "10 SECOND" GLUE				WHITE GLUE				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	114154	100.0	68.1	100	24854	100.0	14.8	100	34123	100.0	20.3	100	69766	100.0	41.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	34920	30.6	66.8	98	7748	31.2	14.8	100	9790	28.7	18.7	92	20882	29.9	39.9	96
NETWORK AFFILIATES - LATE		39164	26826	23.5	68.5	101	5820	23.4	14.9	100	7644	22.4	19.5	96	16867	24.2	43.1	104
INDEPENDENTS - LATE		5133	3559	3.1	69.3	102	839	3.4	16.3	110	1107	3.2	21.6	106	2255	3.2	43.9	106
TV EVENING NTM 6 PM - 2 AM																		
A TEAM		M 22825	15579	13.6	68.3	100	3441	13.8	15.1	102	4709	13.8	20.6	101	9074	13.0	39.8	96
ABC MONDAY NIGHT MOVIE		A 11258	7584	6.6	67.4	99	1519	6.1	13.5	91	2223	6.5	19.7	97	4823	6.9	42.8	103
ABC SUNDAY NIGHT MOVIE		A 23600	16404	14.4	69.5	102	3397	13.7	14.4	97	4905	14.4	20.8	102	10462	15.0	44.3	107
ABC WORLD NEWS TONIGHT		A 12801	8424	7.4	65.8	97	2029	8.2	15.9	107	2388	7.0	18.7	92	4847	6.9	37.9	91
AFTERMASH		C 10966	7424	6.5	67.7	99	1658	6.7	15.1	102	2292	6.7	20.9	103	4552	6.5	41.5	100
ALICE		C 17050	11673	10.2	68.5	101	2655	10.7	15.6	105	3254	9.5	19.1	94	7097	10.2	41.6	100
AMERICAN PARADE		C 11998	7975	7.0	66.5	98	1715	6.9	14.3	96	2036	6.0	17.0	83	4866	7.0	40.6	98
BENSON		A 19258	12697	11.1	65.9	97	2521	10.1	13.1	88	3712	10.9	19.3	95	7842	11.2	40.7	98
BLUE THUNDER		A 11478	7787	6.8	67.8	100	1630	6.6	14.2	96	2325	6.8	20.3	100	4661	6.7	40.6	98
CAGNEY & LACEY		C 18263	12551	11.0	68.7	101	2722	11.0	14.9	101	3714	10.9	20.3	100	8068	11.6	44.2	106
CBS EVENING NEWS-DEAN		C 7733	4993	4.4	64.6	95	1129	4.5	14.6	99	1403	4.1	18.1	89	3045	4.4	39.4	95
CBS EVENING NEWS-RATHER		C 15653	10411	9.1	66.5	98	2470	9.9	15.8	106	2917	8.5	18.6	92	6439	9.2	41.1	99
CBS SAT. NEWS-SCHIEFFER		C 8744	5901	5.2	67.5	99	1150	4.6	13.2	89	1640	4.8	18.8	92	3521	5.0	40.3	97
CBS SATURDAY NIGHT MOVIE		C 12000	8328	7.3	69.4	102	2020	8.1	16.8	114	2399	7.0	20.0	98	5094	7.3	42.4	102
CBS WEDNESDAY NIGHT MOVIE		C 11522	8083	7.1	70.2	103	1732	7.0	15.0	101	2332	6.8	20.2	99	5189	7.4	45.0	108
CHEERS		N 16818	12136	10.6	72.2	106	2493	10.0	14.8	100	3626	10.6	21.6	106	7690	11.0	45.7	110
DALLAS		C 37510	25452	22.3	67.9	100	4998	20.1	13.3	90	7213	21.1	19.2	95	15104	21.6	40.3	97
DIFF'RENT STROKES		N 11258	7314	6.4	65.0	95	1630	6.6	14.5	98	1915	5.6	17.0	84	4412	6.3	39.2	94
DOUBLE TROUBLE		N 12248	8591	7.5	70.1	103	1751	7.0	14.3	96	2223	6.5	18.1	89	5438	7.8	44.4	107
DUCK FACTORY		N 11100	7753	6.8	69.8	103	1560	6.3	14.1	95	2232	6.5	20.1	99	4736	6.8	42.7	103
DUKES OF HAZZARD		C 12353	8328	7.3	67.4	99	1720	6.9	13.9	94	2336	6.8	18.9	93	4587	6.6	37.1	89
DYNASTY		A 33279	22385	19.6	67.3	99	4349	17.5	13.1	88	6618	19.4	19.9	98	13381	19.2	40.2	97
FACTS OF LIFE		N 13410	9248	8.1	69.0	101	1859	7.5	13.9	94	2345	6.9	17.5	86	5764	8.3	43.0	103
FALCON CREST		C 31093	21298	18.7	68.5	101	3892	15.7	12.5	84	5990	17.6	19.3	95	12897	18.5	41.5	100
FALL GUY		A 18649	12564	11.0	67.4	99	2655	10.7	14.2	96	3717	10.9	19.9	98	7691	11.0	41.2	99
FAMILY TIES		N 13101	9001	7.9	68.7	101	1623	6.5	12.4	84	2208	6.5	16.9	83	5772	8.3	44.1	106
FANTASY ISLAND		A 13069	8646	7.6	66.2	97	1773	7.1	13.6	92	2352	6.9	18.0	88	5466	7.8	41.8	101
FOULUPS,BLEEPS & BLUNDERS		A 16588	11103	9.7	66.9	98	2250	9.1	13.6	92	3336	9.8	20.1	99	6957	10.0	41.9	101
FOUR SEASONS		C 9302	6233	5.5	67.0	98	1294	5.2	13.9	94	1968	5.8	21.2	104	3835	5.5	41.2	99
GIMME A BREAK		N 13955	9257	8.1	66.3	97	1668	6.7	12.0	81	2250	6.6	16.1	79	5592	8.0	40.1	96
HART TO HART		A 15735	10720	9.4	68.1	100	2154	8.7	13.7	92	3117	9.1	19.8	97	6640	9.5	42.2	101
HILL STREET BLUES		N 18257	12809	11.2	70.2	103	2543	10.2	13.9	94	3755	11.0	20.6	101	8099	11.6	44.4	107
HOTEL		A 24236	16392	14.4	67.6	99	3424	13.8	14.1	95	4929	14.4	20.3	100	9706	13.9	40.0	96
JEFFERSONS		C 17010	11255	9.9	66.2	97	2629	10.6	15.5	104	3226	9.5	19.0	93	6647	9.5	39.1	94
JENNIFER SLEPT HERE		N 9397	6240	5.5	66.4	98	1321	5.3	14.1	95	1574	4.6	16.8	82	3897	5.6	41.5	100
KATE & ALLIE		C 16762	11723	10.3	69.9	103	2716	10.9	16.2	109	3119	9.1	18.6	91	7378	10.6	44.0	106
KNIGHT RIDER		N 13164	9071	7.9	68.9	101	1772	7.1	13.5	91	2554	7.5	19.4	95	5656	8.1	43.0	103
LOVE BOAT		A 20400	13262	11.6	65.0	96	2871	11.6	14.1	95	3333	9.8	16.3	80	8109	11.6	39.8	96
MAGNUM PI		C 22543	15586	13.7	69.1	102	3480	14.0	15.4	104	4529	13.3	20.1	99	9421	13.5	41.8	100
MAMA'S FAMILY		N 9852	6648	5.8	67.5	99	1492	6.0	15.1	102	2065	6.1	21.0	103	4047	5.8	41.1	99
MASTER, THE		N 8082	5581	4.9	69.1	101	1213	4.9	15.0	101	1531	4.5	18.9	93	3546	5.1	43.9	105
MATT HOUSTON		A 12881	8848	7.8	68.7	101	2017	8.1	15.7	106	2336	6.8	18.1	89	5554	8.0	43.1	104
NBC MONDAY NIGHT MOVIE		N 23889	16455	14.4	68.9	101	3502	14.1	14.7	99	4853	14.2	20.3	100	10307	14.8	43.1	104
NBC NIGHTLY NEWS		N 11156	7481	6.6	67.1	99	1650	6.6	14.8	100	2062	6.0	18.5	91	4513	6.5	40.5	97
NBC NIGHTLY NEWS-SAT		N 7363	4867	4.3	66.1	97	1198	4.8	16.3	110	1374	4.0	18.7	92	2912	4.2	39.5	95
NBC NIGHTLY NEWS-SUN		N 6214	4017	3.5	64.6	95	968	3.9	15.6	105	1072	3.1	17.3	85	2550	3.7	41.0	99
NBC SUNDAY NIGHT MOVIE		N 17590	12060	10.6	68.6	101	2634	10.6	15.0	101	3361	9.8	19.1	94	7784	11.2	44.3	106
NEWHART		C 16740	11565	10.1	69.1	102	2545	10.2	15.2	103	3173	9.3	19.0	93	7433	10.7	44.4	107
ONE DAY AT A TIME		C 11820	8028	7.0	67.9	100	1540	6.2	13.0	88	2079	6.1	17.6	86	5168	7.4	43.7	105
PEOPLE ARE FUNNY		N 9138	6216	5.4	68.0	100	1416	5.7	15.5	105	1857	5.4	20.3	100	3609	5.2	39.5	95
REAL PEOPLE		N 15979	10624	9.3	66.5	98	2198	8.8	13.8	93	2838	8.3	17.8	87	6347	9.1	39.7	95
REMINGTON STEELE		N 14395	9875	8.7	68.6	101	2027	8.2	14.1	95	2578	7.6	17.9	88	6259	9.0	43.5	105
RIPLEY'S BELIEVE IT - NOT		A 11362	8260	7.2	72.7	107	1905	7.7	16.8	113	2491	7.3	21.9	108	5178	7.4	45.6	110
RIPTIDE		N 13920	9366	8.2	67.3	99	1890	7.6	13.6	92	2792	8.2	20.1	99	5657	8.1	40.6	98
SCARECROW & MRS. KING		C 17571	11880	10.4	67.6	99	2516	10.1	14.3	97	3369	9.9	19.2	94	7483	10.7	42.6	102
SIMON & SIMON		C 20208	13728	12.0	67.9	100	2741	11.0	13									

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HOUSEHOLD CLEANERS (INCLUDING
BATHROOM & KITCHEN CLEANERS)

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-20

		'000	%	UNWEIGHTED									
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?													
	YES	70831	87.5	8195									
	NO	10155	12.5	1240									
		ALL		SOLE		PRIMARY		SECONDARY					
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED			
IF YES													
3B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?													
LIQUID		61123	75.5	8762	10.8	35380	43.7	16981	21.0	7014			
POWDER		33322	41.1	1016	1.3	20312	25.1	11993	14.8	3931			
PUMP/TRIGGER SPRAY (NON-AEROSOL)		44836	55.4	2111	2.6	18004	22.2	24721	30.5	5105			
AEROSOL SPRAY		36997	45.7	1611	2.0	13702	16.9	21685	26.8	4191			
DO NOT KNOW		248	.3							24			
3C. WHERE ARE THEY USED IN YOUR HOUSEHOLD?													
BATHROOM		59189	73.1	6968	8.6	49315	60.9	2906	3.6	6730			
KITCHEN		54355	67.1	2352	2.9	44354	54.8	7649	9.4	6220			
OTHER		19280	23.8	739	.9	11779	14.5	6763	8.4	2188			
DO NOT KNOW		7994	9.9							986			
3D. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?													
AJAX ALL PURPOSE CLEANER		11979	14.8	1435	1.8	9040	11.2	1504	1.9	1427			
AJAX SPRAY		1975	2.4	282	.3	1352	1.7	342	.4	232			
ARM & HAMMER		3457	4.3	112	.1	2480	3.1	865	1.1	432			
BAR KEEPERS FRIEND		1611	2.0	57	.1	1041	1.3	513	.6	212			
BIG MALLY		1163	1.4	27	*	721	.9	415	.5	123			
BORAXO KITCHEN & BATHROOM CLEANER		1004	1.2	41	.1	856	1.1	108	.1	138			
COMET LIQUID		6730	8.3	425	.5	4820	6.0	1484	1.8	778			
DOW BATHROOM CLEANER		12212	15.1	955	1.2	8853	10.9	2404	3.0	1365			
EASY OFF MILDEN REMOVER		3590	4.4	29	*	2260	2.8	1301	1.6	380			
FANTASTIK BATHROOM CLEANER		4304	5.3	141	.2	3144	3.9	1020	1.3	508			
FANTASTIK		20332	25.1	1304	1.6	14993	18.5	4035	5.0	2293			
FORMULA 409		15610	19.3	1069	1.3	10419	12.9	4121	5.1	1715			
GREASE RELIEF		4251	5.2	90	.1	2554	3.2	1607	2.0	485			
HANDY ANDY		536	.7	11	*	314	.4	211	.3	66			
JANITOR-IN-A-DRUM		2164	2.7	39	*	1413	1.7	712	.9	251			
JUBILEE (JOHNSON'S)		2307	2.8	54	.1	1443	1.8	810	1.0	267			
KITCHEN SHINE		1007	1.2	18	*	641	.8	348	.4	106			
KLEAN'N SHINE		3340	4.1	46	.1	2311	2.9	983	1.2	407			
LESTOIL		5106	6.3	324	.4	3234	4.0	1547	1.9	636			
LYSOL BASIN, TUB & TILE CLEANER		12095	14.9	473	.6	8433	10.4	3189	3.9	1380			
LYSOL DEODORIZING CLEANER (LIQUID)		8264	10.2	584	.7	5776	7.1	1904	2.4	923			
LYSOL DISINFECTANT (LIQUID)		10104	12.5	380	.5	7370	9.1	2354	2.9	1178			
LYSOL DISINFECTANT SPRAY CLEANER		9468	11.7	374	.5	6879	8.5	2215	2.7	1099			
LYSOL PINE ACTION		5352	6.6	238	.3	3545	4.4	1569	1.9	617			
MILDEN'S GONE		802	1.0			591	.7	212	.3	94			
MR. CLEAN		11872	14.7	477	.6	8212	10.1	3183	3.9	1359			
MURPHY'S OIL SOAP		6886	8.5	154	.2	4317	5.3	2416	3.0	828			
PARSONS AMMONIA		6240	7.7	93	.1	3888	4.8	2258	2.8	734			
PINE-SOL		19994	24.7	1321	1.6	14049	17.3	4624	5.7	2159			
PUREX MILDEN REMOVER		982	1.2	29	*	564	.7	389	.5	119			
REAL PINE		1922	2.4	66	.1	1297	1.6	559	.7	216			
SOFT SCRUB		13532	16.7	594	.7	9267	11.4	3671	4.5	1530			
SOILAX		1193	1.5	24	*	731	.9	438	.5	143			
SPIC & SPAN		20018	24.7	693	.9	13559	16.7	5767	7.1	2331			
TEXIZE PINE POWDER		2085	2.6	83	.1	1379	1.7	622	.8	214			
TILEX MILDEN STAIN REMOVER		5782	7.1	55	.1	3562	4.4	2165	2.7	604			
TOP JOB		10859	13.4	613	.8	7455	9.2	2792	3.4	1220			
X-14		2399	3.0	94	.1	1512	1.9	792	1.0	229			
OTHER BRANDS		8586	10.6	1341	1.7	5428	6.7	1817	2.2	982			
DO NOT KNOW		995	1.2							106			

HOUSEHOLD CLEANERS (INCLUDING
BATHROOM & KITCHEN CLEANERS) (CONTINUED)

BASE = FEMALE HOMEMAKERS (80986)

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		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
3E. ABOUT HOW MANY PACKAGES OR CONTAINERS OF HOUSEHOLD CLEANER WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
SIX OR MORE	H	2937	3.6	315
FIVE	H	1359	1.7	153
FOUR	H	3158	3.9	331
THREE	H	6489	8.0	692
TWO	M	17577	21.7	1965
ONE	M	19108	23.6	2175
LESS THAN ONE	L	19497	24.1	2453
NONE	L	706	.9	111

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAERS	80986	70831	100.0	87.5	100	13943	100.0	17.2	100	36685	100.0	45.3	100	20203	100.0	24.9	100
18 - 24	9282	7747	10.9	83.5	95	1711	12.3	18.4	107	3920	10.7	42.2	93	2116	10.5	22.8	91
25 - 34	19072	17011	24.0	89.2	102	3558	25.5	18.7	108	8606	23.5	45.1	100	4848	24.0	25.4	102
35 - 44	14591	12872	18.2	88.2	101	2616	18.8	17.9	104	7173	19.6	49.2	109	3083	15.3	21.1	85
45 - 54	11345	10092	14.2	89.0	102	2019	14.5	17.8	103	5388	14.7	47.5	105	2685	13.3	23.7	95
55 - 64	11635	10335	14.6	88.8	102	1973	14.2	17.0	98	5201	14.2	44.7	99	3162	15.7	27.2	101
65 OR OLDER	15061	12774	18.0	84.8	97	2067	14.8	13.7	80	6398	17.4	42.5	94	4309	21.3	28.6	111
18 - 34	28354	24758	35.0	87.3	100	5269	37.8	18.6	108	12525	34.1	44.2	98	6963	34.5	24.6	98
18 - 49	48339	42535	60.1	88.0	101	8988	64.5	18.6	108	22275	60.7	46.1	102	11272	55.8	23.3	93
25 - 54	45008	39975	56.4	88.8	102	8192	58.8	18.2	106	21166	57.7	47.0	104	10616	52.5	23.6	95
35 - 49	19985	17778	25.1	89.0	102	3719	26.7	18.6	108	9750	26.6	48.8	108	4309	21.3	21.6	86
50 OR OLDER	32647	28296	39.9	86.7	99	4955	35.5	15.2	88	14410	39.3	44.1	97	8931	44.2	27.4	110
GRADUATED COLLEGE	11155	9821	13.9	88.0	101	1549	11.1	13.9	81	4793	13.1	43.0	95	3479	17.2	31.2	125
ATTENDED COLLEGE	13682	12418	17.5	90.8	104	2046	14.7	15.0	87	6398	17.4	46.8	103	3974	19.7	29.0	116
GRADUATED HIGH SCHOOL	33880	30114	42.5	88.9	102	6329	45.4	18.7	109	15961	43.5	47.1	104	7823	38.7	23.1	93
DID NOT GRADUATE HIGH SCHOOL	22270	18478	26.1	83.0	95	4019	28.8	18.0	105	9532	26.0	42.8	94	4927	24.4	22.1	89
EMPLOYED	40306	35861	50.6	89.0	102	6904	49.5	17.1	99	18575	50.6	46.1	102	10382	51.4	25.8	103
EMPLOYED FULL-TIME	32850	29142	41.1	88.7	101	5681	40.7	17.3	100	15234	41.5	46.4	102	8227	40.7	25.0	100
EMPLOYED PART-TIME	7456	6719	9.5	90.1	103	1223	8.8	16.4	95	3342	9.1	44.8	99	2155	10.7	28.9	116
NOT EMPLOYED	40680	34970	49.4	86.0	98	7039	50.5	17.3	101	18110	49.4	44.5	98	9821	48.6	24.1	97
PROFESSIONAL/MANAGER	10392	9351	13.2	90.0	103	1440	10.3	13.9	80	4640	12.6	44.6	99	3270	16.2	31.5	126
TECH/CLERICAL/SALES	17574	15742	22.2	89.6	102	3071	22.0	17.5	101	8210	22.4	46.7	103	4461	22.1	25.4	102
PRECISION/CRAFT	985	905	1.3	91.9	105	**146	1.0	14.8	86	*532	1.5	54.0	119	*228	1.1	23.1	93
OTHER EMPLOYED	11354	9863	13.9	86.9	99	2246	16.1	19.8	115	5194	14.2	45.7	101	2422	12.0	21.3	86
SINGLE	9863	8293	11.7	84.1	96	1556	11.2	15.8	92	3823	10.4	38.8	86	2913	14.4	29.5	118
MARRIED	51375	45822	64.7	89.2	102	9395	67.4	18.3	106	24490	66.8	47.7	105	11937	59.1	23.2	93
DIVORCED/SEPARATED/WIDOWED	19748	16717	23.6	84.7	97	2992	21.5	15.2	88	8372	22.8	42.4	94	5353	26.5	27.1	109
PARENTS	32590	28663	40.5	88.0	101	6957	49.9	21.3	124	15333	41.8	47.0	104	6373	31.5	19.6	78
WHITE	70416	62581	88.4	88.9	102	11573	83.0	16.4	95	32686	89.1	46.4	102	18321	90.7	26.0	104
BLACK	8778	6884	9.7	78.4	90	2048	14.7	23.3	136	3331	9.1	37.9	84	*506	7.5	17.2	69
OTHER	1791	1366	1.9	76.3	87	**322	2.3	18.0	104	*668	1.8	37.3	82	**376	1.9	21.0	84
NORTHEAST-CENSUS	17786	16054	22.7	90.3	103	4200	30.1	23.6	137	8299	22.6	46.7	103	3554	17.6	20.0	80
NORTH CENTRAL	20741	18548	26.2	89.4	102	2776	19.9	13.4	78	9551	26.0	46.0	102	6221	30.8	30.0	120
SOUTH	27775	23489	33.2	84.6	97	5080	36.4	18.3	106	12565	34.3	45.2	100	5844	28.9	21.0	84
WEST	14683	12740	18.0	86.8	99	1887	13.5	12.9	75	6270	17.1	42.7	94	4584	22.7	31.2	125
NORTHEAST-MKTG.	17961	16007	22.6	89.1	102	4205	30.2	23.4	136	8376	22.8	46.6	103	3426	17.0	19.1	76
EAST CENTRAL	11885	10734	15.2	90.3	103	1943	13.9	16.3	95	5632	15.4	47.4	105	3159	15.6	26.6	107
WEST CENTRAL	14090	12546	17.7	89.0	102	1630	11.7	11.6	67	6438	17.5	45.7	101	4478	22.2	31.8	127
SOUTH	24081	20353	28.7	84.5	97	4424	31.7	18.4	107	10789	29.4	44.8	99	5140	25.4	21.3	86
PACIFIC	12969	11192	15.8	86.3	99	1741	12.5	13.4	78	5451	14.9	42.0	93	4000	19.8	30.8	124
COUNTY SIZE A	32439	27936	39.4	86.1	98	5690	40.8	17.5	102	14618	39.8	45.1	99	7627	37.8	23.5	94
COUNTY SIZE B	24915	22231	31.4	89.2	102	4587	32.9	18.4	107	11479	31.3	46.1	102	6164	30.5	24.7	99
COUNTY SIZE C	12930	11539	16.3	89.2	102	2284	16.4	17.7	103	5714	15.6	44.2	98	3542	17.5	27.4	110
COUNTY SIZE D	10703	9125	12.9	85.3	97	1381	9.9	12.9	75	4874	13.3	45.5	101	2870	14.2	26.8	107
METRO CENTRAL CITY	24518	20804	29.4	84.9	97	4286	30.7	17.5	102	10560	28.8	43.1	95	5959	29.5	24.3	97
METRO SUBURBAN	35919	32163	45.4	89.5	102	6398	45.9	17.8	103	16765	45.7	46.7	103	9001	44.6	25.1	100
NON METRO	20549	17863	25.2	86.9	99	3259	23.4	15.9	92	9361	25.5	45.6	101	5243	26.0	25.5	102
TOP 5 ADI'S	18341	15866	22.4	86.9	99	3545	25.4	19.3	112	8195	22.3	44.7	99	4125	20.4	22.5	90
TOP 10 ADI'S	25378	21652	30.6	85.3	98	4662	33.4	18.4	107	11121	30.3	43.8	97	5869	29.1	23.1	93
TOP 20 ADI'S	36488	31523	44.5	86.4	99	6258	44.9	17.2	100	16479	44.9	45.2	100	8786	43.5	24.1	97
HSGLD INC. \$50,000 OR MORE	6612	6131	8.7	92.7	106	1005	7.2	15.2	88	3252	8.9	49.2	109	1874	9.3	28.3	114
\$40,000 OR MORE	12659	11585	16.4	91.5	105	2132	15.3	16.8	98	6039	16.5	47.7	105	3414	16.9	27.0	108
\$30,000 OR MORE	24698	22267	31.4	90.2	103	4363	31.3	17.7	103	11888	32.4	48.1	106	6016	29.8	24.4	98
\$25,000 OR MORE	32077	28941	40.9	90.2	103	5851	42.0	18.2	106	14983	40.8	46.7	103	8107	40.1	25.3	101
\$20,000 - \$24,999	9144	7996	11.3	87.4	100	1393	10.0	15.2	88	4384	12.0	47.9	106	2219	11.0	24.3	97
\$15,000 - \$19,999	8728	7618	10.8	87.3	100	1372	9.8	15.7	91	4130	11.3	47.3	104	2116	10.5	24.2	97
\$10,000 - \$14,999	12562	10904	15.4	86.8	99	2369	17.0	18.9	110	5825	15.9	46.4	102	2711	13.4	21.6	87
UNDER \$10,000	18475	15371	21.7	83.2	95	2958	21.2	16.0	93	7363	20.1	39.9	88	5050	25.0	27.3	110
HOUSEHOLD OF 1 PERSON	11987	10172	14.4	84.9	97	1189	8.5	9.9	58	4499	12.3	37.5	83	4484	22.2	37.4	150
2 PEOPLE	26577	23593	33.3	88.8	101	3536	25.4	13.3	77	12512	34.1	47.1	104	7545	37.3	28.4	114
3 OR 4 PEOPLE	30617	26905	38.0	87.9	100	6223	44.6	20.3	118	14196	38.7	46.4	102	6486	32.1	21.2	85
5 OR MORE PEOPLE	11804	10161	14.3	86.1	98	2995	21.5	25.4	147	5478	14.9	46.4	102	1688	8.4	14.3	57
NO CHILD IN HSHLD	46165	40260	56.8	87.2	100	6559	47.0	14.2	83	20270	55.3	43.9	97	13432	66.5	29.1	117
CHILD(REN) UNDER 2 YRS	5325	4647	6.6	87.3	100	967	6.9	18.2	105	2549	6.9	47.9	106	1131	5.6	21.2	85
2 - 5 YEARS	14221	12568	17.7	88.4	101	3242	23.3	22.8	132	6474	17.6	45.5	100	2851	14.1	20.0	80
6 - 11 YEARS	15117	13317	18.8	88.1	101	3547	25.4	23.5	136	7148	19.5	47.3	104	2622	13.0	17.3	70
12 - 17 YEARS	16611	14366	20.3	86.5	99	3688	26.5	22.2	129	7681	20.9	46.2	102	2997	14.8	18.0	72
RESIDENCE OWNED	55884	49839	70.4	89.2	102	9397	67.4	16.8	98	26605	72.5	47.6	105	13837	68.5	24.8	99
VALUE: \$50,000 OR MORE	31744	28646	40.4	90.2	103	5212	37.4	16.4	95	15108	41.2	47.6	105	8326	41.2	26.2	105
VALUE: UNDER \$50,000	24140	21193	29.9	87.8	100	4185	30.0	17.3	101	11496	31.3	47.6	105	5512	27.3	22.8	92

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	70831	100.0	87.5	100	13943	100.0	17.2	100	36685	100.0	45.3	100	20203	100.0	24.9	100
MAGAZINES	QUINTILE 1	15799	14273	20.2	90.3	103	3101	22.2	19.6	114	7428	20.2	47.0	104	3744	18.5	23.7	95
	QUINTILE 2	17259	15484	21.9	89.7	103	3098	22.2	18.0	104	8086	22.0	46.9	103	4301	21.3	24.9	100
	QUINTILE 3	13545	12023	17.0	88.8	101	2360	16.9	17.4	101	6248	17.0	46.1	102	3416	16.9	25.2	101
	QUINTILE 4	15133	13141	18.6	86.8	99	2471	17.7	16.3	95	6533	17.8	43.2	95	4138	20.5	27.3	110
	QUINTILE 5	19250	15909	22.5	82.6	94	2914	20.9	15.1	88	8390	22.9	43.6	96	4606	22.8	23.9	96
NEWSPAPERS	QUINTILE 1	12413	11140	15.7	89.7	103	2250	16.1	18.1	105	5955	16.2	48.0	106	2935	14.5	23.6	95
	QUINTILE 2	24116	21316	30.1	88.4	101	4300	30.8	17.8	104	11091	30.2	46.0	102	5924	29.3	24.6	98
	QUINTILE 3	11261	10041	14.2	89.2	102	2076	14.9	18.4	107	5360	14.6	47.6	105	2605	12.9	23.1	93
	QUINTILE 4	20255	17899	25.3	88.4	101	3350	24.0	16.5	96	8764	23.9	43.3	96	5785	28.6	28.6	114
	QUINTILE 5	12940	10435	14.7	80.6	92	1966	14.1	15.2	88	5515	15.0	42.6	94	2954	14.6	22.8	92
OUTDOOR	QUINTILE 1	14852	13148	18.6	88.5	101	2478	17.8	16.7	97	6957	19.0	46.8	103	3714	18.4	25.0	100
	QUINTILE 2	15725	13814	19.5	87.8	100	2617	18.8	16.6	97	7340	20.0	46.7	103	3857	19.1	24.5	98
	QUINTILE 3	16330	14504	20.5	88.8	102	2915	20.9	17.9	104	7399	20.2	45.3	100	4191	20.7	25.7	103
	QUINTILE 4	16744	14643	20.7	87.5	100	3145	22.6	18.8	109	7143	19.5	42.7	94	4356	21.6	26.0	104
	QUINTILE 5	17334	14721	20.8	84.9	97	2789	20.0	16.1	93	7846	21.4	45.3	100	4086	20.2	23.6	94
RADIO-DRIVE TIME	QUINTILE 1	15911	14095	19.9	88.6	101	3055	21.9	19.2	112	6987	19.0	43.9	97	4053	20.1	25.5	102
	QUINTILE 2	14837	13332	18.8	89.9	103	2585	18.5	17.4	101	7177	19.6	48.4	107	3570	17.7	24.1	96
	QUINTILE 3	15339	13282	18.8	86.6	99	2530	18.1	16.5	96	6852	18.7	44.7	99	3900	19.3	25.4	102
	QUINTILE 4	16723	14508	20.5	86.8	99	2836	20.3	17.0	99	7322	20.0	43.8	97	4351	21.5	26.0	104
	QUINTILE 5	18176	15614	22.0	85.9	98	2936	21.1	16.2	94	8348	22.8	45.9	101	4330	21.4	23.8	95
RADIO-MID- DAY	TERCILE 1	21020	18617	26.3	88.6	101	3902	28.0	18.6	108	9344	25.5	44.5	98	5371	26.6	25.6	102
	TERCILE 2	21610	19226	27.1	89.0	102	4151	29.8	19.2	112	9895	27.0	45.8	101	5180	25.6	24.0	96
	TERCILE 3	38355	32988	46.6	86.0	98	5890	42.2	15.4	89	17446	47.6	45.5	100	9652	47.8	25.2	101
RADIO-TOTAL	QUINTILE 1	15988	14284	20.2	89.3	102	3114	22.3	19.5	113	7224	19.7	45.2	100	3946	19.5	24.7	99
	QUINTILE 2	15626	13597	19.2	87.0	99	2823	20.2	18.1	105	6934	18.9	44.4	98	3839	19.0	24.6	98
	QUINTILE 3	16723	14905	21.0	89.1	102	2894	20.8	17.3	101	7751	21.1	46.3	102	4259	21.1	25.5	102
	QUINTILE 4	16342	14228	20.1	87.1	100	2631	18.9	16.1	94	7199	19.6	44.1	97	4398	21.8	26.9	108
	QUINTILE 5	16306	13818	19.5	84.7	97	2480	17.8	15.2	88	7577	20.7	46.5	103	3761	18.6	23.1	92
TV-PRIME TIME	QUINTILE 1	15953	14061	19.9	88.1	101	2775	19.9	17.4	101	7493	20.4	47.0	104	3793	18.8	23.8	95
	QUINTILE 2	16137	14271	20.1	88.4	101	3227	23.1	20.0	116	7273	19.8	45.1	99	3772	18.7	23.4	94
	QUINTILE 3	16420	14454	20.4	88.0	101	2667	19.1	16.2	94	7472	20.4	45.5	100	4316	21.4	26.3	105
	QUINTILE 4	16687	14431	20.4	86.5	99	2796	20.1	16.8	97	7576	20.7	45.4	100	4058	20.1	24.3	97
	QUINTILE 5	15789	13614	19.2	86.2	99	2479	17.8	15.7	91	6871	18.7	43.5	96	4265	21.1	27.0	108
TV-DAYTIME	TERCILE 1	27736	24196	34.2	87.2	100	5002	35.9	18.0	105	12939	35.3	46.7	103	6256	31.0	22.6	90
	TERCILE 2	26489	23240	32.8	87.7	100	4748	34.1	17.9	104	11632	31.7	43.9	97	6861	34.0	25.9	104
	TERCILE 3	26761	23394	33.0	87.4	100	4194	30.1	15.7	91	12114	33.0	45.3	100	7087	35.1	26.5	106
TV-TOTAL	QUINTILE 1	16345	14144	20.0	86.5	99	3198	22.9	19.6	114	7281	19.8	44.5	98	3665	18.1	22.4	90
	QUINTILE 2	16447	14563	20.6	88.5	101	2911	20.9	17.7	103	7619	20.8	46.3	102	4033	20.0	24.5	98
	QUINTILE 3	15980	14185	20.0	88.8	101	2871	20.6	18.0	104	7416	20.2	46.4	102	3898	19.3	24.4	98
	QUINTILE 4	15887	13853	19.6	87.2	100	2467	17.7	15.5	90	7163	19.5	45.1	100	4223	20.9	26.6	107
	QUINTILE 5	16326	14086	19.9	86.3	99	2496	17.9	15.3	89	7207	19.6	44.1	97	4384	21.7	26.9	108
MAGAZINES-NEWSPAPERS: DUAL		20721	18622	26.3	89.9	103	3980	28.5	19.2	112	9582	26.1	46.2	102	5061	25.1	24.4	98
MAGAZINE IMPERATIVE		19186	17216	24.3	89.7	103	3434	24.6	17.9	104	8945	24.4	46.6	103	4837	23.9	25.2	101
NEWSPAPER IMPERATIVE		21899	19170	27.1	87.5	100	3795	27.2	17.3	101	10223	27.9	46.7	103	5151	25.5	23.5	94
MAGAZINES-OUTDOOR: DUAL		15451	14163	20.0	91.7	105	2880	20.7	18.6	108	7702	21.0	49.8	110	3582	17.7	23.2	93
MAGAZINE IMPERATIVE		25953	22973	32.4	88.5	101	4753	34.1	18.3	106	11621	31.7	44.8	99	6599	32.7	25.4	102
OUTDOOR IMPERATIVE		24400	20859	29.4	85.5	98	3747	26.9	15.4	89	10654	29.0	43.7	96	6458	32.0	26.5	106
MAGAZINES-RADIO: DUAL		18049	16239	22.9	90.0	103	3561	25.5	19.7	115	8390	22.9	46.5	103	4288	21.2	23.8	95
MAGAZINE IMPERATIVE		23571	21106	29.8	89.5	102	4065	29.2	17.2	100	11179	30.5	47.4	105	5862	29.0	24.9	100
RADIO IMPERATIVE		23278	20145	28.4	86.5	99	3941	28.3	16.9	98	10195	27.8	43.8	97	6009	29.7	25.8	103
MAGAZINES-TELEVISION: DUAL		15459	13905	19.6	89.9	103	2903	20.8	18.8	109	7199	19.6	46.6	103	3802	18.8	24.6	99
MAGAZINE IMPERATIVE		25829	23118	32.6	89.5	102	4537	32.5	17.6	102	12098	33.0	46.8	103	6483	32.1	25.1	101
TELEVISION IMPERATIVE		26039	22361	31.6	85.9	98	4555	32.7	17.5	102	11630	31.7	44.7	99	6176	30.6	23.7	95
NEWSPAPERS-OUTDOOR: DUAL		16605	14799	20.9	89.1	102	2726	19.6	16.4	95	8035	21.9	48.4	107	4037	20.0	24.3	97
NEWSPAPER IMPERATIVE		26834	23737	33.5	88.5	101	5081	36.4	18.9	110	12121	33.0	45.2	100	6535	32.3	24.4	98
OUTDOOR IMPERATIVE		23346	20370	28.8	87.3	100	3925	28.2	16.8	98	10536	28.7	45.1	100	5909	29.2	25.3	101
NEWSPAPERS-RADIO: DUAL		17133	15426	21.8	90.0	103	3473	24.9	20.3	118	7928	21.6	46.3	102	4025	19.9	23.5	94
NEWSPAPER IMPERATIVE		25892	22857	32.3	88.3	101	4282	30.7	16.5	96	12288	33.5	47.5	105	6288	31.1	24.3	97
RADIO IMPERATIVE		23167	20225	28.6	87.3	100	3980	28.5	17.2	100	10134	27.6	43.7	97	6111	30.2	26.4	106
NEWSPAPERS-TELEVISION: DUAL		17159	15430	21.8	89.9	103	3286	23.6	19.2	111	8134	22.2	47.4	105	4010	19.8	23.4	94
NEWSPAPER IMPERATIVE		26214	23087	32.6	88.1	101	4421	31.7	16.9	98	12245	33.4	46.7	103	6422	31.8	24.5	98
TELEVISION IMPERATIVE		23412	20127	28.4	86.0	98	4272	30.6	18.2	106	10248	27.9	43.8	97	5607	27.8	23.9	96
OUTDOOR-RADIO: DUAL		15303	13780	19.5	90.0													

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	70831	100.0	87.5	100	13943	100.0	17.2	100	36685	100.0	45.3	100	20203	100.0	24.9	100
ATLANTIC MONTHLY	415	350	0.5	84.3	96	**138	1.0	33.3	193	*134	0.4	32.3	71	**78	0.4	18.8	75
BARRON'S	453	395	0.6	87.2	100	**66	0.5	14.6	85	*188	0.5	41.5	92	**141	0.7	31.1	125
BETTER HOMES & GARDENS	16256	14637	20.7	90.0	103	2775	19.9	17.1	99	7827	21.3	48.1	106	4034	20.0	24.8	99
BON APPETIT	2535	2339	3.3	92.3	105	315	2.3	12.4	72	1316	3.6	51.9	115	707	3.5	27.9	112
BUSINESS WEEK	1278	1113	1.6	87.1	100	*228	1.6	17.8	104	542	1.5	42.4	94	342	1.7	26.8	101
CAR AND DRIVER	378	311	0.4	82.3	94	**53	0.4	14.0	81	*187	0.5	49.5	109	**72	0.4	19.0	76
CBS MAGAZINE NETWORK (GROSS)	1498	1323	1.9	88.3	101	395	2.8	26.4	153	615	1.7	41.1	91	312	1.5	20.8	83
CHANGING TIMES	1505	1324	1.9	88.0	101	*224	1.6	14.9	86	689	1.9	45.8	101	411	2.0	27.3	109
COLONIAL HOMES	1231	1118	1.6	90.8	104	243	1.7	19.7	115	598	1.6	48.6	107	278	1.4	22.6	91
CONDE NAST MAG. PKG. (GROSS)	14146	12490	17.6	88.3	101	2743	19.7	19.4	113	6468	17.6	45.7	101	3279	16.2	23.2	93
CONSUMERS DIGEST	1323	1262	1.8	95.4	109	*269	1.9	20.3	118	659	1.8	49.8	110	334	1.7	25.2	101
COSMOPOLITAN	7102	6445	9.1	90.7	104	1478	10.6	20.8	121	3208	8.7	45.2	100	1759	8.7	24.8	99
COUNTRY LIVING	2481	2263	3.2	91.2	104	428	3.1	17.3	100	1290	3.5	52.0	115	544	2.7	21.9	88
CUISINE	1472	1338	1.9	90.9	104	*239	1.7	16.2	94	662	1.8	45.0	99	437	2.2	29.7	119
CYCLE WORLD	425	393	0.6	92.5	106	**95	0.7	22.4	130	*226	0.6	53.2	117	**73	0.4	17.2	69
DCI:CREATIVE IDEAS FOR LIV	2510	2324	3.3	92.6	106	543	3.9	21.6	126	1274	3.5	50.8	112	507	2.5	20.2	81
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6026	8.5	90.0	103	1212	8.7	18.1	105	3366	9.2	50.3	111	1448	7.2	21.6	87
DISCOVER	894	785	1.1	87.8	100	*163	1.2	18.2	106	358	1.0	40.0	88	264	1.3	29.5	118
EBONY	3507	2785	3.9	79.4	91	872	6.3	24.9	144	1443	3.9	41.1	91	470	2.3	13.4	54
ESQUIRE	1083	882	1.2	81.4	93	*152	1.1	14.0	82	503	1.4	46.4	103	227	1.1	21.0	84
ESSENCE	1830	1527	2.2	83.4	95	385	2.8	21.0	122	882	2.4	48.2	106	260	1.3	14.2	57
FAMILY CIRCLE	15930	14345	20.3	90.1	103	2739	19.6	17.2	100	7677	20.9	48.2	106	3929	19.4	24.7	99
THE FAMILY HANDYMAN	1126	1010	1.4	89.7	103	261	1.9	23.2	135	511	1.4	45.4	100	*238	1.2	21.1	85
FAMILY WEEKLY	11468	10407	14.7	90.7	104	2123	15.2	18.5	108	5337	14.5	46.5	103	2947	14.6	25.7	103
FIELD & STREAM	2234	1953	2.8	87.4	100	469	3.4	21.0	122	1016	2.8	45.5	100	468	2.3	20.9	84
FOOD & WINE	579	507	0.7	87.6	100	*110	0.8	19.0	110	245	0.7	42.3	93	*153	0.8	26.4	106
FORBES	728	668	0.9	91.8	105	**105	0.8	14.4	84	341	0.9	46.8	103	*222	1.1	30.5	122
FORTUNE	906	846	1.2	93.4	107	*160	1.1	17.7	103	397	1.1	43.8	97	*289	1.4	31.9	128
GENTLEMEN'S QUARTERLY	791	615	0.9	77.7	89	*144	1.0	18.2	106	329	0.9	41.6	92	*142	0.7	18.0	72
GLAMOUR	5265	4617	6.5	87.7	100	986	7.1	18.7	109	2525	6.9	48.0	106	1106	5.5	21.0	84
GOLF DIGEST	636	610	0.9	95.9	110	**86	0.6	13.5	79	371	1.0	58.3	129	*153	0.8	24.1	96
GOLF DIGEST/TENNIS (GROSS)	1186	1106	1.6	93.3	107	*154	1.1	13.0	75	663	1.8	55.9	123	289	1.4	24.4	98
GOLF MAGAZINE	441	419	0.6	95.0	109	**44	0.3	10.0	58	*259	0.7	58.7	130	**116	0.6	26.3	105
GOLF MAGAZINE/SKI (GROSS)	922	850	1.2	92.2	105	*87	0.6	9.4	55	518	1.4	56.2	124	*246	1.2	26.7	107
GOOD HOUSEKEEPING	16487	15115	21.3	91.7	105	2896	20.8	17.6	102	7892	21.5	47.9	106	4327	21.4	26.2	105
HARPER'S BAZAAR	2423	2170	3.1	89.6	102	429	3.1	17.7	103	1108	3.0	45.7	101	633	3.1	26.1	105
HEALTH	1994	1847	2.6	92.6	106	430	3.1	21.6	125	914	2.5	45.8	101	503	2.5	25.2	101
HEARST MAG CORP. BUY (GROSS)	44101	39894	56.3	90.5	103	8272	59.3	18.8	109	20851	56.8	47.3	104	10772	53.3	24.4	98
HEARST MAN POWER (GROSS)	1993	1794	2.5	90.0	103	414	3.0	20.8	121	983	2.7	49.3	109	397	2.0	19.9	80
HEARST WOMAN POWER (GROSS)	31274	28444	40.2	91.0	104	5956	42.7	19.0	111	14680	40.0	46.9	104	7808	38.6	25.0	100
HOUSE BEAUTIFUL	3623	3169	4.5	87.5	100	681	4.9	18.8	109	1636	4.5	45.2	100	853	4.2	23.5	94
INC.	283	275	0.4	97.2	111	**93	0.7	32.9	191	**83	0.2	29.3	65	**99	0.5	35.0	140
JET	2928	2327	3.3	79.5	91	733	5.3	25.0	145	1213	3.3	41.4	91	381	1.9	13.0	52
LADIES' HOME JOURNAL	11918	10886	15.4	91.3	104	2310	16.6	19.4	113	5640	15.4	47.3	104	2937	14.5	24.6	99
LHJ FAMILY GRP COMBO(GROSS)	16764	15346	21.7	91.5	105	3302	23.7	19.7	114	7848	21.4	46.8	103	4196	20.8	25.0	100
LIFE	4254	3616	5.1	85.0	97	798	5.7	18.8	109	1930	5.3	45.4	100	889	4.4	20.9	84
L.A. TIMES HOME MAGAZINE	1145	973	1.4	85.0	97	*162	1.2	14.1	82	350	1.0	30.6	67	461	2.3	40.3	161
MADEMOISELLE	2884	2570	3.6	89.1	102	573	4.1	19.9	115	1211	3.3	42.0	93	786	3.9	27.3	109
MC CALL'S	13460	12132	17.1	90.1	103	2215	15.9	16.5	96	6612	18.0	49.1	108	3306	16.4	24.6	98
MC CALL'S/MRK MOTHER (GROSS)	14606	13137	18.5	89.9	103	2448	17.6	16.8	97	7178	19.6	49.1	108	3511	17.4	24.0	96
MECHANIX ILLUSTRATED	772	728	1.0	94.3	108	*140	1.0	18.1	105	436	1.2	56.5	125	*153	0.8	19.8	75
METROPOLITAN HOME	967	896	1.3	92.7	106	*166	1.2	17.2	100	452	1.2	46.7	103	277	1.4	28.6	115
MONEY	1588	1439	2.0	90.6	104	*318	2.3	20.0	116	708	1.9	44.6	98	413	2.0	26.0	104
MOTHER EARTH NEWS	1002	881	1.2	87.9	101	**107	0.8	10.7	62	533	1.5	53.2	117	241	1.2	24.1	96
MS.	825	722	1.0	87.5	100	*166	1.2	20.1	117	331	0.9	40.1	89	226	1.1	27.4	110
NATIONAL ENQUIRER	10336	9221	13.0	89.2	102	2246	16.1	21.7	126	5116	13.9	49.5	109	1858	9.2	18.0	72
NATIONAL GEOGRAPHIC	9597	8522	12.0	88.8	102	1460	10.5	15.2	88	4137	11.3	43.1	95	2925	14.5	30.5	122
NATIONAL SUNDAY MAGAZINE PKG	49558	44112	62.3	89.0	102	8899	63.8	18.0	104	22990	62.7	46.4	102	12223	60.5	24.7	99
NATURAL HISTORY	573	478	0.7	83.4	95	*662	0.4	10.8	63	*220	0.6	38.4	85	*196	1.0	34.2	137
NEW WOMAN	1699	1450	2.0	85.3	98	272	2.0	16.0	93	701	1.9	41.3	91	476	2.4	28.0	112
NEW YORK INCLUDING CUE	443	374	0.5	84.4	97	**86	0.6	19.4	113	*177	0.5	40.0	88	*111	0.5	25.1	106
THE NEW YORKER	1270	1150	1.6	90.6	104	225	1.6	17.7	103	526	1.4	41.4	91	399	2.0	31.4	120
NEWSWEEK	6277	5637	8.0	89.8	103	1080	7.7	17.2	100	2940	8.0	46.8	103	1616	8.0	25.7	103
THE N.Y. TIMES DAILY EDITION	1205	1094	1.5	90.8	104	262	1.9	21.7	126	605	1.6	50.2	111	226	1.1	18.8	75
THE N.Y. TIMES MAGAZINE	2081	1831	2.6	88.0	101	340	2.4	16.3	95	985	2.7	47.3	104	506	2.5	24.3	97
OMNI	788	733	1.0	93.0	106	*170	1.2	21.6	125	348	0.9	44.2	97	*215	1.1	27.3	105
ON CABLE	1158	982	1.4	84.8	97	*248	1.8	21.4	124	554	1.5	47.8	106	*180	0.9	15.5	63
1001 HOME IDEAS	2852	2612	3.7	91.6	105	562	4.0	19.7	114	1294	3.5	45.4	100	756	3.7	26.5	100
ORGANIC GARDENING	1658	1528	2.2	92.2	105	340	2.4	20.5	119	695	1.9	41.9	93	492	2.4	29.7	111
OUTDOOR LIFE	896	826	1.2	92.2	105	*197	1.4	22.0	128	452	1.2	50.4	111	*176	0.9	19.6	77
PARADE MAGAZINE	24275	21612	30.5	89.0	102	4740	34.0	19.5	113	11473	31.3	47.3	104	5400	26.7	22.2	89

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	70831	100.0	87.5	100	13943	100.0	17.2	100	36685	100.0	45.3	100	20203	100.0	24.9	100
PARENTS	3845	3371	4.8	87.7	100	807	5.8	21.0	122	1793	4.9	46.6	103	771	3.8	20.1	80
PENTHOUSE	831	747	1.1	89.9	103	**117	0.8	14.1	82	421	1.1	50.7	112	*209	1.0	25.2	101
PEOPLE	11645	10439	14.7	89.6	102	2168	15.5	18.6	108	5558	15.2	47.7	105	2714	13.4	23.3	93
PLAYBOY	2006	1756	2.5	87.5	100	338	2.4	16.8	98	1015	2.8	50.6	112	403	2.0	20.1	81
POPULAR HOT RODDING	297	285	0.4	96.0	110	**46	0.3	15.5	90	*187	0.5	63.0	139	**52	0.3	17.5	70
POPULAR MECHANICS	1018	949	1.3	93.2	107	*232	1.7	22.8	132	524	1.4	51.5	114	*194	1.0	19.1	76
POPULAR SCIENCE	878	753	1.1	85.8	98	*118	0.8	13.4	78	428	1.2	48.7	108	*208	1.0	23.7	95
PREVENTION	3913	3577	5.1	91.4	105	699	5.0	17.9	104	1755	4.8	44.9	99	1123	5.6	28.7	115
PSYCHOLOGY TODAY	1710	1582	2.2	92.5	106	339	2.4	19.8	115	820	2.2	48.0	106	424	2.1	24.8	99
READER'S DIGEST	22204	20050	28.3	90.3	103	3840	27.5	17.3	100	10093	27.5	45.5	100	6117	30.3	27.5	110
REDBOOK	7684	6884	9.7	89.6	102	1582	11.3	20.6	120	3580	9.8	46.6	103	1722	8.5	22.4	90
ROAD & TRACK	410	353	0.5	86.1	98	**95	0.7	23.2	135	*168	0.5	41.0	90	**89	0.4	21.7	87
ROLLING STONE	969	858	1.2	88.5	101	*206	1.5	21.3	123	471	1.3	48.6	107	181	0.9	18.7	75
RUNNER'S WORLD	298	297	0.4	99.7	114	**57	0.4	19.1	111	**98	0.3	32.9	73	**141	0.7	47.3	190
SATURDAY EVENING POST	1169	995	1.4	85.1	97	*202	1.4	17.3	100	520	1.4	44.5	98	273	1.4	23.4	94
SCIENCE 84	587	505	0.7	86.0	98	**137	1.0	23.3	136	*166	0.5	28.3	62	*202	1.0	34.4	138
SCIENCE DIGEST	482	423	0.6	87.8	100	**104	0.7	21.6	125	*167	0.5	34.6	76	*152	0.8	31.5	126
SCIENTIFIC AMERICAN	594	561	0.8	94.4	108	**108	0.8	18.2	106	*219	0.6	36.9	81	*235	1.2	39.6	159
SELF	2089	1879	2.7	89.9	103	366	2.6	17.5	102	1017	2.8	48.7	107	496	2.5	23.7	95
SEVENTEEN	2411	2171	3.1	90.0	103	448	3.2	18.6	108	1181	3.2	49.0	108	541	2.7	22.4	90
SKI	480	432	0.6	90.0	103	**43	0.3	9.0	52	*259	0.7	54.0	119	*130	0.6	27.1	109
SMITHSONIAN	2760	2489	3.5	90.2	103	436	3.1	15.8	92	1096	3.0	39.7	88	958	4.7	34.7	139
SOAP OPERA DIGEST	3013	2785	3.9	92.4	106	792	5.7	26.3	153	1416	3.9	47.0	104	578	2.9	19.2	77
SOUTHERN LIVING	4184	3702	5.2	88.5	101	669	4.8	16.0	93	2092	5.7	50.0	110	941	4.7	22.5	90
SPORT	559	494	0.7	88.4	101	**109	0.8	19.5	113	*232	0.6	41.5	92	*153	0.8	27.4	110
THE SPORTING NEWS	436	383	0.5	87.8	100	**156	1.1	35.8	208	*155	0.4	35.6	78	**73	0.4	16.7	67
SPORTS AFIELD	493	423	0.6	85.8	98	**79	0.6	16.0	93	293	0.8	59.4	131	**51	0.3	10.3	41
SPORTS ILLUSTRATED	2758	2479	3.5	89.9	103	544	3.9	19.7	115	1433	3.9	52.0	115	502	2.5	18.2	73
STAR	7456	6759	9.5	90.7	104	1433	10.3	19.2	112	3907	10.7	52.4	116	1419	7.0	19.0	76
SUNDAY	24936	22070	31.2	88.5	101	4337	31.1	17.4	101	11668	31.8	46.8	103	6065	30.0	24.3	97
SUNSET	2124	1934	2.7	91.1	104	*266	1.9	12.5	73	908	2.5	42.7	94	760	3.8	35.8	143
TV GUIDE	21661	19031	26.9	87.9	100	4323	31.0	20.0	116	9956	27.1	46.0	101	4752	23.5	21.9	88
TENNIS	550	495	0.7	90.0	103	**68	0.5	12.4	72	*292	0.8	53.1	117	*136	0.7	24.7	99
TIME	8880	7824	11.0	88.1	101	1896	13.6	21.4	124	3907	10.7	44.0	97	2021	10.0	22.8	91
TOWN & COUNTRY	917	802	1.1	87.5	100	*93	0.7	10.1	59	460	1.3	50.2	111	248	1.2	27.0	108
TRAVEL & LEISURE	972	892	1.3	91.8	105	*228	1.6	23.5	136	411	1.1	42.3	93	252	1.2	25.9	104
TRUE STORY	1356	2986	4.2	89.0	102	853	6.1	25.4	148	1646	4.5	49.0	108	487	2.4	14.5	58
U.S. NEWS & WORLD REPORT	3410	2932	4.1	86.0	98	575	4.1	16.9	98	1484	4.0	43.5	96	873	4.3	25.6	103
USA TODAY	1759	1628	2.3	92.6	106	433	3.1	24.6	143	747	2.0	42.5	94	447	2.2	25.4	102
US	1873	1722	2.4	91.9	105	349	2.5	18.6	108	877	2.4	46.8	103	495	2.5	26.4	106
VOGUE	3909	3424	4.8	87.6	100	818	5.9	20.9	122	1715	4.7	43.9	97	891	4.4	22.8	91
WALL STREET JOURNAL	1886	1701	2.4	90.2	103	323	2.3	17.1	99	845	2.3	44.8	99	533	2.6	28.3	113
WEIGHT WATCHERS	2120	1882	2.7	88.8	102	296	2.1	14.0	81	1061	2.9	50.0	110	525	2.6	24.8	99
WOMAN'S DAY	14172	12845	18.1	90.6	104	2835	20.3	20.0	116	6357	17.3	44.9	99	3654	18.1	25.8	103
WORKING MOTHER	1146	1005	1.4	87.7	100	*233	1.7	20.3	118	566	1.5	49.4	109	*206	1.0	18.0	72
WORKING WOMAN	1322	1174	1.7	88.8	102	329	2.4	24.9	145	461	1.3	34.9	77	385	1.9	29.1	117
WORLD TENNIS	*163	*129	0.2	79.1	90	**41	0.3	25.2	146	**68	0.2	41.7	92	**20	0.1	12.3	49
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2254	3.2	89.0	102	507	3.6	20.0	116	1210	3.3	47.8	105	537	2.7	21.2	85
BLAIR INSERTS	43657	38813	54.8	88.9	102	7693	55.2	17.6	102	20346	55.5	46.6	103	10774	53.3	24.7	99
DAILY NEWSPAPERS																	
READ ANY	51633	45770	64.6	88.6	101	9061	65.0	17.5	102	23954	65.3	46.4	102	12756	63.1	24.7	99
READ ONE	43463	38437	54.3	88.4	101	7695	55.2	17.7	103	20073	54.7	46.2	102	10670	52.8	24.5	98
READ TWO OR MORE	8170	7333	10.4	89.8	103	1366	9.8	16.7	97	3881	10.6	47.5	105	2086	10.3	25.5	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	46919	66.2	89.1	102	9415	67.5	17.9	104	24461	66.7	46.4	103	13043	64.6	24.8	99
READ ONE	46126	40995	57.9	88.9	102	8225	59.0	17.8	104	21251	57.9	46.1	102	11519	57.0	25.0	100
READ TWO OR MORE	6552	5924	8.4	90.4	103	1190	8.5	18.2	105	3210	8.8	49.0	108	1524	7.5	23.3	93
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.90				26.80				28.90				26.86			
30 DAY REACH	71455	62542	88.3	87.5	100	12329	88.4	17.3	100	32312	88.1	45.2	100	17901	88.6	25.1	100
50 SHWG - 30 DAY AV FREQ	14.56	14.70				14.05				15.26				14.15			
30 DAY REACH	67742	59468	84.0	87.8	100	11757	84.3	17.4	101	30693	83.7	45.3	100	17018	84.2	25.1	101
25 SHWG - 30 DAY AV FREQ	7.94	7.98				7.61				8.30				7.68			
30 DAY REACH	62117	54751	77.3	88.1	101	10855	77.9	17.5	102	28254	77.0	45.5	100	15643	77.4	25.2	101
CABLE TV: HOME WIRED	32077	28745	40.6	89.6	102	5978	42.9	18.6	108	15268	41.6	47.6	105	7500	37.1	23.4	94
HOME NOT WIRED	46909	42086	59.4	86.0	98	7965	57.1	16.3	95	21417	58.4	43.8	97	12704	62.9	26.0	104
HAVE PAY CABLE	15935	14589	20.6	91.6	105	3333	23.9	20.9	121	7902	21.5	49.6	109	3353	16.6	21.0	84

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	70831	100.0	87.5	100	13943	100.0	17.2	100	36685	100.0	45.3	100	20203	100.0	24.9	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	38863	54.9	88.5	101	7668	55.0	17.5	101	20037	54.6	45.6	101	11158	55.2	25.4	102	
10:00 AM - 3:00 PM	30659	27220	38.4	88.8	102	5719	41.0	18.7	108	13881	37.8	45.3	100	7620	37.7	24.9	100	
3:00 PM - 7:00 PM	31045	27506	38.8	88.6	101	5526	39.6	17.8	103	14078	38.4	45.3	100	7902	39.1	25.5	102	
7:00 PM - MIDNIGHT	15767	13867	19.6	87.9	101	2849	20.4	18.1	105	7025	19.1	44.6	98	3992	19.8	25.3	101	
MIDNIGHT - 6:00 AM	9120	8105	11.4	88.9	102	1637	11.7	17.9	104	3916	10.7	42.9	95	2552	12.6	28.0	112	
6:00 AM - MIDNIGHT	58527	51745	73.1	88.4	101	10294	73.8	17.6	102	26562	72.4	45.4	100	14890	73.7	25.4	102	
ENTIRE DAY	59311	52417	74.0	88.4	101	10470	75.1	17.7	103	26860	73.2	45.3	100	15087	74.7	25.4	102	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	14749	20.8	91.2	104	2737	19.6	16.9	98	7478	20.4	46.2	102	4534	22.4	28.0	112	
ALL NEWS	2256	1962	2.8	87.0	99	334	2.4	14.8	86	1109	3.0	49.2	109	519	2.6	23.0	92	
AOR/PROGRESSIVE	3874	3406	4.8	87.9	101	604	4.3	15.6	91	1873	5.1	48.3	107	930	4.6	24.0	96	
BEAUTIFUL MUSIC	5660	4945	7.0	87.4	100	899	6.4	15.9	92	2412	6.6	42.6	94	1634	8.1	28.9	116	
BLACK	2204	1805	2.5	81.9	94	566	4.1	25.7	149	860	2.3	39.0	86	380	1.9	17.2	69	
CLASSICAL	1418	1266	1.8	89.3	102	*299	2.1	21.1	122	586	1.6	41.3	91	382	1.9	26.9	108	
CHR/ROCK	9538	8513	12.0	89.3	102	1989	14.3	20.9	121	4351	11.9	45.6	101	2173	10.8	22.8	91	
COUNTRY	12648	11243	15.9	88.9	102	2157	15.5	17.1	99	6169	16.8	48.8	108	2918	14.4	23.1	92	
GOLDEN OLDIES	1191	1040	1.5	87.3	100	*219	1.6	18.4	107	595	1.6	50.0	110	*226	1.1	19.0	76	
MOR/NOSTALGIA	4757	4278	6.0	89.9	103	722	5.2	15.2	88	2128	5.8	44.7	99	1428	7.1	30.0	120	
NEWS/TALK	3863	3393	4.8	87.8	100	691	5.0	17.9	104	1731	4.7	44.8	99	971	4.8	25.1	101	
RELIGIOUS	3084	2637	3.7	85.5	98	461	3.3	14.9	87	1278	3.5	41.4	91	898	4.4	29.1	117	
SOFT ROCK	521	446	0.6	85.6	98	*442	0.3	8.1	47	*258	0.7	49.5	109	*146	0.7	28.0	112	
URBAN CONTEMPORARY	1585	1323	1.9	83.5	95	500	3.6	31.5	183	677	1.8	42.7	94	*146	0.7	9.2	37	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2900	4.1	88.9	102	825	5.9	25.3	147	1506	4.1	46.2	102	569	2.8	17.4	70	
ABC DIRECTION	2316	2135	3.0	92.2	105	407	2.9	17.6	102	1201	3.3	51.9	114	526	2.6	22.7	91	
ABC ENTERTAINMENT	4834	4313	6.1	89.2	102	662	4.7	13.7	80	2465	6.7	51.0	113	1186	5.9	24.5	98	
ABC FM	2202	1965	2.8	89.2	102	444	3.2	20.2	117	985	2.7	44.7	99	536	2.7	24.3	98	
ABC INFORMATION	5425	4822	6.8	88.9	102	852	6.1	15.7	91	2354	6.5	43.9	97	1586	7.9	29.2	117	
ABC ROCK	1677	1473	2.1	87.8	100	*242	1.7	14.4	84	879	2.4	52.4	116	351	1.7	20.9	84	
CBS	4430	3919	5.5	88.5	101	583	4.2	13.2	76	2016	5.5	45.5	100	1320	6.5	29.8	119	
MUTUAL	4992	4554	6.4	91.2	104	960	6.9	19.2	112	2455	6.7	49.2	109	1140	5.6	22.8	92	
NBC	4679	4229	6.0	90.4	103	683	4.9	14.6	85	2259	6.2	48.3	107	1287	6.4	27.5	110	
RADIORADIO	1994	1759	2.5	88.2	101	342	2.5	17.2	100	973	2.7	48.8	108	444	2.2	22.3	89	
RKO ONE	2298	2044	2.9	88.9	102	432	3.1	18.8	109	1105	3.0	48.1	106	507	2.5	22.1	88	
RKO TWO	3311	2909	4.1	87.9	100	639	4.6	19.3	112	1618	4.4	48.9	108	652	3.2	19.7	79	
THE SOURCE	2114	1788	2.5	84.6	97	426	3.1	20.2	117	1010	2.8	47.8	105	353	1.7	16.7	67	
NON-WIRED : BLAIR	8654	7785	11.0	90.0	103	1583	11.4	18.3	106	4173	11.4	48.2	106	2029	10.0	23.4	94	
INTERNET	12025	10834	15.3	90.1	103	2139	15.3	17.8	103	5699	15.5	47.4	105	2996	14.8	24.9	106	
KATZ RADIO GROUP	15359	13758	19.4	89.6	102	2665	19.1	17.4	101	8920	18.9	45.1	99	4173	20.7	27.2	105	
SUPERNET	10628	9463	13.4	89.0	102	2021	14.5	19.0	110	4884	13.3	46.0	101	2558	12.7	24.1	99	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	7536	10.6	87.0	100	1502	10.8	17.3	101	3870	10.5	44.7	99	2164	10.7	25.0	100	
WKDAY 9:00 AM - 1:00 PM	12163	10546	14.9	86.7	99	2301	16.5	18.9	110	5455	14.9	44.8	99	2791	13.8	22.9	99	
WKDAY 1:00 PM - 4:30 PM	16150	14015	19.8	86.8	99	3050	21.9	18.9	110	7383	20.1	45.7	101	3581	17.7	22.2	89	
WKDAY 4:30 PM - 7:30 PM	22463	19576	27.6	87.1	100	4010	28.8	17.9	104	10054	27.4	44.8	99	5512	27.3	24.5	98	
WKDAY 7:30 PM - 8:00 PM	31795	27752	39.2	87.3	100	5704	40.9	17.9	104	14381	39.2	45.2	100	7667	37.9	24.1	97	
WKDAY 11:00 PM - 11:30 PM	23977	21199	29.9	88.4	101	4333	31.1	18.1	105	10805	29.5	45.1	99	6062	30.0	25.3	101	
WKDAY 11:30 PM - 1:00 AM	7703	6823	9.6	88.6	101	1487	10.7	19.3	112	3473	9.5	45.1	100	1863	9.2	24.2	97	
M-SAT 8-11 PM-SUN 7-11 PM	33800	29734	42.0	88.0	101	6008	43.1	17.8	103	15507	42.3	45.9	101	8219	40.7	24.3	99	
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	5757	8.1	88.1	101	1421	10.2	21.7	126	2936	8.0	44.9	99	1400	6.9	21.4	89
ANOTHER WORLD	N	4620	3891	5.5	84.2	96	861	6.2	18.6	108	2077	5.7	45.0	99	953	4.7	20.6	89
AS THE WORLD TURNS	C	5614	4809	6.8	85.7	98	875	6.3	15.6	91	2654	7.2	47.3	104	1280	6.3	22.8	99
CAPITOL	C	3396	2866	4.0	84.4	96	562	4.0	16.5	96	1493	4.1	44.0	97	810	4.0	23.9	99
CBS MORN. NEWS 1	C	1446	1226	1.7	84.8	97	254	1.8	17.6	102	563	1.8	45.9	101	309	1.5	21.4	89
CBS MORN. NEWS 2	C	1207	996	1.4	82.5	94	202	1.4	16.7	97	496	1.4	41.1	91	298	1.5	24.7	99
DAYS OF OUR LIVES	N	5877	5170	7.3	88.0	101	1056	7.6	18.0	104	2739	7.5	46.6	103	1375	6.8	23.4	99
FACTS OF LIFE - DAYTIME	N	2290	1803	2.5	78.7	90	385	2.8	16.8	98	979	2.7	42.8	94	439	2.2	19.2	79
FAMILY FEUD	A	3023	2582	3.6	85.4	98	541	3.9	17.9	104	1326	3.6	43.9	97	715	3.5	23.7	99
GENERAL HOSPITAL	A	6097	5367	7.6	88.0	101	1284	9.2	21.1	122	2948	8.0	48.4	107	1135	5.6	18.6	79
GOOD MORNING, AMERICA-730	A	3515	3139	4.4	89.3	102	691	5.0	19.7	114	1399	3.8	39.8	88	1050	5.2	29.9	121
GOOD MORNING, AMERICA-830	A	2818	2550	3.6	90.5	103	580	4.2	20.6	120	1162	3.2	41.2	91	808	4.0	28.7	111
GUIDING LIGHT																		

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HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): TYPES
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	LIQUID				POWDER				PUMP/TRIGGER SPRAY (NON-AEROSOL)				AEROSOL SPRAY			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	61123	100.0	75.5	100	33322	100.0	41.1	100	44836	100.0	55.4	100	36997	100.0	45.7	100
18 - 24	9282	6716	11.0	72.4	96	3402	10.2	36.7	89	4844	10.8	52.2	94	3708	10.0	39.9	87
25 - 34	19072	14703	24.1	77.1	102	7672	23.0	40.2	98	10973	24.5	57.5	104	9225	24.9	48.4	106
35 - 44	14591	11162	18.3	76.5	101	5614	16.8	38.5	94	8339	18.6	57.2	103	7104	19.2	48.7	107
45 - 54	11345	8654	14.2	76.3	101	4850	14.6	42.8	104	6772	15.1	59.7	108	5432	14.7	47.9	105
55 - 64	11635	8943	14.6	76.9	102	5314	15.9	45.7	111	6530	14.6	56.1	101	5360	14.5	46.1	101
65 OR OLDER	15061	10945	17.9	72.7	96	6470	19.4	43.0	104	7378	16.5	49.0	88	6170	16.7	41.0	99
18 - 34	28354	21419	35.0	75.5	100	11074	33.2	39.1	95	15817	35.3	55.8	101	12932	35.0	45.6	100
18 - 49	48339	36819	60.2	76.2	101	19179	57.6	39.7	96	27507	61.4	56.9	103	22587	61.1	46.7	102
25 - 54	45008	34519	56.5	76.7	102	18136	54.4	40.3	98	26084	58.2	58.0	105	21760	58.8	48.3	106
35 - 49	19985	15401	25.2	77.1	102	8105	24.3	40.6	99	11690	26.1	58.5	106	9655	26.1	48.3	106
50 OR OLDER	32647	24303	39.8	74.4	99	14142	42.4	43.3	105	17329	38.6	53.1	96	14411	39.0	44.1	97
GRADUATED COLLEGE	11155	8481	13.9	76.0	101	4674	14.0	41.9	102	7092	15.8	63.6	115	5575	15.1	50.0	109
ATTENDED COLLEGE	13682	10410	17.0	76.1	101	5774	17.3	42.2	103	8307	18.5	60.7	110	7072	19.1	51.7	113
GRADUATED HIGH SCHOOL	33880	26303	43.0	77.6	103	14085	42.3	41.6	101	18748	41.8	55.3	100	15681	42.4	46.3	101
DID NOT GRADUATE HIGH SCHOOL	22270	15930	26.1	71.5	95	8789	26.4	39.5	96	10689	23.8	48.0	87	8669	23.4	38.9	85
EMPLOYED	40306	30777	50.4	76.4	101	16278	48.9	40.4	98	23486	52.4	58.3	105	19228	52.0	47.7	104
EMPLOYED FULL-TIME	32850	25025	40.9	76.2	101	13214	39.7	40.2	98	19005	42.4	57.9	104	15763	42.6	48.0	105
EMPLOYED PART-TIME	7456	5751	9.4	77.1	102	3064	9.2	41.1	100	4481	10.0	60.1	109	3465	9.4	46.5	102
NOT EMPLOYED	40680	30346	49.6	74.6	99	17044	51.1	41.9	102	21350	47.6	52.5	95	17770	48.0	43.7	96
PROFESSIONAL/MANAGER	10392	8080	13.2	77.8	103	4409	13.2	42.4	103	6480	14.5	62.4	113	5528	14.9	53.2	116
TECH/CLERICAL/Sales	17574	13270	21.7	75.5	100	6928	20.8	39.4	96	10539	23.5	60.0	108	8589	23.5	49.4	108
PRECISION/CRAFT	985	792	1.3	80.4	107	4497	1.5	50.5	123	615	1.4	62.4	113	4498	1.3	50.6	111
OTHER EMPLOYED	11354	8635	14.1	76.1	101	4444	13.3	39.1	95	5852	13.1	51.5	93	4513	12.2	39.7	87
SINGLE	9863	7173	11.7	72.7	96	4015	12.0	40.7	99	5214	11.6	52.9	95	3950	10.7	40.0	88
MARRIED	51375	39625	64.8	77.1	102	21180	63.6	41.2	100	29471	65.7	57.4	104	24883	67.3	48.4	106
DIVORCED/SEPARATED/WIDOWED	19748	14324	23.4	72.5	96	8126	24.4	41.1	100	10151	22.6	51.4	93	8165	22.1	41.3	91
PARENTS	32590	25243	41.3	77.5	103	13237	39.7	40.6	99	18682	41.7	57.3	104	15181	41.0	46.6	102
WHITE	70416	53724	87.9	76.3	101	29350	88.1	41.7	101	40163	89.6	57.0	103	32934	89.0	46.8	102
BLACK	8778	6152	10.1	70.1	93	3261	9.8	37.1	90	3709	8.3	42.3	76	3249	8.8	37.0	81
OTHER	1791	1247	2.0	69.6	92	7711	2.1	39.7	96	964	2.2	53.8	97	815	2.2	45.5	100
NORTHEAST-CENSUS	17786	13968	22.9	78.5	104	7427	22.3	41.8	101	9950	22.2	55.9	101	8487	22.9	47.7	104
NORTH CENTRAL	20741	15440	25.3	74.4	99	8971	26.9	43.3	105	11309	25.2	54.5	98	9934	26.9	47.9	105
SOUTH	27775	20662	33.8	74.4	99	10750	32.3	38.7	94	14793	33.0	53.3	96	12002	32.4	43.2	95
WEST	14683	11052	18.1	75.3	100	6174	18.5	42.0	102	8783	19.6	59.8	108	6574	17.8	44.8	98
NORTHEAST-MKTG.	17961	13736	22.5	76.5	101	7327	22.0	40.8	99	10041	22.4	55.9	101	8744	23.6	48.7	107
EAST CENTRAL	11885	9029	14.8	76.0	101	5210	15.6	43.8	107	6574	14.7	55.3	100	5219	14.1	43.9	96
WEST CENTRAL	14090	10487	17.2	74.4	99	6145	18.4	43.6	106	7594	16.9	53.9	97	6806	18.4	48.3	106
SOUTH	24081	18177	29.7	75.5	100	9299	27.9	38.6	94	12809	28.6	53.2	96	10457	28.3	43.4	95
PACIFIC	12969	9694	15.9	74.7	99	5341	16.0	41.2	100	7818	17.4	60.3	109	5772	15.6	44.5	97
COUNTY SIZE A	32439	24009	39.3	74.0	98	13670	41.0	42.1	102	17415	38.8	53.7	97	14905	40.3	45.9	101
COUNTY SIZE B	24915	19177	31.4	77.0	102	10655	32.0	42.8	104	14499	32.3	58.2	105	11701	31.6	47.0	103
COUNTY SIZE C	12930	10161	16.6	78.6	104	4832	14.5	37.4	91	7482	16.7	57.9	105	5718	15.5	44.2	97
COUNTY SIZE D	10703	7776	12.7	72.7	96	4164	12.5	38.9	95	5440	12.1	50.8	92	4674	12.6	43.7	96
METRO CENTRAL CITY	24518	18159	29.7	74.1	98	10202	30.6	41.6	101	12843	28.6	52.4	95	10437	28.2	42.6	93
METRO SUBURBAN	35919	27492	45.0	76.5	101	15371	46.1	42.8	104	20942	46.7	58.3	105	17332	46.8	48.3	106
NON METRO	20549	15471	25.3	75.3	100	7748	23.3	37.7	92	11050	24.6	53.8	97	9229	24.9	44.9	98
TOP 5 ADI'S	18341	13816	22.6	75.3	100	7551	22.7	41.2	100	10082	22.5	55.0	99	8478	22.9	46.2	101
TOP 10 ADI'S	25378	18633	30.5	73.4	97	10106	30.3	39.8	97	13668	30.5	53.9	97	11510	31.1	45.4	99
TOP 20 ADI'S	36488	27093	44.3	74.3	98	15295	45.9	41.9	102	19859	44.3	54.4	98	16775	45.3	46.0	101
HSOLD INC. \$50,000 OR MORE	6612	5221	8.5	79.0	105	2843	8.5	43.0	105	4266	9.5	64.5	117	3634	9.8	55.0	120
\$40,000 OR MORE	12659	9693	15.9	76.6	101	5226	15.7	41.3	100	8004	17.9	63.2	114	7010	18.9	55.4	121
\$30,000 OR MORE	24698	18950	31.0	76.7	102	10350	31.1	41.9	102	15201	33.9	61.5	111	13008	35.2	52.7	115
\$25,000 OR MORE	32077	24693	40.4	77.0	102	13443	40.3	41.9	102	19538	43.6	60.9	110	16525	44.7	51.5	113
\$20,000 - \$24,999	9144	6921	11.3	75.7	100	3960	11.9	43.3	105	5316	11.9	58.1	105	4286	11.6	46.9	103
\$15,000 - \$19,999	8728	6541	10.7	74.9	99	3781	11.3	43.3	105	4842	10.8	55.5	100	3774	10.2	43.2	95
\$10,000 - \$14,999	12562	9801	16.0	78.0	103	5027	15.1	40.0	97	6626	14.8	52.7	95	5751	15.5	45.8	100
UNDER \$10,000	18475	13169	21.5	71.3	94	7111	21.3	38.5	94	8514	19.0	46.1	83	6662	18.0	36.1	79
HOUSEHOLD OF 1 PERSON	11987	8512	13.9	71.0	94	5050	15.2	42.1	102	5986	13.4	49.9	90	4944	13.4	41.2	90
2 PEOPLE	26577	20162	33.0	75.9	101	10933	32.8	41.1	100	14842	33.1	55.8	101	12201	33.0	45.9	100
3 OR 4 PEOPLE	30617	23465	38.4	76.6	102	12397	37.2	40.5	98	17521	39.1	57.2	103	14136	38.2	46.2	103
5 OR MORE PEOPLE	11804	8983	14.7	76.1	101	4942	14.8	41.9	102	6487	14.5	55.0	99	5717	15.5	48.4	106
NO CHILD IN HSOLD	46165	34328	56.2	74.4	99	19190	57.6	41.6	101	25006	55.8	54.2	98	20840	56.3	45.1	99
CHILD(REN) UNDER 2 YRS	5325	4080	6.7	76.6	102	2083	6.3	39.1	95	2803	6.3	52.6	95	2407	6.5	45.2	99
2 - 5 YEARS	14221	11044	18.1	77.7	103	5797	17.4	40.8	99	8336	18.6	58.6	106	6410	17.3	45.1	99
6 - 11 YEARS	15117	11658	19.1	77.1	102	5984	18.0	39.6	96	8650	19.3	57.2	103	7120	19.2	47.1	103
12 - 17 YEARS	16611	12717	20.8	76.6	101	6770	20.3	40.8	99	9297	20.7	56.0	101	7714	20.9	46.4	102
RESIDENCE OWNED	55884	43236	70.7	77.4	103	23524	70.6	42.1	102	32671	72.9	58.5	106	26981	72.9	48.3	104
VALUE: \$50,000 OR MORE	31744	24107	39.4	75.9	101	13599	40.8	42.8	104	19442	43.4	61.2	111	16508	44.6	52.0	114
VALUE: UNDER \$50,000	24140	19129	31.3	79.2	105	9925	29.8	41.1	100	13229	29.5	54.8	99	10474	28.3	43.4	95

		TOTAL U.S. '000	LIQUID				POWDER				PUMP/TRIGGER SPRAY (NON-AEROSOL)				AEROSOL SPRAY			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	61123	100.0	75.5	100	33322	100.0	41.1	100	44836	100.0	55.4	100	36997	100.0	45.7	100
MAGAZINES	QUINTILE 1	15799	12546	20.5	79.4	105	6711	20.1	42.5	103	9830	21.9	62.2	112	8289	22.4	52.5	115
	QUINTILE 2	17259	13323	21.8	77.2	102	7719	23.2	44.7	109	10157	22.7	58.9	106	8374	22.6	48.5	106
	QUINTILE 3	13545	10236	16.7	75.6	100	5381	16.1	39.7	97	7633	17.0	56.4	102	6469	17.5	47.8	105
	QUINTILE 4	15133	11326	18.5	74.8	99	5972	17.9	39.5	96	8036	17.9	53.1	96	6398	17.3	42.3	93
	QUINTILE 5	19250	13691	22.4	71.1	94	7539	22.6	39.2	95	9179	20.5	47.7	86	7467	20.2	38.8	85
NEWSPAPERS	QUINTILE 1	12413	9541	15.6	76.9	102	5452	16.4	43.9	107	7382	16.5	59.5	107	6316	17.1	50.9	111
	QUINTILE 2	24116	18627	30.5	77.2	102	9928	29.8	41.2	100	13575	30.3	56.3	102	11147	30.1	46.2	101
	QUINTILE 3	11261	8524	13.9	75.7	100	4774	14.3	42.4	103	6552	14.6	58.2	105	5464	14.8	48.5	107
	QUINTILE 4	20255	15464	25.3	76.3	101	8209	24.6	40.5	99	11024	24.6	54.4	98	8998	24.3	44.4	97
	QUINTILE 5	12940	8967	14.7	69.3	92	4959	14.9	38.3	93	6303	14.1	48.7	88	5073	13.7	39.2	86
OUTDOOR	QUINTILE 1	14852	11176	18.3	75.2	100	5885	17.7	39.6	96	8423	18.8	56.7	102	7090	19.2	47.7	104
	QUINTILE 2	15725	11992	19.6	76.3	101	6864	20.6	43.7	106	8519	19.0	54.2	98	7421	20.1	47.2	103
	QUINTILE 3	16330	12519	20.5	76.7	102	6793	20.4	41.6	101	9318	20.8	57.1	103	7669	20.7	47.0	103
	QUINTILE 4	16744	12735	20.8	76.1	101	6944	20.8	41.5	101	9076	20.2	54.2	98	7139	19.3	42.6	93
	QUINTILE 5	17334	12702	20.8	73.3	97	6836	20.5	39.4	96	9501	21.2	54.8	99	7679	20.8	44.3	97
RADIO-DRIVE TIME	QUINTILE 1	15911	12244	20.0	77.0	102	6797	20.4	42.7	104	9041	20.2	56.8	103	7621	20.6	47.9	105
	QUINTILE 2	14837	11493	18.8	77.5	103	5744	17.2	38.7	94	8435	18.8	56.9	103	6755	18.3	45.5	100
	QUINTILE 3	15339	11435	18.7	74.5	99	6102	18.3	39.8	97	8393	18.7	54.7	99	7137	19.3	46.5	102
	QUINTILE 4	16723	12581	20.6	75.2	100	7317	22.0	43.8	106	9159	20.4	54.8	99	7634	20.6	45.6	100
	QUINTILE 5	18176	13370	21.9	73.6	97	7362	22.1	40.5	98	9809	21.9	54.0	97	7851	21.2	43.2	95
RADIO-MID- DAY	TERCILE 1	21020	16166	26.4	76.9	102	8776	26.3	41.8	101	11980	26.7	57.0	103	9941	26.9	47.3	104
	TERCILE 2	21610	16456	26.9	76.1	101	9524	28.6	44.1	107	12340	27.5	57.1	103	10262	27.7	47.5	104
	TERCILE 3	38355	28501	46.6	74.3	98	15022	45.1	39.2	95	20516	45.8	53.5	97	16795	45.4	43.8	96
RADIO-TOTAL	QUINTILE 1	15988	12397	20.3	77.5	103	6760	20.3	42.3	103	9106	20.3	57.0	103	7712	20.8	48.2	106
	QUINTILE 2	15626	11638	19.0	74.5	99	6372	19.1	40.8	99	8553	19.1	54.7	99	7212	19.5	46.2	101
	QUINTILE 3	16723	12785	20.9	76.5	101	6976	20.9	41.7	101	9746	21.7	58.3	105	7797	21.1	46.6	102
	QUINTILE 4	16342	12439	20.4	76.1	101	6935	20.8	42.4	103	8970	20.0	54.9	99	7465	20.2	45.7	100
	QUINTILE 5	16306	11865	19.4	72.8	96	6279	18.8	38.5	94	8461	18.9	51.9	94	6812	18.4	41.8	91
TV-PRIME TIME	QUINTILE 1	15953	12223	20.0	76.6	102	7035	21.1	44.1	107	8711	19.4	54.6	99	7211	19.5	45.2	99
	QUINTILE 2	16137	12221	20.0	75.7	100	6291	18.9	39.0	95	9188	20.5	56.9	103	7612	20.6	47.2	103
	QUINTILE 3	16420	12656	20.7	77.1	102	6789	20.4	41.3	100	9382	20.9	57.1	103	7601	20.5	46.3	101
	QUINTILE 4	16687	12403	20.3	74.3	98	6938	20.8	41.6	101	9049	20.2	54.2	98	7860	21.2	47.1	103
	QUINTILE 5	15789	11620	19.0	73.6	98	6269	18.8	39.7	96	8506	19.0	53.9	97	6713	18.1	42.5	93
TV-DAYTIME	TERCILE 1	27736	21295	34.8	76.8	102	11238	33.7	40.5	98	14739	32.9	53.1	96	12445	33.6	44.9	98
	TERCILE 2	26489	19849	32.5	74.9	99	10972	32.9	41.4	101	14789	33.0	55.8	101	12026	32.5	45.4	99
	TERCILE 3	26761	19978	32.7	74.7	99	11111	33.3	41.5	101	15308	34.1	57.2	103	12526	33.9	46.8	102
TV-TOTAL	QUINTILE 1	16345	12455	20.4	76.2	101	6802	20.4	41.6	101	8541	19.0	52.3	94	7051	19.1	43.1	94
	QUINTILE 2	16447	12733	20.8	77.4	103	6618	19.9	40.2	98	9032	20.1	54.9	99	7419	20.1	45.1	99
	QUINTILE 3	15980	12109	19.8	75.8	100	6672	20.0	41.8	101	9490	21.2	59.4	107	7780	21.0	48.7	107
	QUINTILE 4	15887	11876	19.4	74.8	99	6705	20.1	42.2	103	8970	20.0	56.5	102	7597	20.5	47.8	105
	QUINTILE 5	16326	11949	19.5	73.2	97	6524	19.6	40.0	97	8804	19.6	53.9	97	7151	19.3	43.8	96
MAGAZINES-NEWSPAPERS: DUAL		20721	16196	26.5	78.2	104	8866	26.6	42.8	104	12439	27.7	60.0	108	10339	27.9	49.9	109
MAGAZINE IMPERATIVE		19186	14805	24.2	77.2	102	8162	24.5	42.5	103	11459	25.6	59.7	108	9542	25.8	49.7	109
NEWSPAPER IMPERATIVE		21899	16657	27.3	76.1	101	9067	27.2	41.4	101	11860	26.5	54.2	98	9835	26.6	44.9	98
MAGAZINES-OUTDOOR: DUAL		15451	12202	20.0	79.0	105	6757	20.3	43.7	106	9454	21.1	61.2	111	8007	21.6	51.8	113
MAGAZINE IMPERATIVE		25953	19876	32.5	76.6	101	10817	32.5	41.7	101	15204	33.9	58.6	106	12446	33.6	48.0	105
OUTDOOR IMPERATIVE		24400	17919	29.3	73.4	97	9660	29.0	39.6	96	12280	27.4	50.3	91	10431	28.2	42.8	94
MAGAZINES-RADIO: DUAL		18049	13999	22.9	77.6	103	7674	23.0	42.5	103	10733	23.9	59.5	107	9140	24.7	50.6	111
MAGAZINE IMPERATIVE		23571	18423	30.1	78.2	104	10158	30.5	43.1	105	14175	31.6	60.1	109	11703	31.6	49.6	109
RADIO IMPERATIVE		23278	17272	28.3	74.2	98	9302	27.9	40.0	97	12269	27.4	52.7	95	10010	27.1	43.0	94
MAGAZINES-TELEVISION: DUAL		15459	12216	20.0	79.0	105	6715	20.2	43.4	106	8827	19.7	57.1	103	7541	20.4	48.8	107
MAGAZINE IMPERATIVE		25829	19820	32.4	76.7	102	10914	32.8	42.3	103	15745	35.1	61.0	110	13025	35.2	50.4	110
TELEVISION IMPERATIVE		26039	19435	31.8	74.6	99	10251	30.8	39.4	96	13396	29.9	51.4	93	10858	29.3	41.7	91
NEWSPAPERS-OUTDOOR: DUAL		16605	12711	20.8	76.5	101	7263	21.8	43.7	106	9543	21.3	57.5	104	8111	21.9	48.8	107
NEWSPAPER IMPERATIVE		26834	20591	33.7	76.7	102	10981	33.0	40.9	99	15388	34.3	57.3	104	12629	34.1	47.1	103
OUTDOOR IMPERATIVE		23346	17527	28.7	75.1	99	9475	28.4	40.6	99	12579	28.1	53.9	97	10720	29.0	45.9	101
NEWSPAPERS-RADIO: DUAL		17133	13210	21.6	77.1	102	7423	22.3	43.3	105	9670	21.6	56.4	102	8313	22.5	48.5	106
NEWSPAPER IMPERATIVE		25892	19889	32.5	76.8	102	10775	32.3	41.6	101	14944	33.3	57.7	104	12204	33.0	47.1	103
RADIO IMPERATIVE		23167	17417	28.5	75.2	100	9511	28.5	41.1	100	12997	29.0	56.1	101	10722	29.0	46.3	101
NEWSPAPERS-TELEVISION: DUAL		17159	13559	22.2	79.0	105	7174	21.5	41.8	102	9584	21.4	55.9	101	7901	21.4	46.0	101
NEWSPAPER IMPERATIVE		26214	19748	32.3	75.3	100	11019	33.1	42.0	102	15431	34.4	58.9	106	12812	34.6	48.9	107
TELEVISION IMPERATIVE																		

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): TYPES
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	LIQUID				POWDER				PUMP/TRIGGER SPRAY (NON-AEROSOL)				AEROSOL SPRAY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	61123	100.0	75.5	100	33322	100.0	41.1	100	44836	100.0	55.4	100	36997	100.0	45.7	100
ATLANTIC MONTHLY	415	317	0.5	76.4	101	*176	0.5	42.4	103	267	0.6	64.3	116	*164	0.4	39.5	87
BARRON'S	453	313	0.5	69.1	92	*190	0.6	41.9	102	*268	0.6	59.2	107	*269	0.7	59.4	130
BETTER HOMES & GARDENS	16256	12704	20.8	78.1	104	7255	21.8	44.6	108	9566	21.3	58.8	106	8330	22.5	51.2	112
BON APPETIT	2535	1981	3.2	78.1	104	1192	3.6	47.0	114	1671	3.7	65.9	119	1360	3.7	53.6	117
BUSINESS WEEK	1278	923	1.5	72.2	96	565	1.7	44.2	107	703	1.6	55.0	99	576	1.6	45.1	99
CAR AND DRIVER	378	*257	0.4	68.0	90	*124	0.4	32.8	80	*171	0.4	45.2	82	*153	0.4	40.5	89
CBS MAGAZINE NETWORK (GROSS)	1498	1195	2.0	79.8	106	606	1.8	40.5	98	776	1.7	51.8	94	722	2.0	48.2	106
CHANGING TIMES	1505	1136	1.9	75.5	100	673	2.0	44.7	109	905	2.0	60.1	109	755	2.0	50.2	110
COLONIAL HOMES	1231	1003	1.6	81.5	108	593	1.8	48.2	117	733	1.6	59.5	108	673	1.8	54.7	120
CONDE NAST MAG. PKG. (GROSS)	14146	10877	17.8	76.9	102	6097	18.3	43.1	105	8370	18.7	59.2	107	7103	19.2	50.2	110
CONSUMERS DIGEST	1323	1109	1.8	83.8	111	635	1.9	48.0	117	785	1.8	59.3	107	818	2.2	61.8	135
COSMOPOLITAN	7102	5595	9.2	78.8	104	2997	9.0	42.2	103	4218	9.4	59.4	107	3493	9.4	49.2	108
COUNTRY LIVING	2481	1975	3.2	79.6	105	1068	3.2	43.0	105	1466	3.3	59.1	107	1422	3.8	57.3	125
CUISINE	1472	1162	1.9	78.9	105	654	2.0	44.4	108	885	2.0	60.1	109	782	2.1	53.1	116
CYCLE WORLD	425	333	0.5	78.4	104	*212	0.6	49.9	121	*289	0.6	68.0	123	*239	0.6	56.2	123
DCI:CREATIVE IDEAS FOR LIV	2510	2168	3.5	86.4	114	1009	3.0	40.2	98	1552	3.5	61.8	112	1258	3.4	50.1	110
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5377	8.8	80.3	106	2773	8.3	41.4	101	4226	9.4	63.1	114	3291	8.9	49.2	108
DISCOVER	894	708	1.2	79.2	105	355	1.1	39.7	97	544	1.2	60.9	110	468	1.3	52.3	115
EBONY	3507	2498	4.1	71.2	94	1321	4.0	37.7	92	1690	3.8	48.2	87	1622	4.4	46.3	101
ESQUIRE	1083	756	1.2	69.8	92	379	1.1	35.0	85	513	1.1	47.4	86	468	1.3	43.2	95
ESSENCE	1830	1379	2.3	75.4	100	746	2.2	40.8	99	899	2.0	49.1	89	796	2.2	43.5	95
FAMILY CIRCLE	15930	12466	20.4	78.3	104	6721	20.2	42.2	103	9374	20.9	58.8	106	7859	21.2	49.3	108
THE FAMILY HANDYMAN	1126	863	1.4	76.6	102	535	1.6	47.5	115	675	1.5	59.9	108	579	1.6	51.4	113
FAMILY WEEKLY	11468	9085	14.9	79.2	105	4911	14.7	42.8	104	6844	15.3	59.7	108	5335	14.4	46.5	102
FIELD & STREAM	2234	1730	2.8	77.4	103	1012	3.0	45.3	110	1161	2.6	52.0	94	1068	2.9	47.8	105
FOOD & WINE	579	474	0.8	81.9	108	306	0.9	52.8	128	320	0.7	55.3	100	207	0.6	35.8	78
FORBES	728	559	0.9	76.8	102	283	0.8	38.9	94	442	1.0	60.7	110	437	1.2	60.0	131
FORTUNE	906	703	1.2	77.6	103	394	1.2	43.5	106	547	1.2	60.4	109	545	1.5	60.2	132
GENTLEMEN'S QUARTERLY	791	543	0.9	68.6	91	305	0.9	38.6	94	423	0.9	53.5	97	310	0.8	39.2	86
GLAMOUR	5265	4069	6.7	77.3	102	2210	6.6	42.0	102	2997	6.7	56.9	103	2671	7.2	50.7	111
GOLF DIGEST	636	530	0.9	83.3	110	362	1.1	56.9	138	442	1.0	69.5	126	352	1.0	55.3	121
GOLF DIGEST/TENNIS (GROSS)	1186	933	1.5	78.7	104	584	1.8	49.2	120	782	1.7	65.9	119	613	1.7	51.7	113
GOLF MAGAZINE	441	359	0.6	81.4	108	*197	0.6	44.7	109	*295	0.7	66.9	121	*275	0.7	62.4	137
GOLF MAGAZINE/SKI (GROSS)	922	721	1.2	78.2	104	382	1.1	41.4	101	614	1.4	66.6	120	528	1.4	57.3	125
GOOD HOUSEKEEPING	16487	13227	21.6	80.2	106	7138	21.4	43.3	105	10084	22.5	61.2	110	8257	22.3	50.1	110
HARPER'S BAZAAR	2423	1920	3.1	79.2	105	1122	3.4	46.3	113	1581	3.5	65.2	118	1266	3.4	52.2	114
HEALTH	1994	1602	2.6	80.3	106	950	2.9	47.6	116	1260	2.8	63.2	114	981	2.7	49.2	108
HEARST MAG CORP. BUY (GROSS)	44101	34775	56.9	78.9	104	18885	56.7	42.8	104	26791	59.8	60.7	110	22338	60.4	50.7	111
HEARST MAN POWER (GROSS)	1993	1493	2.4	74.9	99	974	2.9	48.9	119	1257	2.8	63.1	114	1214	3.3	60.9	133
HEARST WOMAN POWER (GROSS)	31274	24742	40.5	79.1	105	13366	40.1	42.7	104	18982	42.3	60.7	110	15572	42.1	49.8	109
HOUSE BEAUTIFUL	3623	2881	4.7	79.5	105	1385	4.2	38.2	93	2132	4.8	58.8	106	1664	4.5	45.9	101
INC.	283	*256	0.4	90.5	120	*997	0.3	34.3	83	*204	0.5	72.1	130	*200	0.5	70.7	155
JET	2928	2085	3.4	71.2	94	1107	3.3	37.8	92	1436	3.2	49.0	89	1297	3.5	44.3	97
LADIES' HOME JOURNAL	11918	9365	15.3	78.6	104	4920	14.8	41.3	100	7185	16.0	60.3	109	5963	16.1	50.0	110
LHJ FAMILY GRP COMBO(GROSS)	16764	13191	21.6	78.7	104	7085	21.3	42.3	103	10280	22.9	61.3	111	8300	22.4	49.5	108
LIFE	4254	3090	5.1	72.6	96	1679	5.0	39.5	96	2488	5.5	58.5	106	1940	5.2	45.6	106
L.A. TIMES HOME MAGAZINE	1145	881	1.4	76.9	102	464	1.4	40.5	98	711	1.6	62.1	112	597	1.6	52.1	114
MADMOISELLE	2884	2241	3.7	77.7	103	1129	3.4	39.1	95	1678	3.7	58.2	105	1320	3.6	45.8	100
MC CALL'S	13460	10457	17.1	77.7	103	5907	17.7	43.9	107	8016	17.9	59.6	108	7013	19.0	52.1	114
MC CALL'S/WRK MOTHER (GROSS)	14606	11265	18.4	77.1	102	6389	19.2	43.7	106	8652	19.3	59.2	107	7598	20.5	52.0	114
MECHANIX ILLUSTRATED	772	608	1.0	78.8	104	388	1.2	50.3	122	517	1.2	67.0	121	390	1.1	50.5	115
METROPOLITAN HOME	967	828	1.4	85.6	113	502	1.5	51.9	126	639	1.4	66.1	119	597	1.6	61.7	135
MONEY	1588	1303	2.1	82.1	109	768	2.3	48.4	118	956	2.1	60.2	109	922	2.5	58.1	127
MOTHER EARTH NEWS	1002	747	1.2	74.6	99	461	1.4	46.0	112	571	1.3	57.0	103	368	1.0	36.7	80
MS.	825	642	1.1	77.8	103	340	1.0	41.2	100	471	1.1	57.1	103	418	1.1	50.7	111
NATIONAL ENQUIRER	10336	8108	13.3	78.4	104	4427	13.3	42.8	104	5906	13.2	57.1	103	4879	13.2	47.2	103
NATIONAL GEOGRAPHIC	9597	7370	12.1	76.8	102	4466	13.3	46.3	113	5947	13.3	62.0	112	4752	12.8	49.5	108
NATIONAL SUNDAY MAGAZINE PKG	49558	38149	62.4	77.0	102	20815	62.5	42.0	102	28559	63.7	57.6	104	23630	63.9	47.7	104
NATURAL HISTORY	573	372	0.6	64.9	86	272	0.8	47.5	115	347	0.8	60.6	109	314	0.8	54.8	120
NEW WOMAN	1699	1300	2.1	76.5	101	683	2.0	40.2	98	894	2.0	52.6	95	802	2.2	47.2	102
NEW YORK INCLUDING CUE	443	296	0.5	66.8	89	170	0.5	38.4	93	231	0.5	52.1	94	221	0.6	49.9	105
THE NEW YORKER	1270	894	1.5	70.4	93	585	1.8	46.1	112	783	1.7	61.7	111	665	1.8	52.4	115
NEWSWEEK	6277	4782	7.8	76.2	101	2783	8.4	44.3	108	3854	8.6	61.4	111	3183	8.6	50.7	111
THE N.Y. TIMES DAILY EDITION	1205	932	1.5	77.3	102	593	1.8	49.2	120	757	1.7	62.8	113	731	2.0	60.7	133
THE N.Y. TIMES MAGAZINE	2081	1598	2.6	76.8	102	973	2.9	46.8	114	1224	2.7	58.8	106	1139	3.1	54.7	120
OMNI	788	622	1.0	78.9	105	400	1.2	50.8	123	550	1.2	69.8	126	399	1.1	50.6	111
ON CABLE	1158	843	1.4	72.8	96	441	1.3	38.1	93	657	1.5	56.7	102	546	1.5	47.2	103
1001 HOME IDEAS	2852	2224	3.6	78.0	103	1214	3.6	42.6	103	1835	4.1	64.3	116	1357	3.7	47.6	104
ORGANIC GARDENING	1658	1291	2.1	77.9	103	757	2.3	45.7	111	1165	2.6	70.3	127	778	2.1	46.9	103
OUTDOOR LIFE	896	730	1.2	81.5	108	418	1.3	46.7	113	516	1.2	57.6	104	534	1.4	59.6	130
PARADE MAGAZINE	24275	18768	30.7	77.3	102	10178	30.5	41.9	102	13738	30.6	56.6	102	11749	31.8	48.4	100

	TOTAL U.S. '000	LIQUID				POWDER				PUMP/TRIGGER SPRAY (NON-AEROSOL)				AEROSOL SPRAY			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	61123	100.0	75.5	100	33322	100.0	41.1	100	44836	100.0	55.4	100	36997	100.0	45.7	100
PARENTS	3845	2960	4.8	77.0	102	1557	4.7	40.5	98	2288	5.1	59.5	107	1931	5.2	50.2	110
PENTHOUSE	831	645	1.1	77.6	103	397	1.2	47.8	116	478	1.1	57.5	104	384	1.0	46.2	101
PEOPLE	11645	8928	14.6	76.7	102	4574	13.7	39.3	95	6989	15.6	60.0	108	5693	15.4	48.9	107
PLAYBOY	2006	1526	2.5	76.1	101	851	2.6	42.4	103	1133	2.5	56.5	102	915	2.5	45.6	100
POPULAR HOT RODDING	297	267	0.4	89.9	119	*186	0.6	62.6	152	*186	0.4	62.6	113	**103	0.3	34.7	76
POPULAR MECHANICS	1018	737	1.2	72.4	96	511	1.5	50.2	122	690	1.5	67.8	122	637	1.7	62.6	137
POPULAR SCIENCE	878	638	1.0	72.7	96	393	1.2	44.8	109	566	1.3	64.5	116	495	1.3	56.4	123
PREVENTION	3913	3132	5.1	80.0	106	1840	5.5	47.0	114	2353	5.2	60.1	109	1916	5.2	49.0	107
PSYCHOLOGY TODAY	1710	1424	2.3	83.3	110	718	2.2	42.0	102	1049	2.3	61.3	111	953	2.6	55.7	122
READER'S DIGEST	22204	17160	28.1	77.3	102	9676	29.0	43.6	106	13092	29.2	59.0	107	11113	30.0	50.0	110
REDBOOK	7684	5919	9.7	77.0	102	3231	9.7	42.0	102	4680	10.4	60.9	110	3822	10.3	49.7	109
ROAD & TRACK	410	323	0.5	78.8	104	*141	0.4	34.4	84	*208	0.5	50.7	92	*146	0.4	35.6	78
ROLLING STONE	969	787	1.3	81.2	108	553	1.7	57.1	139	609	1.4	62.8	114	519	1.4	53.6	117
RUNNER'S WORLD	296	277	0.5	93.0	123	*205	0.6	68.8	167	*177	0.4	59.4	107	*157	0.4	52.7	115
SATURDAY EVENING POST	1169	890	1.5	76.1	101	459	1.4	39.3	95	625	1.4	53.5	97	557	1.5	47.6	104
SCIENCE 84	587	459	0.8	78.2	104	286	0.9	48.7	118	382	0.9	65.1	118	294	0.8	50.1	110
SCIENCE DIGEST	482	376	0.6	78.0	103	234	0.7	48.5	118	312	0.7	64.7	117	291	0.8	60.4	132
SCIENTIFIC AMERICAN	594	433	0.7	72.9	97	268	0.8	45.1	110	408	0.9	68.7	124	367	1.0	61.8	135
SELF	2089	1650	2.7	79.0	105	975	2.9	46.7	113	1305	2.9	62.5	113	1060	2.9	50.7	111
SEVENTEEN	2411	1937	3.2	80.3	106	1034	3.1	42.9	104	1365	3.0	56.6	102	1164	3.1	48.3	106
SKI	480	362	0.6	75.4	100	*185	0.6	38.5	94	318	0.7	66.3	120	*253	0.7	52.7	115
SMITHSONIAN	2760	2137	3.5	77.4	103	1381	4.1	50.0	122	1703	3.8	61.7	111	1399	3.8	50.7	111
SOAP OPERA DIGEST	3013	2495	4.1	82.8	110	1333	4.0	44.2	108	1650	3.7	54.8	99	1460	3.9	48.5	106
SOUTHERN LIVING	4184	3209	5.3	76.7	102	1765	5.3	42.2	103	2674	6.0	63.9	115	2033	5.5	48.6	106
SPORT	559	416	0.7	74.4	99	240	0.7	42.9	104	351	0.8	62.8	113	*268	0.7	47.9	105
THE SPORTING NEWS	436	*336	0.5	77.1	102	*240	0.7	55.0	134	*243	0.5	55.7	101	*238	0.6	54.6	119
SPORTS AFIELD	493	381	0.6	77.3	102	*229	0.7	46.5	113	256	0.6	51.9	94	287	0.8	58.2	127
SPORTS ILLUSTRATED	2758	2262	3.7	82.0	109	1154	3.5	41.8	102	1656	3.7	60.0	108	1371	3.7	49.7	109
STAR	7456	6082	10.0	81.6	108	2962	8.9	39.7	97	4293	9.6	57.6	104	3450	9.3	46.3	101
SUNDAY	24936	18700	30.6	75.0	99	10427	31.3	41.8	102	14385	32.1	57.7	104	12101	32.7	48.5	106
SUNSET	2124	1659	2.7	78.1	103	1032	3.1	48.6	118	1431	3.2	67.4	122	1086	2.9	51.1	112
TV GUIDE	21661	16704	27.3	77.1	102	8679	26.0	40.1	97	12205	27.2	56.3	102	10535	28.5	48.6	106
TENNIS	550	403	0.7	73.3	97	*223	0.7	40.5	99	340	0.8	61.8	112	*261	0.7	47.5	104
TIME	8880	6683	10.9	75.3	100	3701	11.1	41.7	101	5452	12.2	61.4	111	4436	12.0	50.0	109
TOWN & COUNTRY	917	661	1.1	72.1	96	350	1.1	38.2	93	538	1.2	58.7	106	432	1.2	47.1	103
TRAVEL & LEISURE	972	741	1.2	76.2	101	421	1.3	43.3	105	617	1.4	63.5	115	476	1.3	49.0	107
TRUE STORY	3356	2628	4.3	78.3	104	1401	4.2	41.7	101	1830	4.1	54.5	98	1593	4.3	47.5	104
U.S. NEWS & WORLD REPORT	3410	2564	4.2	75.2	100	1320	4.0	38.7	94	1986	4.4	58.2	105	1530	4.1	44.9	98
USA TODAY	1759	1446	2.4	82.2	109	841	2.5	47.8	116	1235	2.8	70.2	127	948	2.6	53.9	118
US	1873	1465	2.4	78.2	104	851	2.6	45.4	110	1120	2.5	59.8	108	951	2.6	50.8	111
VOGUE	3909	2917	4.8	74.6	99	1784	5.4	45.6	111	2390	5.3	61.1	110	2052	5.5	52.5	115
WALL STREET JOURNAL	1886	1400	2.3	74.2	98	874	2.6	46.3	113	1039	2.3	55.1	100	981	2.7	52.0	114
WEIGHT WATCHERS	2120	1627	2.7	76.7	102	978	2.9	46.1	112	1271	2.8	60.0	108	1131	3.1	53.3	117
WOMAN'S DAY	14172	11253	18.4	79.4	105	6000	18.0	42.3	103	8413	18.8	59.4	107	6927	18.7	48.9	107
WORKING MOTHER	1146	808	1.3	70.5	93	482	1.4	42.1	102	636	1.4	55.5	100	585	1.6	51.0	112
WORKING WOMAN	1322	1022	1.7	77.3	102	500	1.5	37.8	92	838	1.9	63.4	114	739	2.0	55.9	122
WORLD TENNIS	*163	*121	0.2	74.2	98	*69	0.2	42.3	103	*81	0.2	49.7	90	*35	0.1	21.5	47
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2026	3.3	80.0	106	1139	3.4	45.0	109	1536	3.4	60.7	110	1289	3.5	50.9	111
BLAIR INSERTS	43657	33415	54.7	76.5	101	18343	55.0	42.0	102	25072	55.9	57.4	104	20974	56.7	48.0	105
DAILY NEWSPAPERS																	
READ ANY	51633	39635	64.8	76.8	102	21723	65.2	42.1	102	29396	65.6	56.9	103	24460	66.1	47.4	104
READ ONE	43463	33438	54.7	76.9	102	18270	54.8	42.0	102	24344	54.3	56.0	101	20374	55.1	46.9	103
READ TWO OR MORE	8170	6197	10.1	75.9	100	3453	10.4	42.3	103	5052	11.3	61.8	112	4087	11.0	50.0	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	40536	66.3	77.0	102	22025	66.1	41.8	102	30087	67.1	57.1	103	25023	67.6	47.5	104
READ ONE	46126	35437	58.0	76.8	102	19112	57.4	41.4	101	26049	58.1	56.5	102	21708	58.7	47.1	103
READ TWO OR MORE	6552	5099	8.3	77.8	103	2913	8.7	44.5	108	4037	9.0	61.6	111	3314	9.0	50.6	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.60				27.19				28.09				27.76			
30 DAY REACH	71455	54035	88.4	75.6	100	29534	88.6	41.3	100	39439	88.0	55.2	100	32802	88.7	45.9	100
50 SHWG - 30 DAY AV FREQ	14.56	14.53				14.29				14.84				14.62			
30 DAY REACH	67742	51420	84.1	75.9	101	28139	84.4	41.5	101	37412	83.4	55.2	100	31197	84.3	46.1	101
25 SHWG - 30 DAY AV FREQ	7.94	7.91				7.80				8.05				7.93			
30 DAY REACH	62117	47262	77.3	76.1	101	25818	77.5	41.6	101	34475	76.9	55.5	100	28771	77.8	46.3	101
CABLE TV: HOME WIRED	32077	24696	40.4	77.0	102	12948	38.9	40.4	98	19449	43.4	60.6	110	15902	43.0	49.6	109
HOME NOT WIRED	48909	36427	59.6	74.5	99	20373	61.1	41.7	101	25387	56.6	51.9	94	21095	57.0	43.1	94
HAVE PAY CABLE	15935	12388	20.3	77.7	103	6642	19.9	41.7	101	10188	22.7	63.9	115	8566	23.2	53.8	118

	TOTAL U.S. '000	A '000	LIQUID B % DOHN	C % ACROSS	D INDX	A '000	B % DOHN	C % ACROSS	D INDX	A '000	B % DOHN	C % ACROSS	D INDX	A '000	B % DOHN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	61123	100.0	75.5	100	33322	100.0	41.1	100	44836	100.0	55.4	100	36997	100.0	45.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	33486	54.8	76.2	101	18228	54.7	41.5	101	24834	55.4	56.5	102	20787	56.2	47.3	104
10:00 AM - 3:00 PM	30659	23524	38.5	76.7	102	13085	39.3	42.7	104	17580	39.2	57.3	104	14507	39.2	47.3	104
3:00 PM - 7:00 PM	31045	23768	38.9	76.6	101	12912	38.7	41.6	101	17794	39.7	57.3	104	14573	39.4	46.9	103
7:00 PM - MIDNIGHT	15767	11985	19.6	76.0	101	6788	20.4	43.1	105	8695	19.4	55.1	100	7361	19.9	46.7	102
MIDNIGHT - 6:00 AM	9120	6902	11.3	75.7	100	3850	11.6	42.2	103	5018	11.2	55.0	99	4181	11.3	45.8	100
6:00 AM - MIDNIGHT	58527	44617	73.0	76.2	101	24409	73.3	41.7	101	33289	74.2	56.9	103	27636	74.7	47.2	103
ENTIRE DAY	59311	45229	74.0	76.3	101	24715	74.2	41.7	101	33728	75.2	56.9	103	27978	75.6	47.2	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12421	20.3	76.8	102	6869	20.6	42.5	103	9504	21.2	58.8	106	7964	21.5	49.2	108
ALL NEWS	2256	1733	2.8	76.8	102	932	2.8	41.3	100	1268	2.8	56.2	102	1032	2.8	45.7	100
AOR/PROGRESSIVE	3874	2879	4.7	74.3	98	1527	4.6	39.4	96	2153	4.8	55.6	100	1821	4.9	47.0	103
BEAUTIFUL MUSIC	5660	4233	6.9	74.8	99	2276	6.8	40.2	98	3195	7.1	56.4	102	2580	7.0	45.6	100
BLACK	2204	1660	2.7	75.3	100	952	2.9	43.2	105	1030	2.3	46.7	84	898	2.4	40.7	89
CLASSICAL	1418	1181	1.9	83.3	110	640	1.9	45.1	110	847	1.9	59.7	108	606	1.6	42.7	94
CHR/ROCK	9538	7280	11.9	76.3	101	4095	12.3	42.9	104	5888	13.1	61.7	112	4890	13.2	51.3	112
COUNTRY	12648	9699	15.9	76.7	102	4920	14.8	38.9	95	7196	16.0	56.9	103	5988	16.2	47.3	104
GOLDEN OLDIES	1191	956	1.6	80.3	106	492	1.5	41.3	100	660	1.5	55.4	100	539	1.5	45.3	99
MOR/NOSTALGIA	4757	3763	6.2	79.1	105	2074	6.2	43.6	106	2697	6.0	56.7	102	2353	6.4	49.5	108
NEWS/TALK	3863	2878	4.7	74.5	99	1744	5.2	45.1	110	2078	4.6	53.8	97	1752	4.7	45.4	99
RELIGIOUS	3084	2398	3.9	77.8	103	1235	3.7	40.0	97	1505	3.4	48.8	88	1151	3.1	37.3	82
SOFT ROCK	521	383	0.6	73.5	97	*274	0.8	52.6	128	245	0.5	47.0	85	*224	0.6	43.0	94
URBAN CONTEMPORARY	1585	1199	2.0	75.6	100	625	1.9	39.4	96	827	1.8	52.2	94	676	1.8	42.6	93
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2573	4.2	78.9	105	1378	4.1	42.3	103	1754	3.9	53.8	97	1642	4.4	50.4	110
ABC DIRECTION	2316	1832	3.0	79.1	105	970	2.9	41.9	102	1375	3.1	59.4	107	1133	3.1	48.9	107
ABC ENTERTAINMENT	4834	3701	6.1	76.6	101	1961	5.9	40.6	99	2495	5.6	51.6	93	2358	6.4	48.8	107
ABC FM	2202	1685	2.8	76.5	101	943	2.8	42.8	104	1289	2.9	58.5	106	1189	3.2	54.0	118
ABC INFORMATION	5425	4146	6.8	76.4	101	2396	7.2	44.2	107	3233	7.2	59.6	108	2542	6.9	46.9	103
ABC ROCK	1677	1277	2.1	76.1	101	668	2.0	39.8	97	918	2.0	54.7	99	791	2.1	47.2	103
CBS	4430	3336	5.5	75.3	100	2031	6.1	45.8	111	2493	5.6	56.3	102	2051	5.5	46.3	101
MUTUAL	4992	3963	6.5	79.4	105	2269	6.8	45.5	110	3022	6.7	60.5	109	2576	7.0	51.6	113
NBC	4679	3513	5.7	75.1	99	1714	5.1	36.6	89	2737	6.1	58.5	106	2353	6.4	50.3	110
RADIORADIO	1994	1600	2.6	80.2	106	888	2.7	44.5	108	1218	2.7	61.1	110	980	2.6	49.1	108
RKO ONE	2298	1791	2.9	77.9	103	860	2.6	37.4	91	1289	2.9	56.1	101	980	2.6	42.6	93
RKO TWO	3311	2553	4.2	77.1	102	1286	3.9	38.8	94	1771	3.9	53.5	97	1400	3.8	42.3	93
THE SOURCE	2114	1539	2.5	72.8	96	801	2.4	37.9	92	1186	2.6	56.1	101	1056	2.9	50.0	109
NON-WIRED: BLAIR	8654	6545	10.7	75.6	100	3802	11.4	43.9	107	4978	11.1	57.5	104	4454	12.0	51.5	113
INTERNET	12025	9389	15.4	78.1	103	4920	14.8	40.9	99	7040	15.7	58.5	106	5911	16.0	49.2	108
KATZ RADIO GROUP	15359	11803	19.3	76.8	102	6560	19.7	42.7	104	8997	20.1	58.6	106	7478	20.2	48.7	107
SUPERNET	10628	8117	13.3	76.4	101	4743	14.2	44.6	108	6102	13.6	57.4	104	5055	13.7	47.6	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	6583	10.8	76.0	101	3567	10.7	41.2	100	4647	10.4	53.7	97	3915	10.6	45.2	99
WKDAY 9:00 AM - 1:00 PM	12163	9286	15.2	76.3	101	4907	14.7	40.3	98	6515	14.5	53.6	97	5363	14.5	44.1	97
WKDAY 1:00 PM - 4:30 PM	16150	12307	20.1	76.2	101	6487	19.5	40.2	98	8517	19.0	52.7	95	7131	19.3	44.2	97
WKDAY 4:30 PM - 7:30 PM	22463	17029	27.9	75.8	100	9274	27.8	41.3	100	12150	27.1	54.1	98	9932	26.8	44.2	97
WKDAY 7:30 PM - 8:00 PM	31795	24073	39.4	75.7	100	13241	39.7	41.6	101	17340	38.7	54.5	99	14329	38.7	45.1	99
WKDAY 11:00 PM - 11:30 PM	23977	18355	30.0	76.6	101	10332	31.0	43.1	105	13444	30.0	56.1	101	11197	30.3	46.7	102
WKDAY 11:30 PM - 1:00 AM	7703	5976	9.8	77.6	103	3376	10.1	43.8	107	4354	9.7	56.5	102	3602	9.7	46.8	102
M-SAT 8-11 PM-SUN 7-11 PM	33800	25740	42.1	76.2	101	14180	42.6	42.0	102	18842	42.0	55.7	101	15597	42.2	46.1	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5084	8.3	77.8	103	2712	8.1	41.5	101	3710	8.3	56.7	102	3330	9.0	50.9	111
ANOTHER WORLD	N 4620	3443	5.6	74.5	99	1671	5.0	36.2	88	2384	5.3	51.6	93	1999	5.4	43.3	95
AS THE WORLD TURNS	C 5614	4269	7.0	76.0	101	2148	6.4	38.3	93	2860	6.4	50.9	92	2369	6.4	42.2	92
CAPITOL	C 3396	2566	4.2	75.6	100	1326	4.0	39.0	95	1746	3.9	51.4	93	1247	3.4	36.7	80
CBS MORN. NEWS 1	C 1446	1132	1.9	78.3	104	605	1.8	41.8	102	770	1.7	53.3	96	640	1.7	44.3	97
CBS MORN. NEWS 2	C 1207	908	1.5	75.2	100	478	1.4	39.6	96	590	1.3	48.9	88	489	1.3	40.5	89
DAYS OF OUR LIVES	N 5877	4525	7.4	77.0	102	2248	6.7	38.3	93	3199	7.1	54.4	98	2689	7.3	45.8	100
FACTS OF LIFE - DAYTIME	N 2290	1607	2.6	70.2	93	814	2.4	35.5	86	1082	2.4	47.2	85	993	2.7	43.4	95
FAMILY FEUD	A 3023	2263	3.7	74.9	99	1132	3.4	37.4	91	1653	3.7	54.7	99	1242	3.4	41.1	90
GENERAL HOSPITAL	A 6097	4658	7.6	76.4	101	2672	8.0	43.8	107	3408	7.6	55.9	101	2785	7.5	45.7	100
GOOD MORNING, AMERICA-730A	A 3515	2682	4.4	76.3	101	1498	4.5	42.6	104	1899	4.2	54.0	98	1677	4.5	47.7	104
GOOD MORNING, AMERICA-830A	A 2818	2212	3.6	78.5	104	1263	3.8	44.8	109	1614	3.6	57.3	103	1291	3.5	45.8	100
GUIDING LIGHT	C 5339	3988	6.5	74.7	99	196											

		TOTAL U.S. '000	LIQUID				POWDER				PUMP/TRIGGER SPRAY (NON-AEROSOL)				AEROSOL SPRAY			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	61123	100.0	75.5	100	33322	100.0	41.1	100	44836	100.0	55.4	100	36997	100.0	45.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	19776	32.4	75.9	101	10770	32.3	41.3	100	14230	31.7	54.6	99	11479	31.0	44.0	96
NETWORK AFFILIATES - LATE		20261	15465	25.3	76.3	101	8785	26.4	43.4	105	11397	25.4	56.3	102	9463	25.6	46.7	102
INDEPENDENTS - LATE		2076	1553	2.5	74.8	99	898	2.7	43.3	105	1199	2.7	57.8	104	1034	2.8	49.8	109
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	8215	13.4	78.6	104	4458	13.4	42.6	104	5767	12.9	55.2	100	5066	13.7	48.5	106
ABC MONDAY NIGHT MOVIE		A 6412	5020	8.2	78.3	104	2822	8.5	44.0	107	3746	8.4	58.4	106	3046	8.2	47.5	104
ABC SUNDAY NIGHT MOVIE		A 12407	9329	15.3	75.2	100	5236	15.7	42.2	103	7243	16.2	58.4	105	5941	16.1	47.9	105
ABC WORLD NEWS TONIGHT		A 6176	4787	7.8	77.5	103	2924	8.8	47.3	115	3375	7.5	54.6	99	2662	7.2	43.1	99
AFTERMASH		C 5863	4535	7.4	77.3	102	2218	6.7	37.8	92	3275	7.3	55.9	101	2680	7.2	45.7	100
ALICE		C 9594	7226	11.8	75.3	100	3856	11.6	40.2	98	5223	11.6	54.4	98	4331	11.7	45.1	99
AMERICAN PARADE		C 6622	4911	8.0	74.2	98	2766	8.3	41.8	102	3446	7.7	52.0	94	2702	7.3	40.8	89
BENSON		A 10886	8270	13.5	76.0	101	4494	13.5	41.3	100	6055	13.5	55.6	100	5221	14.1	48.0	105
BLUE THUNDER		A 5036	3886	6.4	77.2	102	2197	6.6	43.6	106	2996	6.7	59.5	107	2393	6.5	47.5	104
CAGNEY & LACEY		C 9965	7802	12.8	78.3	104	4273	12.8	42.9	104	5509	12.3	55.3	100	4754	12.8	47.7	104
CBS EVENING NEWS-DEAN		C 3491	2643	4.3	75.7	100	1447	4.3	41.4	101	1990	4.4	57.0	103	1554	4.2	44.5	97
CBS EVENING NEWS-RATHER		C 7123	5385	8.8	75.6	100	3027	9.1	42.5	103	4005	8.9	56.2	102	3025	8.2	42.5	93
CBS SAT. NEWS-SCHIEFFER		C 3621	2710	4.4	74.8	99	1578	4.7	43.6	106	2145	4.8	59.2	107	1526	4.1	42.1	92
CBS SATURDAY NIGHT MOVIE		C 5436	4184	6.8	77.0	102	2304	6.9	42.4	103	3063	6.8	56.3	102	2531	6.8	46.6	102
CBS WEDNESDAY NIGHT MOVIE		C 6100	4596	7.5	75.3	100	2486	7.5	40.8	99	3159	7.0	51.8	94	2479	6.7	40.6	89
CHEERS		N 8889	6770	11.1	76.2	101	3769	11.3	42.4	103	5244	11.7	59.0	107	4517	12.2	50.8	111
DALLAS		C 22109	16797	27.5	76.0	101	9015	27.1	40.8	99	12553	28.0	56.8	103	10334	27.9	46.7	102
DIFF'RENT STROKES		N 6940	5235	8.6	75.4	100	2643	7.9	38.1	93	3859	8.6	55.6	100	3095	8.4	44.6	98
DOUBLE TROUBLE		N 7223	5583	9.1	77.3	102	2906	8.7	40.2	98	3991	8.9	55.3	100	3375	9.1	46.7	102
DUCK FACTORY		N 5595	4281	7.0	76.5	101	2422	7.3	43.3	105	3219	7.2	57.5	104	2749	7.4	49.1	108
DUKES OF HAZZARD		C 5768	4284	7.0	74.3	98	2293	6.9	39.8	97	3047	6.8	52.8	95	2318	6.3	40.2	88
DYNASTY		A 20053	15153	24.8	75.6	100	8287	24.9	41.3	100	11175	24.9	55.7	101	9468	25.6	47.2	103
FACTS OF LIFE		N 8087	6120	10.0	75.7	100	3339	10.0	41.3	100	4464	10.0	55.2	100	3811	10.3	47.1	103
FALCON CREST		C 20046	15350	25.1	76.6	101	8263	24.8	41.2	100	11549	25.8	57.6	104	9196	24.9	45.9	100
FALL GUY		A 9084	6954	11.4	76.6	101	3816	11.5	42.0	102	5103	11.4	56.2	101	4323	11.7	47.6	104
FAMILY TIES		N 7964	5972	9.8	75.0	99	3272	9.8	41.1	100	4340	9.7	54.5	98	3803	10.3	47.8	105
FANTASY ISLAND		A 7687	5727	9.4	74.5	99	3121	9.4	40.6	99	4137	9.2	53.8	97	3298	8.9	42.9	94
FOULUPS,BLEEPS & BLUNDERS		A 8861	6776	11.1	76.5	101	3709	11.1	41.9	102	4997	11.1	56.4	102	4100	11.1	46.3	101
FOUR SEASONS		C 5095	3897	6.4	76.5	101	2005	6.0	39.4	96	2948	6.6	57.9	105	2363	6.4	46.4	102
GIMME A BREAK		N 8838	6549	10.7	74.1	98	3466	10.4	39.2	95	4417	9.9	50.0	90	3977	10.7	45.0	99
HART TO HART		A 8978	6723	11.0	74.9	99	3521	10.6	39.2	95	4822	10.8	53.7	97	4345	11.7	48.4	106
HILL STREET BLUES		N 8590	6555	10.7	76.3	101	3803	11.4	44.3	108	4997	11.1	58.2	105	4202	11.4	48.9	107
HOTEL		A 14085	10755	17.6	76.4	101	5797	17.4	41.2	100	7959	17.8	56.5	102	6520	17.6	46.3	101
JEFFERSONS		C 9360	6990	11.4	74.7	99	3642	10.9	38.9	95	5162	11.5	55.1	100	4121	11.1	44.0	96
JENNIFER SLEPT HERE		N 5841	4372	7.2	74.9	99	2321	7.0	39.7	97	3116	6.9	53.3	96	2698	7.3	46.2	101
KATE & ALLIE		C 9206	7033	11.5	76.4	101	3904	11.7	42.4	103	4926	11.0	53.5	97	4286	11.6	46.6	102
KNIGHT RIDER		N 7076	5288	8.7	74.7	99	2839	8.5	40.1	98	3915	8.7	55.3	100	3056	8.3	43.2	95
LOVE BOAT		A 12219	9141	15.0	74.8	99	4905	14.7	40.1	98	6784	15.1	55.5	100	5370	14.5	43.9	96
MAGNUM PI		C 11199	8725	14.3	77.9	103	4638	13.9	41.4	101	6489	14.5	57.9	105	5067	13.7	45.2	99
MAMA'S FAMILY		N 6057	4552	7.4	75.2	100	2481	7.4	41.0	100	3275	7.3	54.1	98	2866	7.7	47.3	104
MASTER, THE		N 3598	2633	4.3	73.2	97	1494	4.5	41.5	101	1853	4.1	51.5	93	1549	4.2	43.1	94
MATT HOUSTON		A 6344	4881	8.0	76.9	102	2643	7.9	41.7	101	3645	8.1	57.5	104	2815	7.6	44.4	97
NBC MONDAY NIGHT MOVIE		N 11994	8910	14.6	74.3	98	5108	15.3	42.6	104	6678	14.9	55.7	101	5344	14.4	44.6	98
NBC NIGHTLY NEWS		N 5132	3927	6.4	76.5	101	2178	6.5	42.4	103	2812	6.3	54.8	99	2397	6.5	46.7	102
NBC NIGHTLY NEWS-SAT		N 3375	2607	4.3	77.2	102	1470	4.4	43.6	106	1858	4.1	55.1	99	1374	3.7	40.7	89
NBC NIGHTLY NEWS-SUN		N 3130	2402	3.9	76.7	102	1333	4.0	42.6	104	1694	3.8	54.1	98	1290	3.5	41.2	90
NBC SUNDAY NIGHT MOVIE		N 8284	6470	10.6	78.1	103	3605	10.8	43.5	106	4321	9.6	52.2	94	3874	10.5	46.8	102
NEMHART		C 9240	7196	11.8	77.9	103	4025	12.1	43.6	106	5019	11.2	54.3	98	4305	11.6	46.6	102
ONE DAY AT A TIME		C 7288	5502	9.0	75.5	100	2651	8.0	36.4	88	3939	8.8	54.0	98	3208	8.7	44.0	96
PEOPLE ARE FUNNY		N 4855	3648	6.0	75.1	100	2036	6.1	41.9	102	2666	5.9	54.9	99	2389	6.5	49.2	108
REAL PEOPLE		N 8869	6704	11.0	75.6	100	3708	11.1	41.8	102	4902	10.9	55.3	100	4045	10.9	45.6	100
REMINGTON STEELE		N 7743	5862	9.6	75.7	100	3098	9.3	40.0	97	4170	9.3	53.9	97	3630	9.8	46.9	103
REPLY'S BELIEVE IT - NOT		A 5345	4119	6.7	77.1	102	2281	6.8	42.7	104	3012	6.7	56.4	102	2400	6.5	44.9	98
RIPTIDE		N 6988	5357	8.8	76.7	102	3146	9.4	45.0	109	3938	8.8	56.4	102	3088	8.3	44.2	97
SCARECROW & MRS. KING		C 10002	7633	12.5	76.3	101	3983	12.0	39.8	97	5273	11.8	52.7	95	4422	12.0	44.2	97
SIMON & SIMON		C 10638	8369	13.7	78.7	104	4764	14.3	44.8	109	5693	12.7	53.5	97	4878	13.2	45.9	100

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): WHERE USED
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	IN BATHROOM				IN KITCHEN				OTHER				A	B % DOWN	C % ACROSS	D % INDX
		'000	%	DOWN	ACROSS % INDX	'000	%	DOWN	ACROSS % INDX	'000	%	DOWN	ACROSS % INDX				
TOTAL FEMALE HOMEMAKERS	80986	59189	100.0		73.1 100	54355	100.0		67.1 100	19280	100.0		23.8 100				
18 - 24	9282	6974	11.8	75.1	103	6529	12.0	70.3	105	2216	11.5	23.9	100				
25 - 34	19072	14873	25.1	78.0	107	13458	24.8	70.6	105	5306	27.5	27.8	117				
35 - 44	14591	10796	18.2	74.0	101	9887	18.2	67.8	101	4067	21.1	27.9	117				
45 - 54	11345	8190	13.8	72.2	99	7722	14.2	68.1	101	2737	14.2	24.1	101				
55 - 64	11635	8456	14.3	72.7	99	7619	14.0	65.5	98	2308	12.0	19.8	83				
65 OR OLDER	15061	9900	16.7	65.7	90	9140	16.8	60.7	90	2647	13.7	17.6	74				
18 - 34	28354	21847	36.9	77.1	105	19987	36.8	70.5	105	7522	39.0	26.5	111				
18 - 49	48339	36610	61.9	75.7	104	33614	61.8	69.5	104	13037	67.6	27.0	113				
25 - 54	45008	33859	57.2	75.2	103	31066	57.2	69.0	103	12109	62.8	26.9	113				
35 - 49	19985	14763	24.9	73.9	101	13627	25.1	68.2	102	5515	28.6	27.6	116				
50 OR OLDER	32647	22580	38.1	69.2	95	20741	38.2	63.5	95	6244	32.4	19.1	80				
GRADUATED COLLEGE	11155	8510	14.4	76.3	104	7845	14.4	70.3	105	3028	15.7	27.1	114				
ATTENDED COLLEGE	13682	10784	18.2	78.8	108	9935	18.3	72.6	108	3754	19.5	27.4	115				
GRADUATED HIGH SCHOOL	33880	25721	43.5	75.9	104	23406	43.1	69.1	103	8203	42.5	24.2	102				
DID NOT GRADUATE HIGH SCHOOL	22270	14174	23.9	63.6	87	13169	24.2	59.1	88	4296	22.3	19.3	81				
EMPLOYED	40306	30509	51.5	75.7	104	28095	51.7	69.7	104	9841	51.0	24.4	103				
EMPLOYED FULL-TIME	32850	24882	42.0	75.7	104	22927	42.2	69.8	104	8039	41.7	24.5	103				
EMPLOYED PART-TIME	7456	5627	9.5	75.5	103	5168	9.5	69.3	103	1802	9.3	24.2	102				
NOT EMPLOYED	40680	28680	48.5	70.5	96	26260	48.3	64.6	96	9439	49.0	23.2	97				
PROFESSIONAL/MANAGER	10392	8299	14.0	79.9	109	7608	14.0	73.2	109	2936	15.2	28.3	119				
TECH/CLERICAL/SALES	17574	13545	22.9	77.1	105	12386	22.8	70.5	105	4415	22.9	25.1	106				
PRECISION/CRAFT	985	714	1.2	72.5	99	674	1.2	68.4	97	**262	1.4	26.6	112				
OTHER EMPLOYED	11354	7951	13.4	70.0	96	7427	13.7	65.4	92	2228	11.6	19.6	82				
SINGLE	9863	6861	11.6	69.6	95	6427	11.8	65.2	97	2157	11.2	21.9	92				
MARRIED	51375	39146	66.1	76.2	104	35823	65.9	69.7	104	13157	68.2	25.6	108				
DIVORCED/SEPARATED/WIDOWED	19748	13182	22.3	66.8	91	12105	22.3	61.3	91	3966	20.6	20.1	84				
PARENTS	32590	24600	41.6	75.5	103	22399	41.2	68.7	102	9089	47.1	27.9	117				
WHITE	70416	52633	88.9	74.7	102	48379	89.0	68.7	102	16823	87.3	23.9	100				
BLACK	8778	5320	9.0	60.6	83	4787	8.8	54.5	81	1968	10.2	22.4	94				
OTHER	1791	1237	2.1	69.1	95	1189	2.2	66.4	99	**489	2.5	27.3	115				
NORTHEAST-CENSUS	17786	13627	23.0	76.6	105	12540	23.1	70.5	105	4880	25.3	27.4	115				
NORTH CENTRAL	20741	15498	26.2	74.7	102	14177	26.1	68.4	102	5122	26.6	24.7	104				
SOUTH	27775	18997	32.1	68.4	94	17329	31.9	62.4	93	5644	29.3	20.3	85				
WEST	14683	11066	18.7	75.4	103	10309	19.0	70.2	105	3634	18.8	24.7	104				
NORTHEAST-MKTG.	17961	13074	22.1	72.8	100	12511	23.0	69.7	104	5059	26.2	28.2	118				
EAST CENTRAL	11885	8698	14.7	73.2	100	7750	14.3	65.2	97	2631	13.6	22.1	93				
WEST CENTRAL	14090	10741	18.1	76.2	104	9949	18.3	70.6	105	3657	19.0	26.0	109				
SOUTH	24081	16935	28.6	70.3	96	15105	27.8	62.7	93	4744	24.6	19.7	83				
PACIFIC	12969	9741	16.5	75.1	103	9041	16.6	69.7	104	3189	16.5	24.6	103				
COUNTY SIZE A	32439	23386	39.5	72.1	99	21749	40.0	67.0	100	8519	44.2	26.3	110				
COUNTY SIZE B	24915	18639	31.5	74.8	102	16900	31.1	67.8	101	5669	29.4	22.8	96				
COUNTY SIZE C	12930	9874	16.7	76.4	104	8898	16.4	68.8	103	3104	16.1	24.0	101				
COUNTY SIZE D	10703	7290	12.3	68.1	93	6808	12.5	63.6	95	1988	10.3	18.6	78				
METRO CENTRAL CITY	24518	17373	29.4	70.9	97	16055	29.5	65.5	98	5714	29.6	23.3	98				
METRO SUBURBAN	35919	27469	46.4	76.5	105	25185	46.3	70.1	104	9181	47.6	25.6	107				
NON METRO	20549	14347	24.2	69.8	96	13116	24.1	63.8	95	4385	22.7	21.3	90				
TOP 5 ADI'S	18341	13456	22.7	73.4	100	12670	23.3	69.1	103	5422	28.1	29.6	124				
TOP 10 ADI'S	25378	17991	30.4	70.9	97	16782	30.9	66.1	99	6943	36.0	27.4	115				
TOP 20 ADI'S	36488	26432	44.7	72.4	99	24527	45.1	67.2	100	9680	50.2	26.5	111				
HSHLD INC. \$50,000 OR MORE	6612	5415	9.1	81.9	112	5072	9.3	76.7	114	1996	10.4	30.2	127				
\$40,000 OR MORE	12659	10189	17.2	80.5	110	9450	17.4	74.7	111	3603	18.7	28.5	120				
\$30,000 OR MORE	24698	19438	32.8	78.7	108	17755	32.7	71.9	107	6911	35.8	28.0	118				
\$25,000 OR MORE	32077	25094	42.4	78.2	107	22774	41.9	71.0	106	8704	45.1	27.1	114				
\$20,000 - \$24,999	9144	6872	11.6	75.2	103	6439	11.8	70.4	105	2308	12.0	25.2	106				
\$15,000 - \$19,999	8728	6434	10.9	73.7	101	5989	11.0	68.6	102	1998	10.4	22.9	96				
\$10,000 - \$14,999	12562	9005	15.2	71.7	98	8354	15.4	66.5	99	2891	15.0	23.0	97				
UNDER \$10,000	18475	11784	19.9	63.8	87	10799	19.9	58.5	87	3380	17.5	18.3	77				
HOUSEHOLD OF 1 PERSON	11987	7818	13.2	65.2	89	7105	13.1	59.3	88	1920	10.0	16.0	67				
2 PEOPLE	26577	19563	33.1	73.6	101	18282	33.6	68.8	102	6086	31.6	22.9	96				
3 OR 4 PEOPLE	30617	23174	39.2	75.7	104	20991	38.6	68.6	102	7925	41.1	25.9	109				
5 OR MORE PEOPLE	11804	8634	14.6	73.1	100	7978	14.7	67.6	101	3350	17.4	28.4	119				
NO CHILD IN HSHLD	46165	33032	55.8	71.6	98	30526	56.2	66.1	99	9708	50.4	21.0	88				
CHILD(REN) UNDER 2 YRS	5325	4255	7.2	79.9	109	3864	7.1	72.6	108	1453	7.5	27.3	115				
2 - 5 YEARS	14221	10955	18.5	77.0	105	10010	18.4	70.4	105	4081	21.2	28.7	121				
6 - 11 YEARS	15117	11417	19.3	75.5	103	10418	19.2	68.9	103	4237	22.0	28.0	118				
12 - 17 YEARS	16611	12020	20.3	72.4	99	10864	20.0	65.4	97	4404	22.8	26.5	111				
RESIDENCE OWNED	55884	41879	70.8	74.9	103	38330	70.5	68.6	102	13208	68.5	23.6	99				
VALUE: \$50,000 OR MORE	31744	24304	41.1	76.6	105	22266	41.0	70.1	105	8130	42.2	25.6	108				
VALUE: UNDER \$50,000	24140	17575	29.7	72.8	100	16065	29.6	66.5	99	5079	26.3	21.0	88				

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): WHERE USED
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	IN BATHROOM				IN KITCHEN				OTHER							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	59189	100.0	73.1	100	54355	100.0	67.1	100	19280	100.0	23.8	100				
MAGAZINES	QUINTILE 1	15799	12395	20.9	78.5	107	11492	21.1	72.7	108	4643	24.1	29.4	123				
	QUINTILE 2	17259	13008	22.0	75.4	103	11996	22.1	69.5	104	4280	22.2	24.8	104				
	QUINTILE 3	13545	10035	17.0	74.1	101	9169	16.9	67.7	101	3120	16.2	23.0	97				
	QUINTILE 4	15133	10983	18.6	72.6	99	9910	18.2	65.5	98	3264	16.9	21.6	91				
	QUINTILE 5	19250	12768	21.6	66.3	91	11787	21.7	61.2	91	3972	20.6	20.6	87				
NEWSPAPERS	QUINTILE 1	12413	9451	16.0	76.1	104	8652	15.9	69.7	104	3170	16.4	25.5	107				
	QUINTILE 2	24116	18086	30.6	75.0	103	16685	30.7	69.2	103	6077	31.5	25.2	106				
	QUINTILE 3	11261	8454	14.3	75.1	103	7690	14.1	68.3	102	2806	14.6	24.9	105				
	QUINTILE 4	20255	14945	25.2	73.8	101	13631	25.1	67.3	100	4367	22.7	21.6	91				
	QUINTILE 5	12940	8254	13.9	63.8	87	7698	14.2	59.5	89	2860	14.8	22.1	93				
OUTDOOR	QUINTILE 1	14852	11324	19.1	76.2	104	10404	19.1	70.1	104	3892	20.2	26.2	110				
	QUINTILE 2	15725	11672	19.7	74.2	102	10695	19.7	68.0	101	3964	20.6	25.2	106				
	QUINTILE 3	16330	12258	20.7	75.1	103	11123	20.5	68.1	101	3920	20.3	24.0	101				
	QUINTILE 4	16744	12255	20.7	73.2	100	11157	20.5	66.6	99	3882	20.1	23.2	97				
	QUINTILE 5	17334	11680	19.7	67.4	92	10976	20.2	63.3	94	3623	18.8	20.9	88				
RADIO-DRIVE TIME	QUINTILE 1	15911	11836	20.0	74.4	102	10771	19.8	67.7	101	4121	21.4	25.9	109				
	QUINTILE 2	14837	11248	19.0	75.8	104	10287	18.9	69.3	103	3654	19.0	24.6	103				
	QUINTILE 3	15339	11254	19.0	73.4	100	10231	18.8	66.7	99	3762	19.5	24.5	103				
	QUINTILE 4	16723	12351	20.9	73.9	101	11432	21.0	68.4	102	3801	19.7	22.7	95				
	QUINTILE 5	18176	12500	21.1	68.8	94	11634	21.4	64.0	95	3942	20.4	21.7	91				
RADIO-MID- DAY	TERCILE 1	21020	15772	26.6	75.0	103	14465	26.6	68.8	103	5141	26.7	24.5	103				
	TERCILE 2	21610	16203	27.4	75.0	103	14813	27.3	68.5	102	5895	30.6	27.3	115				
	TERCILE 3	38355	27215	46.0	71.0	97	25076	46.1	65.4	97	8244	42.8	21.5	90				
RADIO-TOTAL	QUINTILE 1	15988	12080	20.4	75.6	103	11061	20.3	69.2	103	4034	20.9	25.2	106				
	QUINTILE 2	15626	11436	19.3	73.2	100	10365	19.1	66.3	99	4023	20.9	25.7	108				
	QUINTILE 3	16723	12824	21.7	76.7	105	11782	21.7	70.5	105	4151	21.5	24.8	104				
	QUINTILE 4	16342	11859	20.0	72.6	99	10859	20.0	66.4	99	3590	18.6	22.0	92				
	QUINTILE 5	16306	10990	18.6	67.4	92	10288	18.9	63.1	94	3483	18.1	21.4	90				
TV-PRIME TIME	QUINTILE 1	15953	11612	19.6	72.8	100	10819	19.9	67.8	101	3669	19.0	23.0	97				
	QUINTILE 2	16137	12289	20.8	76.2	104	11174	20.6	69.2	103	4036	20.9	25.0	105				
	QUINTILE 3	16420	11833	20.0	72.1	99	10812	19.9	65.8	98	4014	20.8	24.4	103				
	QUINTILE 4	16687	12264	20.7	73.5	101	11184	20.6	67.0	100	4065	21.1	24.4	102				
	QUINTILE 5	15789	11191	18.9	70.9	97	10366	19.1	65.7	98	3497	18.1	22.1	93				
TV-DAYTIME	TERCILE 1	27736	20102	34.0	72.5	99	18168	33.4	65.5	98	6363	33.0	22.9	96				
	TERCILE 2	26489	19456	32.9	73.4	100	17969	33.1	67.8	101	6314	32.7	23.8	100				
	TERCILE 3	26761	19630	33.2	73.4	100	18218	33.5	68.1	101	6603	34.2	24.7	104				
TV-TOTAL	QUINTILE 1	16345	11632	19.7	71.2	97	10512	19.3	64.3	96	3777	19.6	23.1	97				
	QUINTILE 2	16447	11952	20.2	72.7	99	10995	20.2	66.9	100	3577	18.6	21.7	91				
	QUINTILE 3	15980	12130	20.5	75.9	104	11257	20.7	70.4	105	3865	20.0	24.2	102				
	QUINTILE 4	15887	11801	19.9	74.3	102	10796	19.9	68.0	101	4286	22.2	27.0	113				
	QUINTILE 5	16326	11675	19.7	71.5	98	10794	19.9	66.1	99	3777	19.6	23.1	97				
MAGAZINES-NEWSPAPERS: DUAL		20721	15966	27.0	77.1	105	14739	27.1	71.1	106	5679	29.5	27.4	115				
MAGAZINE IMPERATIVE		19186	14328	24.2	74.7	102	13292	24.5	69.3	103	4736	24.6	24.7	104				
NEWSPAPER IMPERATIVE		21899	15978	27.0	73.0	100	14677	27.0	67.0	100	5083	26.4	23.2	97				
MAGAZINES-OUTDOOR: DUAL		15451	12368	20.9	80.0	110	11475	21.1	74.3	111	4257	22.1	27.6	116				
MAGAZINE IMPERATIVE		25953	19272	32.6	74.3	102	17671	32.5	68.1	101	6491	33.7	25.0	105				
OUTDOOR IMPERATIVE		24400	17355	29.3	71.1	97	15702	28.9	64.4	96	5440	28.2	22.3	94				
MAGAZINES-RADIO: DUAL		18049	14048	23.7	77.8	106	13021	24.0	72.1	107	4835	25.1	26.8	113				
MAGAZINE IMPERATIVE		23571	17901	30.2	75.9	104	16485	30.3	69.9	104	5952	30.9	25.3	106				
RADIO IMPERATIVE		23278	16707	28.2	71.8	98	15002	27.6	64.4	96	5381	27.9	23.1	97				
MAGAZINES-TELEVISION: DUAL		15459	11764	19.9	76.1	104	10616	19.5	68.7	102	3594	18.6	23.2	98				
MAGAZINE IMPERATIVE		25829	19736	33.3	76.4	105	18371	33.8	71.1	106	7131	37.0	27.6	116				
TELEVISION IMPERATIVE		26039	18156	30.7	69.7	95	16675	30.7	64.0	95	5484	28.4	21.1	88				
NEWSPAPERS-OUTDOOR: DUAL		16605	12685	21.4	76.4	105	11836	21.8	71.3	106	4593	23.8	27.7	116				
NEWSPAPER IMPERATIVE		26834	19988	33.8	74.5	102	18104	33.3	67.5	101	6295	32.7	23.5	99				
OUTDOOR IMPERATIVE		23346	17172	29.0	73.6	101	15554	28.6	66.6	99	5441	28.2	23.3	98				
NEWSPAPERS-RADIO: DUAL		17133	13144	22.2	76.7	105	11912	21.9	69.5	104	4421	22.9	25.8	108				
NEWSPAPER IMPERATIVE		25892	19318	32.6	74.6	102	17932	33.0	69.3	103	6362	33.0	24.6	103				
RADIO IMPERATIVE		23167	17005	28.7	73.4	100	15518	28.5	67.0	100	5461	28.3	23.6	99				
NEWSPAPERS-TELEVISION: DUAL		17159	12997	22.0	75.7	104	12006	22.1	70.0	104	4051	21.0	23.6	99				
NEWSPAPER IMPERATIVE		26214	19610	33.1	74.8	102	18041	33.2	68.8	103	6896	35.8	26.3	111				
TELEVISION IMPERATIVE		23412	16425	27.8	70.2	96	14900	27.4	63.6	95	5081	26.4	21.7	91				
OUTDOOR-RADIO: DUAL		15303	11730	19.8	76.7	105	10774	19.8	70.4	105	4035	20.9	26.4	111				
OUTDOOR IMPERATIVE		24901	18369	31.0	73.8	101	16850	31.0	67.7	101	5960	30.9	23.9	101				
RADIO IMPERATIVE		26492	19499	32.9	73.6	101	17792	32.7	67.2	100	6569	34.1	24.8	104				
OUTDOOR-TELEVISION: DUAL		14794	11215	18.9	75.8	104	10121	18.6	68.4	102	3686	19.1	24.9	105				
OUTDOOR IMPERATIVE		25437	19205	32.4	75.5	103	17712	32.6	69.6	104	6594	34.2	25.9	109				
TELEVISION IMPERATIVE		27877	19893	33.6	71.4	98	18450	33.9	66.2	99	6067	31.5	21.8	91				
RADIO-TELEVISION: DUAL		15996	11907	20.1	74.4	102	10956	20.2	68.5	102	4060	21.1	25.4	107				
RADIO IMPERATIVE		25478	19321	32.6	75.8	104	17602	32.4	69.1	103	6663	34.6	26.2	110				
TELEVISION IMPERATIVE		26573	19093	32.3	71.9	98	17538	32.3	66.0	98	5588	29.0	21.0					

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): WHERE USED
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	IN BATHROOM				IN KITCHEN				OTHER				A '000	B % DOWN	C % ACROSS	D % INDX
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX				
TOTAL FEMALE HOMEMAKERS	80986	59189	100.0	73.1	100	54355	100.0	67.1	100	19280	100.0	23.8	100				
ATLANTIC MONTHLY	415	317	0.5	76.4	105	291	0.5	70.1	104	**82	0.4	19.8	83				
BARRON'S	453	367	0.6	81.0	111	344	0.6	75.9	113	**187	1.0	41.3	173				
BETTER HOMES & GARDENS	16256	12601	21.3	77.5	106	11361	20.9	69.9	104	4367	22.7	26.9	113				
BON APPETIT	2535	2051	3.5	80.9	111	1915	3.5	75.5	113	792	4.1	31.2	131				
BUSINESS WEEK	1278	925	1.6	72.4	99	811	1.5	63.5	95	443	2.3	34.7	146				
CAR AND DRIVER	378	*253	0.4	66.9	92	*215	0.4	56.9	85	**132	0.7	34.9	147				
CBS MAGAZINE NETWORK (GROSS)	1498	1244	2.1	83.0	114	1118	2.1	74.6	111	524	2.7	35.0	147				
CHANGING TIMES	1505	1124	1.9	74.7	102	989	1.8	65.7	98	453	2.3	30.1	126				
COLONIAL HOMES	1231	957	1.6	77.7	106	909	1.7	73.8	110	409	2.1	33.2	140				
CONDE NAST MAG. PKG. (GROSS)	14146	10782	18.2	76.2	104	10191	18.7	72.0	107	4128	21.4	29.2	123				
CONSUMERS DIGEST	1323	1117	1.9	84.4	116	1054	1.9	79.7	119	381	2.0	28.8	121				
COSMOPOLITAN	7102	5576	9.4	78.5	107	5118	9.4	72.1	107	1952	10.1	27.5	115				
COUNTRY LIVING	2481	1891	3.2	76.2	104	1785	3.3	71.9	107	618	3.2	24.9	105				
CUISINE	1472	1223	2.1	83.1	114	1147	2.1	77.9	116	519	2.7	35.3	148				
CYCLE WORLD	425	370	0.6	87.1	119	*320	0.6	75.3	112	**146	0.8	34.4	144				
DCI:CREATIVE IDEAS FOR LIV	2510	2008	3.4	80.0	109	1888	3.5	75.2	112	656	3.4	26.1	110				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5090	8.6	76.0	104	4725	8.7	70.6	105	1544	8.0	23.1	97				
DISCOVER	894	683	1.2	76.4	105	669	1.2	74.8	111	286	1.5	32.0	134				
EBONY	3507	2286	3.9	65.2	89	2114	3.9	60.3	90	829	4.3	23.6	99				
ESQUIRE	1083	799	1.3	73.8	101	709	1.3	65.5	98	319	1.7	29.5	124				
ESSENCE	1830	1276	2.2	69.7	95	1188	2.2	64.9	97	446	2.3	24.4	102				
FAMILY CIRCLE	15930	12359	20.9	77.6	106	11410	21.0	71.6	107	4292	22.3	26.9	113				
THE FAMILY HANDYMAN	1126	869	1.5	77.2	106	804	1.5	71.4	106	387	2.0	34.4	144				
FAMILY WEEKLY	11468	8966	15.1	78.2	107	8091	14.9	70.6	105	2931	15.2	25.6	107				
FIELD & STREAM	2234	1701	2.9	76.1	104	1592	2.9	71.3	106	559	2.9	25.0	105				
FOOD & WINE	579	447	0.8	77.2	106	447	0.8	77.2	115	*162	0.8	28.0	118				
FORBES	728	591	1.0	81.2	111	528	1.0	72.5	108	*258	1.3	35.4	149				
FORTUNE	906	748	1.3	82.6	113	645	1.2	71.2	106	374	1.9	41.3	173				
GENTLEMEN'S QUARTERLY	791	545	0.9	68.9	94	508	0.9	64.2	96	303	1.6	38.3	161				
GLAMOUR	5265	4030	6.8	76.5	105	3763	6.9	71.5	106	1487	7.7	28.2	119				
GOLF DIGEST	636	539	0.9	84.7	116	456	0.8	71.7	107	*169	0.9	26.6	112				
GOLF DIGEST/TENNIS (GROSS)	1186	957	1.6	80.7	110	836	1.5	70.5	105	354	1.8	29.8	125				
GOLF MAGAZINE	441	358	0.6	81.2	111	304	0.6	68.9	103	**107	0.6	24.3	102				
GOLF MAGAZINE/SKI (GROSS)	922	731	1.2	79.3	108	613	1.1	66.5	99	*231	1.2	25.1	105				
GOOD HOUSEKEEPING	16487	13229	22.4	80.2	110	12100	22.3	73.4	109	4028	20.9	24.4	103				
HARPER'S BAZAAR	2423	1935	3.3	79.9	109	1771	3.3	73.1	109	829	4.3	34.2	144				
HEALTH	1994	1668	2.8	83.7	114	1469	2.7	73.7	110	531	2.8	26.6	112				
HEARST MAG CORP. BUY (GROSS)	44101	34687	58.6	78.7	108	32067	59.0	72.7	108	11701	60.7	26.5	111				
HEARST MAN POWER (GROSS)	1993	1520	2.6	76.3	104	1384	2.5	69.4	103	582	3.0	29.2	123				
HEARST WOMAN POWER (GROSS)	31274	24835	42.0	79.4	109	22837	42.0	73.0	109	8052	41.8	25.7	108				
HOUSE BEAUTIFUL	3623	2708	4.6	74.7	102	2588	4.8	71.4	106	848	4.4	23.4	98				
INC.	283	270	0.5	95.4	131	*235	0.4	83.0	124	**128	0.7	45.2	190				
JET	2928	1834	3.1	62.6	86	1732	3.2	59.2	88	689	3.6	23.5	99				
LADIES' HOME JOURNAL	11918	9273	15.7	77.8	106	8474	15.6	71.1	106	2943	15.3	24.7	104				
LHJ FAMILY GRP COMBO(GROSS)	16764	13202	22.3	78.8	108	12147	22.3	72.5	108	4332	22.5	25.8	109				
LIFE	4254	3079	5.2	72.4	99	2893	5.3	68.0	101	1120	5.8	26.3	111				
L.A. TIMES HOME MAGAZINE	1145	869	1.5	75.9	104	802	1.5	70.0	104	367	1.9	32.1	135				
MADEMOISELLE	2884	2199	3.7	76.2	104	1986	3.7	68.9	103	773	4.0	26.8	113				
MC CALL'S	13460	10439	17.6	77.6	106	9503	17.5	70.6	105	3252	16.9	24.2	101				
MC CALL'S/WRK MOTHER (GROSS)	14606	11328	19.1	77.6	106	10363	19.1	71.0	106	3593	18.6	24.6	103				
MECHANIX ILLUSTRATED	772	616	1.0	79.8	109	566	1.0	73.3	109	*293	1.5	38.0	159				
METROPOLITAN HOME	967	835	1.4	86.3	118	787	1.4	81.4	121	344	1.8	35.6	149				
MONEY	1588	1264	2.1	79.6	109	1144	2.1	72.0	107	620	3.2	39.0	164				
MOTHER EARTH NEWS	1002	769	1.3	76.7	105	768	1.4	76.6	114	317	1.6	31.6	133				
MS.	825	630	1.1	76.4	104	624	1.1	75.6	113	*172	0.9	20.8	88				
NATIONAL ENQUIRER	10336	7679	13.0	74.3	102	7188	13.2	69.5	104	2528	13.1	24.5	103				
NATIONAL GEOGRAPHIC	9597	7173	12.1	74.7	102	6671	12.3	69.5	104	2733	14.2	28.5	120				
NATIONAL SUNDAY MAGAZINE PKG	49558	37546	63.4	75.8	104	34335	63.2	69.3	103	12528	65.0	25.3	106				
NATURAL HISTORY	573	410	0.7	71.6	98	366	0.7	63.9	95	*190	1.0	33.2	139				
NEW WOMAN	1699	1223	2.1	72.0	98	1180	2.2	69.5	103	443	2.3	26.1	110				
NEW YORK INCLUDING CUE	443	327	0.6	73.8	101	278	0.5	62.8	93	*112	0.6	25.3	106				
THE NEW YORKER	1270	990	1.7	78.0	107	895	1.6	70.5	105	444	2.3	35.0	147				
NEWSWEEK	6277	4791	8.1	76.3	104	4457	8.2	71.0	106	1720	8.9	27.4	115				
THE N.Y. TIMES DAILY EDITION	1205	934	1.6	77.5	106	898	1.7	74.5	111	321	1.7	26.6	112				
THE N.Y. TIMES MAGAZINE	2081	1609	2.7	77.3	106	1586	2.9	76.2	114	667	3.5	32.1	135				
OMNI	788	647	1.1	82.1	112	628	1.2	79.7	119	273	1.4	34.6	146				
ON CABLE	1158	871	1.5	75.2	103	781	1.4	67.4	100	281	1.5	24.3	102				
1001 HOME IDEAS	2852	2261	3.8	79.3	108	2205	4.1	77.3	115	857	4.4	30.0	126				
ORGANIC GARDENING	1658	1280	2.2	77.2	106	1208	2.2	72.9	109	529	2.7	31.9	134				
OUTDOOR LIFE	896	680	1.1	75.9	104	614	1.1	68.5	102	233	1.2	26.0	109				
PARADE MAGAZINE	24275	18230	30.8	75.1	103	16723	30.8	68.9	103	6311	32.7	26.0	109				

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): WHERE USED
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	IN BATHROOM				IN KITCHEN				OTHER				A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX				
TOTAL FEMALE HOMEMAKERS	80986	59189	100.0	73.1	100	54355	100.0	67.1	100	19280	100.0	23.8	100				
PARENTS	3845	3034	5.1	78.9	108	2801	5.2	72.8	109	1011	5.2	26.3	110				
PENTHOUSE	831	645	1.1	77.6	106	593	1.1	71.4	106	*252	1.3	30.3	127				
PEOPLE	11645	8921	15.1	76.6	105	8382	15.4	72.0	107	3161	16.4	27.1	114				
PLAYBOY	2006	1513	2.6	75.4	103	1335	2.5	66.6	99	575	3.0	28.7	120				
POPULAR HOT RODDING	297	*264	0.4	88.9	122	*245	0.5	82.5	123	**93	0.5	31.3	132				
POPULAR MECHANICS	1018	800	1.4	78.6	108	713	1.3	70.0	104	*310	1.6	30.5	128				
POPULAR SCIENCE	878	688	1.2	78.4	107	619	1.1	70.5	105	*287	1.5	32.7	137				
PREVENTION	3913	3011	5.1	76.9	105	2739	5.0	70.0	104	1108	5.7	28.3	119				
PSYCHOLOGY TODAY	1710	1362	2.3	79.6	109	1264	2.3	73.9	110	501	2.6	29.3	123				
READER'S DIGEST	22204	16760	28.3	75.5	103	15216	28.0	68.5	102	5259	27.3	23.7	99				
REDBOOK	7684	6030	10.2	78.5	107	5619	10.3	73.1	109	2071	10.7	27.0	113				
ROAD & TRACK	410	323	0.5	78.8	108	*286	0.5	69.8	104	*171	0.9	41.7	175				
ROLLING STONE	969	740	1.3	76.4	104	700	1.3	72.2	108	363	1.9	37.5	157				
RUNNER'S WORLD	298	*246	0.4	82.6	113	*215	0.4	72.1	107	**103	0.5	34.6	145				
SATURDAY EVENING POST	1169	857	1.4	73.3	100	764	1.4	65.4	97	332	1.7	28.4	119				
SCIENCE 84	587	402	0.7	68.5	94	415	0.8	70.7	105	*183	0.9	31.2	131				
SCIENCE DIGEST	482	353	0.6	73.2	100	325	0.6	67.4	100	*125	0.6	25.9	109				
SCIENTIFIC AMERICAN	594	497	0.8	83.7	114	476	0.9	80.1	119	*228	1.2	38.4	161				
SELF	2089	1634	2.8	78.2	107	1622	3.0	77.6	116	623	3.2	29.8	125				
SEVENTEEN	2411	1937	3.3	80.3	110	1741	3.2	72.2	108	852	4.4	35.3	148				
SKI	480	373	0.6	77.7	106	309	0.6	64.4	96	*124	0.6	25.8	109				
SMITHSONIAN	2760	1996	3.4	72.3	99	1974	3.6	71.5	107	875	4.5	31.7	133				
SOAP OPERA DIGEST	3013	2262	3.8	75.1	103	2122	3.9	70.4	105	716	3.7	23.8	100				
SOUTHERN LIVING	4184	3082	5.2	73.7	101	2837	5.2	67.8	101	888	4.6	21.2	89				
SOUTH	559	467	0.8	83.5	114	437	0.8	78.2	116	*173	0.9	30.9	130				
THE SPORTING NEWS	436	*332	0.6	76.1	104	*355	0.7	81.4	121	**140	0.7	32.1	135				
SPORTS AFIELD	493	367	0.6	74.4	102	346	0.6	70.2	105	*146	0.8	29.6	124				
SPORTS ILLUSTRATED	2758	2196	3.7	79.6	109	2043	3.8	74.1	110	920	4.8	33.4	140				
STAR	7456	5731	9.7	76.9	105	5371	9.9	72.0	107	1925	10.0	25.8	108				
SUNDAY	24936	18633	31.5	74.7	102	17130	31.5	68.7	102	6456	33.5	25.9	109				
SUNSET	2124	1644	2.8	77.4	106	1544	2.8	72.7	108	518	2.7	24.4	102				
TV GUIDE	21661	16268	27.5	75.1	103	14881	27.4	68.7	102	5412	28.1	25.0	105				
TENNIS	550	417	0.7	75.8	104	380	0.7	69.1	103	*185	1.0	33.6	141				
TIME	8880	6452	10.9	72.7	99	6201	11.4	69.8	104	2472	12.8	27.8	117				
TOWN & COUNTRY	917	709	1.2	77.3	106	682	1.3	74.4	111	306	1.6	33.4	140				
TRAVEL & LEISURE	972	775	1.3	79.7	109	738	1.4	75.9	113	271	1.4	27.9	117				
TRUE STORY	3356	2467	4.2	73.5	101	2264	4.2	67.5	101	870	4.5	25.9	109				
U.S. NEWS & WORLD REPORT	3410	2453	4.1	71.9	98	2218	4.1	65.0	97	831	4.3	24.4	102				
USA TODAY	1759	1435	2.4	81.6	112	1397	2.6	79.4	118	510	2.6	29.0	122				
US	1873	1443	2.4	77.0	105	1431	2.6	76.4	114	467	2.4	24.9	105				
VOGUE	3909	2919	4.9	74.7	102	2819	5.2	72.1	107	1244	6.5	31.8	134				
WALL STREET JOURNAL	1886	1535	2.6	81.4	111	1350	2.5	71.6	107	651	3.4	34.5	145				
WEIGHT WATCHERS	2120	1592	2.7	75.1	103	1503	2.8	70.9	106	555	2.9	26.2	110				
WOMAN'S DAY	14172	11132	18.8	78.5	107	10080	18.5	71.1	106	4008	20.8	28.3	119				
WORKING MOTHER	1146	889	1.5	77.6	106	860	1.6	75.0	112	341	1.8	29.8	125				
WORKING WOMAN	1322	1021	1.7	77.2	106	847	1.6	64.1	95	430	2.2	32.5	137				
WORLD TENNIS	*163	*112	0.2	68.7	94	*101	0.2	62.0	92	**57	0.3	35.0	147				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1982	3.3	78.3	107	1801	3.3	71.1	106	842	4.4	33.3	140				
BLAIR INSERTS	43657	32949	55.7	75.5	103	30304	55.8	69.4	103	11088	57.5	25.4	107				
DAILY NEWSPAPERS																	
READ ANY	51633	38478	65.0	74.5	102	35380	65.1	68.5	102	12480	64.7	24.2	102				
READ ONE	43463	32342	54.6	74.4	102	29797	54.8	68.6	102	10528	54.6	24.2	102				
READ TWO OR MORE	8170	6136	10.4	75.1	103	5583	10.3	68.3	102	1951	10.1	23.9	100				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	39906	67.4	75.8	104	36558	67.3	69.4	103	13224	68.6	25.1	105				
READ ONE	46126	34846	58.9	75.5	103	31908	58.7	69.2	103	11368	59.0	24.6	104				
READ TWO OR MORE	6552	5061	8.6	77.2	106	4650	8.6	71.0	106	1856	9.6	28.3	119				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.19				28.50				28.77							
30 DAY REACH	71455	52759	89.1	73.8	101	48277	88.8	67.6	101	17243	89.4	24.1	101				
50 SHWG - 30 DAY AV FREQ	14.56	14.85				15.03				15.03							
30 DAY REACH	67742	50212	84.8	74.1	101	45899	84.4	67.8	101	16557	85.9	24.4	103				
25 SHWG - 30 DAY AV FREQ	7.94	8.03				8.15				8.18							
30 DAY REACH	62117	46377	78.4	74.7	102	42344	77.9	68.2	102	15201	78.8	24.5	103				
CABLE TV: HOME WIRED	32077	24832	42.0	77.4	106	22582	41.5	70.4	105	8002	41.5	24.9	105				
HOME NOT WIRED	48909	34358	58.0	70.2	96	31773	58.5	65.0	97	11278	58.5	23.1	97				
HAVE PAY CABLE	15935	12841	21.7	80.6	110	11696	21.5	73.4	109	4618	24.0	29.0	122				

	TOTAL U.S. '000	IN BATHROOM				IN KITCHEN				OTHER											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	59189	100.0	73.1	100	54355	100.0	67.1	100	19280	100.0	23.8	100								
RADIO AVG. DAILY (M-F) CUME																					
6:00 AM - 10:00 AM	43921	32978	55.7	75.1	103	30108	55.4	68.6	102	10859	56.3	24.7	104								
10:00 AM - 3:00 PM	30659	23091	39.0	75.3	103	21081	38.8	68.8	102	7839	40.7	25.6	107								
3:00 PM - 7:00 PM	31045	23525	39.7	75.8	104	21363	39.3	68.8	103	7709	40.0	24.8	104								
7:00 PM - MIDNIGHT	15767	11709	19.8	74.3	102	10873	20.0	69.0	103	3998	20.7	25.4	107								
MIDNIGHT - 6:00 AM	9120	6951	11.7	76.2	104	6273	11.5	68.8	102	2234	11.6	24.5	103								
6:00 AM - MIDNIGHT	58527	43874	74.1	75.0	103	40112	73.8	68.5	102	14534	75.4	24.8	104								
ENTIRE DAY	59311	44425	75.1	74.9	102	40653	74.8	68.5	102	14690	76.2	24.8	104								
AVG DAILY M-F CUME: 6AM-MDNT																					
FORMATS: ADULT CONTEMPORARY	16172	12528	21.2	77.5	106	11438	21.0	70.7	105	4151	21.5	25.7	108								
ALL NEWS	2256	1667	2.8	73.9	101	1515	2.8	67.2	100	582	3.0	25.8	108								
AOR/PROGRESSIVE	3874	2968	5.0	76.6	105	2687	4.9	69.4	103	1058	5.5	27.3	115								
BEAUTIFUL MUSIC	5660	4194	7.1	74.1	101	3672	6.8	64.9	97	1347	7.0	23.8	100								
BLACK	2204	1341	2.3	60.8	83	1268	2.3	57.5	86	490	2.5	22.2	93								
CLASSICAL	1418	1086	1.8	76.6	105	1035	1.9	73.0	109	392	2.0	27.6	116								
CHR/ROCK	9538	7514	12.7	78.8	108	6801	12.5	71.3	106	2416	12.5	25.3	106								
COUNTRY	12648	9472	16.0	74.9	102	8698	16.0	68.8	102	3022	15.7	23.9	100								
GOLDEN OLDIES	1191	938	1.6	78.8	108	809	1.5	67.9	101	303	1.6	25.4	107								
MOR/NOSTALGIA	4757	3674	6.2	77.2	106	3356	6.2	70.5	105	1005	5.2	21.1	89								
NEWS/TALK	3863	2868	4.8	74.2	102	2653	4.9	68.7	102	920	4.8	23.8	100								
RELIGIOUS	3084	2145	3.6	69.6	95	2063	3.8	66.9	100	719	3.7	23.3	98								
SOFT ROCK	521	378	0.6	72.6	99	338	0.6	64.9	97	*132	0.7	25.3	106								
URBAN CONTEMPORARY	1585	1109	1.9	70.0	96	1067	2.0	67.3	100	392	2.0	24.7	104								
WIRED NETWORKS:																					
ABC CONTEMPORARY	3261	2301	3.9	70.6	97	2084	3.8	63.9	95	733	3.8	22.5	94								
ABC DIRECTION	2316	1816	3.1	78.4	107	1691	3.1	73.0	109	619	3.2	26.7	112								
ABC ENTERTAINMENT	4834	3655	6.2	75.6	103	3149	5.8	65.1	97	1147	5.9	23.7	100								
ABC FM	2202	1723	2.9	78.2	107	1491	2.7	67.7	101	586	3.0	26.6	112								
ABC INFORMATION	5425	4034	6.8	74.4	102	3759	6.9	69.3	103	1346	7.0	24.8	104								
ABC ROCK	1677	1228	2.1	73.2	100	1141	2.1	68.0	101	444	2.3	26.5	111								
CBS	4430	3396	5.7	76.7	105	3074	5.7	69.4	103	948	4.9	21.4	90								
MUTUAL	4992	3847	6.5	77.1	105	3611	6.6	72.3	108	1462	7.6	29.3	123								
NBC	4679	3651	6.2	78.0	107	3258	6.0	69.6	104	1093	5.7	23.4	98								
RADIORADIO	1994	1530	2.6	76.7	105	1399	2.6	70.2	105	545	2.8	27.3	115								
RKO ONE	2298	1795	3.0	78.1	107	1589	2.9	69.1	103	520	2.7	22.6	95								
RKO TWO	3311	2480	4.2	74.9	102	2279	4.2	68.8	103	864	4.5	26.1	110								
THE SOURCE	2114	1570	2.7	74.3	102	1439	2.6	68.1	101	529	2.7	25.0	105								
NON-WIRED : BLAIR	8654	6620	11.2	76.5	105	6016	11.1	69.5	104	2057	10.7	23.8	100								
INTERNET	12025	9328	15.8	77.6	106	8538	15.7	71.0	106	3217	16.7	26.8	112								
KATZ RADIO GROUP	15359	11684	19.7	76.1	104	10675	19.6	69.5	104	3857	20.0	25.1	105								
SUPERNET	10628	8140	13.8	76.6	105	7562	13.9	71.2	106	2639	13.7	24.8	104								
TELEVISION AVG. HALF HOUR																					
WKDAY 7:00 AM - 9:00 AM	8659	6281	10.6	72.5	99	5669	10.4	65.5	98	1980	10.3	22.9	96								
WKDAY 9:00 AM - 1:00 PM	12163	8762	14.8	72.0	99	7924	14.6	65.1	97	2756	14.3	22.7	95								
WKDAY 1:00 PM - 4:30 PM	16150	11584	19.6	71.7	98	10626	19.5	65.8	98	3736	19.4	23.1	97								
WKDAY 4:30 PM - 7:30 PM	22463	16166	27.3	72.0	98	14784	27.2	65.8	98	5084	26.4	22.6	95								
WKDAY 7:30 PM - 8:00 PM	31795	22957	38.8	72.2	99	21009	38.7	66.1	98	7332	38.0	23.1	97								
WKDAY 11:00 PM - 11:30 PM	23977	17827	30.1	74.4	102	16206	29.8	67.6	101	5995	31.1	25.0	105								
WKDAY 11:30 PM - 1:00 AM	7703	5699	9.6	74.0	101	5199	9.6	67.5	101	2084	10.8	27.1	114								
M-SAT 8-11 PM-SUN 7-11 PM	33800	24936	42.1	73.8	101	22900	42.1	67.8	101	8147	42.3	24.1	101								
WKDY DAYTIME NTWK 7AM-4:30PM																					
ALL MY CHILDREN	A	6538	4924	8.3	75.3	103	4562	8.4	69.8	104	1671	8.7	25.6	107							
ANOTHER WORLD	N	4620	3214	5.4	69.6	95	2737	5.0	59.2	88	923	4.8	20.0	84							
AS THE WORLD TURNS	C	5614	3887	6.6	69.2	95	3654	6.7	65.1	97	1232	6.4	21.9	92							
CAPITOL	C	3396	2287	3.9	67.3	92	2218	4.1	65.3	97	811	4.2	23.9	100							
CBS MORN. NEWS 1	C	1446	1020	1.7	70.5	97	947	1.7	65.5	98	336	1.7	23.2	98							
CBS MORN. NEWS 2	C	1207	838	1.4	69.4	95	749	1.4	62.1	92	308	1.6	25.5	107							
DAYS OF OUR LIVES	N	5877	4265	7.2	72.6	99	3750	6.9	63.8	95	1121	5.8	19.1	80							
FACTS OF LIFE - DAYTIME	N	2290	1458	2.5	63.7	87	1331	2.4	58.1	87	379	2.0	16.6	70							
FAMILY FEUD	A	3023	2195	3.7	72.6	99	1971	3.6	65.2	97	603	3.1	19.9	84							
GENERAL HOSPITAL	A	6097	4581	7.7	75.1	103	4356	8.0	71.4	106	1511	7.8	24.8	104							
GOOD MORNING, AMERICA-730	A	3515	2659	4.5	75.6	104	2402	4.4	68.3	102	862	4.5	24.5	103							
GOOD MORNING, AMERICA-830	A	2818	2212	3.7	78.5	107	1994	3.7	70.8	105	791	4.1	28.1	118							
GUIDING LIGHT	C																				

		TOTAL	IN BATHROOM				IN KITCHEN				OTHER							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	59189	100.0	73.1	100	54355	100.0	67.1	100	19280	100.0	23.8	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	18635	31.5	71.5	98	17069	31.4	65.5	98	5610	29.1	21.5	90				
NETWORK AFFILIATES - LATE		20261	15099	25.5	74.5	102	13735	25.3	67.8	101	5030	26.1	24.8	104				
INDEPENDENTS - LATE		2076	1573	2.7	75.8	104	1454	2.7	70.0	104	597	3.1	28.8	121				
TV EVENING NTMK 6 PM - 2 AM																		
A TEAM		N 10453	7754	13.1	74.2	101	7046	13.0	67.4	100	2687	13.9	25.7	108				
ABC MONDAY NIGHT MOVIE		A 6412	4954	8.4	77.3	106	4504	8.3	70.2	105	1705	8.8	26.6	112				
ABC SUNDAY NIGHT MOVIE		A 12407	9110	15.4	73.4	100	8336	15.3	67.2	100	3105	16.1	25.0	105				
ABC WORLD NEWS TONIGHT		A 6176	4433	7.5	71.8	98	4250	7.8	68.8	103	1203	6.2	19.5	82				
AFTERMASH		C 5863	4380	7.4	74.7	102	4012	7.4	68.4	102	1425	7.4	24.3	102				
ALICE		C 9594	7065	11.9	73.6	101	6505	12.0	67.8	101	2159	11.2	22.5	95				
AMERICAN PARADE		C 6622	4596	7.8	69.4	95	4256	7.8	64.3	96	1552	8.0	23.4	98				
BENSON		A 10886	8032	13.6	73.8	101	7383	13.6	67.8	101	2663	13.8	24.5	103				
BLUE THUNDER		A 5036	3721	6.3	73.9	101	3560	6.5	70.7	105	1264	6.6	25.1	105				
CAGNEY & LACEY		C 9965	7480	12.6	75.1	103	6825	12.6	68.5	102	2378	12.3	23.9	100				
CBS EVENING NEWS-DEAN		C 3491	2497	4.2	71.5	98	2341	4.3	67.1	100	837	4.3	24.0	101				
CBS EVENING NEWS-RATHER		C 7123	5175	8.7	72.7	99	4749	8.7	66.7	99	1640	8.5	23.0	97				
CBS SAT. NEWS-SCHIEFFER		C 3621	2726	4.6	75.3	103	2521	4.6	69.6	104	751	3.9	20.7	87				
CBS SATURDAY NIGHT MOVIE		C 5436	3949	6.7	72.6	99	3848	7.1	70.8	105	1438	7.5	26.5	111				
CBS WEDNESDAY NIGHT MOVIE		C 6100	4279	7.2	70.1	96	3998	7.4	65.5	98	1374	7.1	22.5	95				
CHEERS		N 8889	6707	11.3	75.5	103	6245	11.5	70.3	105	2409	12.5	27.1	114				
DALLAS		C 22109	16310	27.6	73.8	101	14921	27.5	67.5	101	4943	25.6	22.4	94				
DIFF'RENT STROKES		N 6940	5003	8.5	72.1	99	4471	8.2	64.4	96	1406	7.3	20.3	85				
DOUBLE TROUBLE		N 7223	5475	9.3	75.8	104	4744	8.7	65.7	98	1726	9.0	23.9	100				
DUCK FACTORY		N 5595	4205	7.1	75.2	103	3874	7.1	69.2	103	1540	8.0	27.5	116				
DUKES OF HAZZARD		C 5768	4028	6.8	69.8	96	3677	6.8	63.7	95	1287	6.7	22.3	94				
DYNASTY		A 20053	14764	24.9	73.6	101	13827	25.4	69.0	103	4705	24.4	23.5	99				
FACTS OF LIFE		N 8087	5973	10.1	73.9	101	5298	9.7	65.5	98	1877	9.7	23.2	97				
FALCON CREST		C 20046	14888	25.2	74.3	102	13587	25.0	67.8	101	4466	23.2	22.3	94				
FALL GUY		A 9084	6684	11.3	73.6	101	6206	11.4	68.3	102	2169	11.3	23.9	100				
FAMILY TIES		N 7964	5806	9.8	72.9	100	5250	9.7	65.9	98	1846	9.6	23.2	97				
FANTASY ISLAND		A 7687	5564	9.4	72.4	99	5084	9.4	66.1	99	2013	10.4	26.2	110				
FOULUPS, BLEEPs & BLUNDERS		A 8861	6438	10.9	72.7	99	5994	11.0	67.6	101	2054	10.7	23.2	97				
FOUR SEASONS		C 5095	3723	6.3	73.1	100	3487	6.4	68.4	102	1368	7.1	26.8	113				
GIMME A BREAK		N 8838	6160	10.4	69.7	95	5602	10.3	63.4	94	1968	10.2	22.3	94				
HART TO HART		A 8978	6675	11.3	74.3	102	6070	11.2	67.6	101	2069	10.7	23.0	97				
HILL STREET BLUES		N 8590	6403	10.8	74.5	102	5979	11.0	69.6	104	2422	12.6	28.2	118				
HOTEL		A 14085	10582	17.9	75.1	103	9576	17.6	68.0	101	3254	16.9	23.1	97				
JEFFERSONS		C 9360	6673	11.3	71.3	98	6078	11.2	64.9	97	2117	11.0	22.6	95				
JENNIFER SLEPT HERE		N 5841	4323	7.3	74.0	101	3850	7.1	65.9	98	1307	6.8	22.4	94				
KATE & ALLIE		C 9206	6705	11.3	72.8	100	6234	11.5	67.7	101	2150	11.2	23.4	98				
KNIGHT RIDER		N 7076	5133	8.7	72.5	99	4618	8.5	65.3	97	1737	9.0	24.5	103				
LOVE BOAT		A 12219	8811	14.9	72.1	99	8206	15.1	67.2	100	2846	14.8	23.3	98				
MAGNUM PI		C 11199	8133	13.7	72.6	99	7515	13.8	67.1	100	2554	13.2	22.8	96				
MAMA'S FAMILY		N 6057	4358	7.4	71.9	98	3961	7.3	65.4	97	1356	7.0	22.4	94				
MASTER, THE		N 3598	2599	4.4	72.2	99	2388	4.4	66.4	99	846	4.4	23.5	99				
MATT HOUSTON		A 6344	4731	8.0	74.6	102	4308	7.9	67.9	101	1558	8.1	24.6	103				
NBC MONDAY NIGHT MOVIE		N 11994	8849	15.0	73.8	101	8101	14.9	67.5	101	2974	15.4	24.8	104				
NBC NIGHTLY NEWS		N 5132	3612	6.1	70.4	96	3310	6.1	64.5	96	1018	5.3	19.8	83				
NBC NIGHTLY NEWS-SAT		N 3375	2374	4.0	70.3	96	2265	4.2	67.1	100	629	3.3	18.6	78				
NBC NIGHTLY NEWS-SUN		N 3130	2195	3.7	70.1	96	2028	3.7	64.8	97	620	3.2	19.8	83				
NBC SUNDAY NIGHT MOVIE		N 8284	6231	10.5	75.2	103	5653	10.4	68.2	102	2264	11.7	27.3	115				
NEWMART		C 9240	6827	11.5	73.9	101	6237	11.5	67.5	101	2236	11.6	24.2	102				
ONE DAY AT A TIME		C 7288	5363	9.1	73.6	101	4707	8.7	64.6	96	1702	8.8	23.4	98				
PEOPLE ARE FUNNY		N 4855	3643	6.2	75.0	103	3246	6.0	66.9	100	1221	6.3	25.1	106				
REAL PEOPLE		N 8869	6460	10.9	72.8	100	5817	10.7	65.6	98	1945	10.1	21.9	92				
REMINGTON STEELE		N 7743	5645	9.5	72.9	100	5213	9.6	67.3	100	1964	10.2	25.4	107				
RIPLEY'S BELIEVE IT - NOT		A 5345	4063	6.9	76.0	104	3842	7.1	71.9	107	1315	6.8	24.6	103				
RIPTIDE		N 6988	5182	8.8	74.2	101	4796	8.8	68.6	102	1646	8.5	23.6	99				
SCARECROW & MRS. KING		C 10002	7341	12.4	73.4	100	6676	12.3	66.7	99	2276	11.8	22.8	96				
SIMON & SIMON		C 10638	7929	13.4	74.5	102	7293	13.4	68.6	102	2424	12.6	22.8	96				
60 MINUTES		C 13293	9432	15.9	71.0	97	8726	16.1	65.6	98	3087	16.0	23.2	98				
ST. ELSEWHERE		N 7017	5393	9.1	76.9	105	4725	8.7	67.3	100	1800	9.3	25.7	108				
THREE'S COMPANY		A 10917	8171	13.8	74.8	102	7517	13.8	68.9	103	2852	14.8	26.1	110				
T.J. HOOKER		A 9204	6733	11.4	73.2	100	6449	11.9	70.1	104	2287	11.9	24.8	104				
TONIGHT SHOW		N 2372	1811	3.1	76.3	104	1652	3.0	69.6	104	698	3.6	29.4	124				
TRAPPER JOHN, M.D.		C 9846	7187	12.1	73.0	100	6471	11.9	65.7	98	2209	11.5	22.4	94				
TV BLOOPERS & PRAC. JOKES		N 9105	6703	11.3	73.6	101	6245	11.5	68.6	102	2004	10.4	22.0	92				
20/20		A 9387	7135	12.1	76.0	104	6442	11.9	68.6	102	2228	11.6	23.7	100				

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	AJAX ALL PURPOSE CLEANER				ARM & HAMMER				COMET LIQUID				DOW BATHROOM CLEANER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	11979	100.0	14.8	100	3457	100.0	4.3	100	6730	100.0	8.3	100	12212	100.0	15.1	100
18 - 24	9282	1717	14.3	18.5	125	*290	8.4	3.1	73	671	10.0	7.2	87	940	7.7	10.1	67
25 - 34	19072	2502	20.9	13.1	89	662	19.1	3.5	81	1957	29.1	10.3	123	3294	27.0	17.3	115
35 - 44	14591	1985	16.6	13.6	92	577	16.7	4.0	93	1088	16.2	7.5	90	2543	20.8	17.4	116
45 - 54	11345	1478	12.3	13.0	88	584	16.9	5.1	121	930	13.8	8.2	99	1869	15.3	16.5	109
55 - 64	11635	1943	16.2	16.7	113	*512	14.8	4.4	103	713	10.6	6.1	74	1918	15.7	16.5	109
65 OR OLDER	15061	2354	19.7	15.6	106	832	24.1	5.5	129	1372	20.4	9.1	110	1648	13.5	10.9	73
18 - 34	28354	4219	35.2	14.9	101	952	27.5	3.4	79	2627	39.0	9.3	111	4234	34.7	14.9	99
18 - 49	48339	7057	58.9	14.6	99	1811	52.4	3.7	88	4172	62.0	8.6	104	7726	63.3	16.0	100
25 - 54	45008	5965	49.8	13.3	90	1823	52.7	4.1	95	3975	59.1	8.8	106	7706	63.1	17.1	111
35 - 49	19985	2838	23.7	14.2	96	859	24.8	4.3	101	1545	23.0	7.7	93	3492	28.6	17.5	114
50 OR OLDER	32647	4922	41.1	15.1	102	1646	47.6	5.0	118	2558	38.0	7.8	94	4486	36.7	13.7	92
GRADUATED COLLEGE	11155	1640	13.7	14.7	99	597	17.3	5.4	125	943	14.0	8.5	102	1813	14.8	16.3	108
ATTENDED COLLEGE	13682	1963	16.4	14.3	97	*434	12.6	3.2	74	1306	19.4	9.5	115	2407	19.7	17.6	117
GRADUATED HIGH SCHOOL	33880	5114	42.7	15.1	102	1182	34.2	3.5	82	2574	38.2	7.6	91	5605	45.9	16.5	110
DID NOT GRADUATE HIGH SCHOOL	22270	3262	27.2	14.6	99	1243	36.0	5.6	131	1907	28.3	8.6	103	2386	19.5	10.7	77
EMPLOYED	40306	5742	47.9	14.2	96	1244	36.0	3.1	72	2941	43.7	7.3	88	6699	54.9	16.6	110
EMPLOYED FULL-TIME	32850	4756	39.7	14.5	98	1062	30.7	3.2	76	2351	34.9	7.2	86	5422	44.4	16.5	110
EMPLOYED PART-TIME	7456	986	8.2	13.2	89	*182	5.3	2.4	57	*589	8.8	7.9	95	1277	10.5	17.1	111
NOT EMPLOYED	40680	6237	52.1	15.3	104	2213	64.0	5.4	127	3789	56.3	9.3	112	5513	45.1	13.6	90
PROFESSIONAL/MANAGER	10392	1525	12.7	14.7	99	*360	10.4	3.5	81	807	12.0	7.8	93	2155	17.6	20.7	130
TECH/CLERICAL/SALES	17574	2179	18.2	12.4	84	516	14.9	2.9	69	1174	17.4	6.7	80	2914	23.9	16.6	110
PRECISION/CRAFT	985	*170	1.4	17.3	117	*115	0.4	1.5	36	*87	1.3	8.8	106	*218	1.8	22.1	147
OTHER EMPLOYED	11354	1869	15.6	16.5	111	*353	10.2	3.1	73	*873	13.0	7.7	93	1412	11.6	12.4	84
SINGLE	9863	1407	11.7	14.3	96	475	13.7	4.8	113	736	10.9	7.5	90	1023	8.4	10.4	67
MARRIED	51375	7484	62.5	14.6	98	2115	61.2	4.1	96	4327	64.3	8.4	101	8566	70.1	16.7	111
DIVORCED/SEPARATED/WIDOWED	19748	3088	25.8	15.6	106	867	25.1	4.4	103	1667	24.8	8.4	102	2623	21.5	13.3	88
PARENTS	32590	5206	43.5	16.0	108	1312	38.0	4.0	94	2916	43.3	8.9	108	5377	44.0	16.5	109
WHITE	70416	9823	82.0	13.9	94	2865	82.9	4.1	95	5651	84.0	8.0	97	11052	90.5	15.7	100
BLACK	8778	1842	15.4	21.0	142	492	14.2	5.6	131	921	13.7	10.5	126	946	7.7	10.8	77
OTHER	1791	*313	2.6	17.5	118	*101	2.9	5.6	132	*158	2.3	8.8	106	*214	1.8	11.9	79
NORTHEAST-CENSUS	17786	2483	20.7	14.0	94	854	24.7	4.8	112	913	13.6	5.1	62	3002	24.6	16.9	111
NORTH CENTRAL	20741	2705	22.6	13.0	88	713	20.6	3.4	81	1022	15.2	4.9	59	3768	30.9	18.2	121
SOUTH	27775	4446	37.1	16.0	108	1162	33.6	4.2	98	3240	48.1	11.7	141	3626	29.7	13.1	88
WEST	14683	2345	19.6	16.0	108	727	21.0	5.0	116	1554	23.1	10.6	127	1816	14.9	12.4	88
NORTHEAST-MKTG.	17961	2488	20.8	13.9	94	885	25.6	4.9	115	992	14.7	5.5	66	2947	24.1	16.4	109
EAST CENTRAL	11885	1431	11.9	12.0	81	*410	11.9	3.4	81	602	8.9	5.1	61	2085	17.1	17.5	111
WEST CENTRAL	14090	1980	16.5	14.1	95	536	15.5	3.8	89	791	11.8	5.6	68	2486	20.4	17.6	111
SOUTH	24081	4037	33.7	16.8	113	943	27.3	3.9	92	2952	43.9	12.3	148	3135	25.7	13.0	88
PACIFIC	12969	2042	17.0	15.7	106	682	19.7	5.3	123	1393	20.7	10.7	129	1559	12.8	12.0	88
COUNTY SIZE A	32439	4574	38.2	14.1	95	1477	42.7	4.6	107	2616	38.9	8.1	97	4938	40.4	15.2	100
COUNTY SIZE B	24915	4358	36.4	17.5	118	1055	30.5	4.2	99	1934	28.7	7.8	93	3827	31.3	15.4	100
COUNTY SIZE C	12930	1625	13.6	12.6	85	*521	15.1	4.0	94	1181	17.5	9.1	110	1973	16.2	15.3	100
COUNTY SIZE D	10703	1421	11.9	13.3	90	*404	11.7	3.8	88	1000	14.9	9.3	112	1474	12.1	13.8	99
METRO CENTRAL CITY	24518	4146	34.6	16.9	114	1144	33.1	4.7	109	2161	32.1	8.8	106	3387	27.7	13.8	99
METRO SUBURBAN	35919	5041	42.1	14.0	95	1442	41.7	4.0	94	2721	40.4	7.6	91	5744	47.0	16.0	100
NON METRO	20549	2792	23.3	13.6	92	872	25.2	4.2	99	1847	27.4	9.0	108	3081	25.2	15.0	99
TOP 5 ADI'S	18341	2869	24.0	15.6	106	975	28.2	5.3	125	1487	22.1	8.1	98	2777	22.7	15.1	100
TOP 10 ADI'S	25378	3569	29.8	14.1	95	1210	35.0	4.8	112	2075	30.8	8.2	98	3974	32.5	15.7	100
TOP 20 ADI'S	36488	5047	42.1	13.8	94	1598	46.2	4.4	103	2961	44.0	8.1	98	5617	46.0	15.4	100
HSGLD INC. \$50,000 OR MORE	6612	952	7.9	14.4	97	*199	5.8	3.0	71	*582	8.6	8.8	106	1273	10.4	19.3	121
\$40,000 OR MORE	12659	1769	14.8	14.0	94	*430	12.4	3.4	80	920	13.7	7.3	87	2709	22.2	21.4	141
\$30,000 OR MORE	24698	3512	29.3	14.2	96	836	24.2	3.4	79	1724	25.6	7.0	84	4995	40.9	20.2	133
\$25,000 OR MORE	32077	4455	37.2	13.9	94	1257	36.4	3.9	92	2225	33.1	6.9	83	6313	51.7	19.7	133
\$20,000 - \$24,999	9144	1358	11.3	14.9	100	*333	9.6	3.6	85	969	14.4	10.6	128	1142	9.4	12.5	88
\$15,000 - \$19,999	8728	1400	11.7	16.0	108	*301	8.7	3.4	81	719	10.7	8.2	99	975	8.0	11.2	79
\$10,000 - \$14,999	12562	1660	13.9	13.2	89	529	15.3	4.2	99	1079	16.0	8.6	103	1810	14.8	14.4	99
UNDER \$10,000	18475	3106	25.9	16.8	114	1038	30.0	5.6	132	1738	25.8	9.4	113	1972	16.1	10.7	77
HOUSEHOLD OF 1 PERSON	11987	1715	14.3	14.3	97	715	20.7	6.0	140	1045	15.5	8.7	105	1461	12.0	12.2	88
2 PEOPLE	26577	3538	29.5	13.3	90	1077	31.2	4.1	95	1988	29.5	7.5	90	3860	31.6	14.5	99
3 OR 4 PEOPLE	30617	4738	39.6	15.5	105	1144	33.1	3.7	88	2625	39.0	8.6	103	5018	41.1	16.4	100
5 OR MORE PEOPLE	11804	1988	16.6	16.8	114	*522	15.1	4.4	104	1071	15.9	9.1	109	1873	15.3	15.9	100
NO CHILD IN HSHLD	46165	6478	54.1	14.0	95	2061	59.6	4.5	105	3593	53.4	7.8	94	6596	54.0	14.3	99
CHILD(REN) UNDER 2 YRS	53225	885	7.4	16.6	112	*210	6.1	3.9	92	*498	7.4	9.4	113	803	6.6	15.1	100
2 - 5 YEARS	14221	2489	20.8	17.5	118	*526	15.2	3.7	87	1523	22.6	10.7	129	2094	17.1	14.7	99
6 - 11 YEARS	15117	2338	19.5	15.5	105	678	19.6	4.5	105	1512	22.5	10.0	120	2645	21.7	17.5	111
12 - 17 YEARS	16611	2582	21.6	15.5	105	657	19.0	4.0	93	1357	20.2	8.2	98	2582	21.1	15.5	100
RESIDENCE OWNED	55884	8107	67.7	14.5	98	2274	65.8	4.1	95	4665	69.3	8.3	100	9227	75.6	16.5	100
VALUE: \$50,000 OR MORE	31744	4647	38.8	14.6	99	1199	34.7	3.8	88	2464	36.6	7.8	93	6045	49.5	19.0	121
VALUE: UNDER \$50,000	24140	3461	28.9	14.3	97	1075	31.1	4.5	104	2200	32.7	9.1	110	3182	26.1	13.2	88

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. %000	AJAX ALL PURPOSE CLEANER				ARM & HAMMER				COMET LIQUID				DOW BATHROOM CLEANER				
			A %000	B %DOWN	C %ACROSS	D %INDX	A %000	B %DOWN	C %ACROSS	D %INDX	A %000	B %DOWN	C %ACROSS	D %INDX	A %000	B %DOWN	C %ACROSS	D %INDX	
TOTAL FEMALE HOMEMAKERS			80986	11979	100.0	14.8	100	3457	100.0	4.3	100	6730	100.0	8.3	100	12212	100.0	15.1	100
MAGAZINES	QUINTILE 1	15799	2689	22.4	17.0	115	615	17.8	3.9	91	1471	21.9	9.3	112	3086	25.3	19.5	130	
	QUINTILE 2	17259	2606	21.8	15.1	102	892	25.8	5.2	121	1465	21.8	8.5	102	2915	23.9	16.9	112	
	QUINTILE 3	13545	1715	14.3	12.7	86	478	13.8	3.5	83	1147	17.0	8.5	102	1957	16.0	14.4	96	
	QUINTILE 4	15133	2240	18.7	14.8	100	586	17.0	3.9	91	1083	16.1	7.2	86	2175	17.8	14.4	95	
	QUINTILE 5	19250	2730	22.8	14.2	96	886	25.6	4.6	108	1565	23.3	8.1	98	2079	17.0	10.8	72	
NEWSPAPERS	QUINTILE 1	12413	2020	16.9	16.3	110	498	14.4	4.0	94	654	9.7	5.3	63	2268	18.6	18.3	121	
	QUINTILE 2	24116	3232	27.0	13.4	91	1016	29.4	4.2	99	2161	32.1	9.0	108	3880	31.8	16.1	107	
	QUINTILE 3	11261	1658	13.8	14.7	100	564	16.3	5.0	117	1223	18.2	10.9	131	1736	14.2	15.4	102	
	QUINTILE 4	20255	3218	26.9	15.9	107	712	20.6	3.5	82	1784	26.5	8.8	106	2988	24.5	14.8	98	
	QUINTILE 5	12940	1851	15.5	14.3	97	667	19.3	5.2	121	909	13.5	7.0	85	1340	11.0	10.4	69	
OUTDOOR	QUINTILE 1	14852	2073	17.3	14.0	94	562	16.3	3.8	89	967	14.4	6.5	78	2361	19.3	15.9	105	
	QUINTILE 2	15725	2344	19.6	14.9	101	689	19.9	4.4	103	1425	21.2	9.1	109	2551	20.9	16.2	108	
	QUINTILE 3	16330	2746	22.9	16.8	114	602	17.4	3.7	86	1572	23.4	9.6	116	2767	22.7	16.9	112	
	QUINTILE 4	16744	2475	20.7	14.8	100	924	26.7	5.5	129	1380	20.5	8.2	99	2254	18.5	13.5	89	
	QUINTILE 5	17334	2341	19.5	13.5	91	680	19.7	3.9	92	1386	20.6	8.0	96	2279	18.7	13.1	87	
RADIO-DRIVE TIME	QUINTILE 1	15911	2321	19.4	14.6	99	707	20.5	4.4	104	1427	21.2	9.0	108	3062	25.1	19.2	128	
	QUINTILE 2	14837	2374	19.8	16.0	108	617	17.8	4.2	97	1265	18.8	8.5	103	2039	16.7	13.7	91	
	QUINTILE 3	15339	2204	18.4	14.4	97	569	16.5	3.7	87	1160	17.2	7.6	91	2250	18.4	14.7	97	
	QUINTILE 4	16723	2618	21.9	15.7	106	698	20.2	4.2	98	1523	22.6	9.1	110	2606	21.3	15.6	103	
	QUINTILE 5	18176	2462	20.6	13.5	92	866	25.1	4.8	112	1354	20.1	7.4	90	2254	18.5	12.4	82	
RADIO-MID- DAY	TERCILE 1	21020	3154	26.3	15.0	101	826	23.9	3.9	92	1863	27.7	8.9	107	3541	29.0	16.8	112	
	TERCILE 2	21610	3553	29.7	16.4	111	1155	33.4	5.3	125	2001	29.7	9.3	111	3558	29.1	16.5	109	
	TERCILE 3	38355	5271	44.0	13.7	93	1476	42.7	3.8	90	2866	42.6	7.5	90	5112	41.9	13.3	88	
RADIO-TOTAL	QUINTILE 1	15988	2559	21.4	16.0	108	616	17.8	3.9	90	1571	23.3	9.8	118	2972	24.3	18.6	123	
	QUINTILE 2	15626	2319	19.4	14.8	100	715	20.7	4.6	107	1125	16.7	7.2	87	2415	19.8	15.5	102	
	QUINTILE 3	16723	2615	21.8	15.6	106	696	20.1	4.2	98	1368	20.3	8.2	98	2462	20.2	14.7	98	
	QUINTILE 4	16342	2303	19.2	14.1	95	725	21.0	4.4	104	1540	22.9	9.4	113	2384	19.5	14.6	97	
	QUINTILE 5	16306	2183	18.2	13.4	91	705	20.4	4.3	101	1127	16.7	6.9	83	1979	16.2	12.1	80	
TV-PRIME TIME	QUINTILE 1	15953	2409	20.1	15.1	102	879	25.4	5.5	129	1679	24.9	10.5	127	2379	19.5	14.9	99	
	QUINTILE 2	16137	2387	19.9	14.8	100	521	15.1	3.2	76	1135	16.9	7.0	85	2436	19.9	15.1	100	
	QUINTILE 3	16420	2559	21.4	15.6	105	767	22.2	4.7	109	1232	18.3	7.5	90	2554	20.9	15.6	103	
	QUINTILE 4	16687	2161	18.0	13.0	88	579	16.7	3.5	81	1474	21.9	8.8	106	2812	23.0	16.9	112	
	QUINTILE 5	15789	2462	20.6	15.6	105	711	20.6	4.5	105	1210	18.0	7.7	92	2031	16.6	12.9	85	
TV-DAYTIME	TERCILE 1	27736	4559	38.1	16.4	111	1362	39.4	4.9	115	2580	38.3	9.3	112	4095	33.5	14.8	98	
	TERCILE 2	26489	3848	32.1	14.5	98	1100	31.8	4.2	97	2151	32.0	8.1	98	4101	33.6	15.5	103	
	TERCILE 3	26761	3572	29.8	13.3	90	995	28.8	3.7	87	2000	29.7	7.5	90	4016	32.9	15.0	100	
TV-TOTAL	QUINTILE 1	16345	2665	22.2	16.3	110	852	24.6	5.2	122	1685	25.0	10.3	124	2331	19.1	14.3	95	
	QUINTILE 2	16447	2562	21.4	15.6	105	784	22.7	4.8	112	1399	20.8	8.5	102	2315	19.0	14.1	93	
	QUINTILE 3	15980	2330	19.5	14.6	99	566	16.4	3.5	83	1293	19.2	8.1	97	2638	21.6	16.5	109	
	QUINTILE 4	15887	2191	18.3	13.8	93	588	17.0	3.7	87	1250	18.6	7.9	95	2714	22.2	17.1	113	
	QUINTILE 5	16326	2232	18.6	13.7	92	668	19.3	4.1	96	1102	16.4	6.7	81	2215	18.1	13.6	90	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	3139	26.2	15.1	102	927	26.8	4.5	105	1681	25.0	8.1	98	3798	31.1	18.3	122	
	NEWSPAPER IMPERATIVE	19186	3056	25.5	15.9	108	859	24.8	4.5	105	1903	28.3	9.9	119	3041	24.9	15.9	105	
		21899	2954	24.7	13.5	91	834	24.1	3.8	89	1689	25.1	7.7	93	3196	26.2	14.6	97	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	2363	19.7	15.3	103	665	19.2	4.3	101	1279	19.0	8.3	100	2899	23.7	18.8	124	
	OUTDOOR IMPERATIVE	25953	3899	32.5	15.0	102	1141	33.0	4.4	103	2308	34.3	8.9	107	4204	34.4	16.2	107	
		24400	3480	29.1	14.3	96	897	25.9	3.7	86	1936	28.8	7.9	95	3341	27.4	13.7	91	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	3034	25.3	16.8	114	716	20.7	4.0	93	1669	24.8	9.2	111	3429	28.1	19.0	126	
	RADIO IMPERATIVE	23571	3372	28.1	14.3	97	1069	30.9	4.5	106	1918	28.5	8.1	98	3795	31.1	16.1	107	
		23278	3413	28.5	14.7	99	1046	30.3	4.5	105	1750	26.0	7.5	90	3328	27.3	14.3	95	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	2567	21.4	16.6	112	876	25.3	5.7	133	1499	22.3	9.7	117	2517	20.6	16.3	108	
	TELEVISION IMPERATIVE	25829	3645	30.4	14.1	95	932	27.0	3.6	85	2009	29.9	7.8	94	4645	38.0	18.0	119	
		26039	3840	32.1	14.7	100	993	28.7	3.8	89	2214	32.9	8.5	102	3270	26.8	12.6	83	
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	2345	19.6	14.1	95	697	20.2	4.2	98	1223	18.2	7.4	89	3036	24.9	18.3	121	
	OUTDOOR IMPERATIVE	26834	3998	33.4	14.9	101	1182	34.2	4.4	103	2333	34.7	8.7	105	4289	35.1	16.0	106	
		23346	3755	31.3	16.1	109	944	27.3	4.0	95	2111	31.4	9.0	109	3437	28.1	14.7	98	
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	2690	22.5	15.7	106	756	21.9	4.4	103	1318	19.6	7.7	93	3000	24.6	17.5	116	
	RADIO IMPERATIVE	25892	3573	29.8	13.8	93	1065	30.8	4.1	96	2083	31.0	8.0	97	4008	32.8	15.5	103	
		23167	3646	30.4	15.7	106	1024	29.6	4.4	104	2223	33.0	9.6	115	3610	29.6	15.6	103	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	2668	22.3	15.5	105	884	25.6	5.2	121	1479	22.0	8.6	104	2699	22.1	15.7	104	
	TELEVISION IMPERATIVE	26214	3430	28.6	13.1	88	917	26.5	3.5	82	1906	28.3	7.3	87	4411	36.1	16.8	112	
		23412	3806	31.8	16.3	110	1028	29.7	4.4	103	2346	34.9	10.0	121	3107	25.4	13.3	88	
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	2431	20.3	15.9	107	731	21.1	4.8	112	1369	20.3	8.9	108	2542	20.8	16.6	110	
	RADIO IMPERATIVE	24901	3603	30.1	14.5	98	966	27.9											

	TOTAL U.S. '000	AJAX ALL PURPOSE CLEANER				ARM & HAMMER				COMET LIQUID				BATHROOM CLEANER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	11979	100.0	14.8	100	3457	100.0	4.3	100	6730	100.0	8.3	100	12212	100.0	15.1	100
ATLANTIC MONTHLY	415	**64	0.5	15.4	104	**22	0.6	5.3	124	**39	0.6	9.4	113	**66	0.5	15.9	105
BARRON'S	453	**76	0.6	16.8	113	**6	0.2	1.3	31	**71	1.1	15.7	189	**128	1.0	28.3	181
BETTER HOMES & GARDENS	16256	2636	22.0	16.2	110	717	20.7	4.4	103	1439	21.4	8.9	107	2867	23.5	17.6	111
BON APPETIT	2535	418	3.5	16.5	111	**126	3.6	5.0	116	**188	2.8	7.4	89	386	3.2	15.2	101
BUSINESS WEEK	1278	*185	1.5	14.5	98	**69	2.0	5.4	126	**118	1.8	9.2	111	*220	1.8	17.2	110
CAR AND DRIVER	378	**64	0.5	16.9	114	**5	0.1	1.3	31	**34	0.5	9.0	108	**36	0.3	9.5	61
CBS MAGAZINE NETWORK (GROSS)	1498	259	2.2	17.3	117	**58	1.7	3.9	91	**132	2.0	8.8	106	296	2.4	19.8	133
CHANGING TIMES	1505	280	2.3	18.6	126	**61	1.8	4.1	95	**152	2.3	10.1	122	350	2.9	23.3	151
COLONIAL HOMES	1231	*139	1.2	11.3	76	**22	0.6	1.8	42	**132	2.0	10.7	129	218	1.8	17.7	111
CONDE NAST MAG. PKG. (GROSS)	14146	2252	18.8	15.9	108	578	16.7	4.1	96	1421	21.1	10.0	121	2467	20.2	17.4	111
CONSUMERS DIGEST	1323	*240	2.0	18.1	123	**54	1.6	4.1	96	*151	2.2	11.4	137	272	2.2	20.6	133
COSMOPOLITAN	7102	1185	9.9	16.7	113	260	7.5	3.7	86	589	8.8	8.3	100	1226	10.0	17.3	111
COUNTRY LIVING	2481	431	3.6	17.4	117	**115	3.3	4.6	109	*165	2.5	6.7	80	518	4.2	20.9	133
CUISINE	1472	241	2.0	16.4	111	**41	1.2	2.8	65	**120	1.8	8.2	98	*266	2.2	18.1	121
CYCLE WORLD	425	**50	0.4	11.8	80	**30	0.9	7.1	165	**26	0.4	6.1	74	**136	1.1	32.0	212
DCI:CREATIVE IDEAS FOR LIV	2510	436	3.6	17.4	117	**4	0.1	0.2	4	*182	2.7	7.3	87	424	3.5	16.9	111
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1057	8.8	15.8	107	*173	5.0	2.6	61	732	10.9	10.9	132	1056	8.6	15.8	101
DISCOVER	894	*156	1.3	17.4	118	**46	1.3	5.1	121	**117	1.7	13.1	157	*130	1.1	14.5	9
EBONY	3507	713	6.0	20.3	137	216	6.2	6.2	144	407	6.0	11.6	140	428	3.5	12.2	8
ESQUIRE	1083	*246	2.1	22.7	154	**69	2.0	6.4	149	*137	2.0	12.7	152	*143	1.2	13.2	8
ESSENCE	1830	462	3.9	25.2	171	**83	2.4	4.5	106	*197	2.9	10.8	130	221	1.8	12.1	8
FAMILY CIRCLE	15930	2454	20.5	15.4	104	635	18.4	4.0	93	1191	17.7	7.5	90	2879	23.6	18.1	121
THE FAMILY HANDYMAN	1126	*204	1.7	18.1	122	**42	1.2	3.7	87	**112	1.7	9.9	120	272	2.2	24.2	161
FAMILY WEEKLY	11468	1760	14.7	15.3	104	551	15.9	4.8	113	1049	15.6	9.1	110	1962	16.1	17.1	111
FIELD & STREAM	2234	316	2.6	14.1	96	**85	2.5	3.8	89	*191	2.8	8.5	103	425	3.5	19.0	121
FOOD & WINE	579	*109	0.9	18.8	127	**19	0.5	3.3	77	**43	0.6	7.4	89	*86	0.7	14.9	9
FORBES	728	*123	1.0	16.9	114	**29	0.8	4.0	93	**68	1.0	9.3	112	*133	1.1	18.3	121
FORTUNE	906	*123	1.0	13.6	92	**56	1.6	6.2	145	**122	1.8	13.5	162	*313	2.6	34.5	221
GENTLEMEN'S QUARTERLY	791	*207	1.7	26.2	177	**62	1.8	7.8	184	**88	1.3	11.1	134	**97	0.8	12.3	8
GLAMOUR	5265	804	6.7	15.3	103	*250	7.2	4.7	111	474	7.0	9.0	108	1024	8.4	19.4	121
GOLF DIGEST	636	**69	0.6	10.8	73	**17	0.5	2.7	63	**52	0.8	8.2	98	*185	1.5	29.1	191
GOLF DIGEST/TENNIS (GROSS)	1186	*161	1.3	13.6	92	**58	1.7	4.9	115	**72	1.1	6.1	73	*235	1.9	19.8	133
GOLF MAGAZINE	441	**34	0.3	7.7	52	**0	0.0	0.0	0	**43	0.6	9.8	117	**122	1.0	27.7	181
GOLF MAGAZINE/SKI (GROSS)	922	*173	1.4	18.8	127	**40	1.2	4.3	102	**65	1.0	7.0	85	*196	1.6	21.3	141
GOOD HOUSEKEEPING	16487	2327	19.4	14.1	95	627	18.1	3.8	89	1335	19.8	8.1	97	3096	25.4	18.8	121
HARPER'S BAZAAR	2423	424	3.5	17.5	118	**58	1.7	2.4	56	*264	3.9	10.9	131	376	3.1	15.5	101
HEALTH	1994	404	3.4	20.3	137	**99	2.9	5.0	116	*246	3.7	12.3	148	*276	2.3	13.8	9
HEARST MAG CORP. BUY (GROSS)	44101	6757	56.4	15.3	104	1773	51.3	4.0	94	3605	53.6	8.2	98	8166	66.9	18.5	121
HEARST MAN POWER (GROSS)	1993	390	3.3	19.6	132	**141	4.1	7.1	166	*156	2.3	7.8	94	470	3.8	26.3	151
HEARST WOMAN POWER (GROSS)	31274	4528	37.8	14.5	98	1214	35.1	3.9	91	2579	38.3	8.2	99	5673	46.5	18.1	121
HOUSE BEAUTIFUL	3623	632	5.3	17.4	118	*162	4.7	4.5	105	266	4.0	7.3	88	697	5.7	19.2	121
INC.	283	**50	0.4	17.7	119	**1	0.0	0.4	8	**19	0.3	6.7	81	**73	0.6	25.8	171
JET	2928	656	5.5	22.4	151	*163	4.7	5.6	130	344	5.1	11.7	141	435	3.6	14.9	9
LADIES' HOME JOURNAL	11918	1802	15.0	15.1	102	385	11.1	3.2	76	906	13.5	7.6	91	2304	18.9	19.3	121
LHJ FAMILY GRP COMBO(GROSS)	16764	2657	22.2	15.8	107	552	16.0	3.3	77	1341	19.9	8.0	96	3178	26.0	19.0	121
LIFE	4254	735	6.1	17.3	117	*154	4.5	3.6	85	316	4.7	7.4	89	683	5.6	16.1	101
L.A. TIMES HOME MAGAZINE	1145	226	1.9	19.7	133	**41	1.2	3.6	84	*175	2.6	15.3	184	*102	0.8	8.9	5
MADEMOISELLE	2884	420	3.5	14.6	98	**81	2.3	2.8	66	*237	3.5	8.2	99	481	3.9	16.7	111
MC CALL'S	13460	2112	17.6	15.7	106	562	16.3	4.2	98	1058	15.7	7.9	95	2545	20.8	18.9	121
MC CALL'S/WRK MOTHER (GROSS)	14606	2382	19.9	16.3	110	607	17.6	4.2	97	1122	16.7	7.7	92	2794	22.9	19.1	121
MECHANIC ILLUSTRATED	772	*157	1.3	20.3	137	**25	0.7	3.2	76	**50	0.7	6.5	78	*179	1.5	23.2	151
METROPOLITAN HOME	967	*241	2.0	24.9	168	**40	1.2	4.1	97	**122	1.8	12.6	152	*222	1.8	23.0	151
MONEY	1588	*197	1.6	12.4	84	*94	2.7	5.9	139	*225	3.3	14.2	171	340	2.8	21.4	141
MOTHER EARTH NEWS	1002	**72	0.6	7.2	49	**38	1.1	3.8	89	**72	1.1	7.2	86	**128	1.0	12.8	8
MS.	825	*129	1.1	15.6	106	**32	0.9	3.9	91	**89	1.3	10.8	130	*178	1.5	21.6	141
NATIONAL ENQUIRER	10336	1603	13.4	15.5	105	514	14.9	5.0	116	1069	15.9	10.3	124	1566	12.8	15.2	101
NATIONAL GEOGRAPHIC	9597	1278	10.7	13.3	90	486	14.1	5.1	119	778	11.6	8.1	98	1624	13.3	16.9	111
NATIONAL SUNDAY MAGAZINE PKG	49558	7330	61.2	14.8	100	2112	61.1	4.3	100	4055	60.3	8.2	98	8092	66.3	16.3	101
NATURAL HISTORY	573	**96	0.8	16.8	113	**16	0.5	2.8	65	**8	0.1	1.4	17	*165	1.4	28.8	151
NEW WOMAN	1699	306	2.6	18.0	122	**93	2.7	5.5	128	**97	1.4	5.7	69	231	1.9	13.6	9
NEW YORK INCLUDING CUE	443	*95	0.8	21.4	145	**10	0.3	2.3	53	**0	0.0	0.0	0	**75	0.6	16.9	111
THE NEW YORKER	1270	167	1.4	13.1	89	**76	2.2	6.0	140	**107	1.6	8.4	101	238	1.9	18.7	111
NEWSWEEK	6277	927	7.7	14.8	100	*162	4.7	2.6	60	564	8.4	9.0	108	1210	9.9	19.3	121
THE N.Y. TIMES DAILY EDITION	1205	282	2.4	23.4	158	**49	1.4	4.1	95	**51	0.8	4.2	51	*268	2.2	22.2	141
THE N.Y. TIMES MAGAZINE	2081	416	3.5	20.0	135	**103	3.0	4.9	116	**66	1.0	3.2	38	431	3.5	20.7	131
OMNI	788	*110	0.9	14.0	94	**31	0.9	3.9	92	**114	1.7	14.5	174	*134	1.1	17.0	111
ON CABLE	1158	*159	1.3	13.7	93	**17	0.5	1.5	34	**79	1.2	6.8	82	*146	1.2	12.6	8
1001 HOME IDEAS	2852	451	3.8	15.8	107	**68	2.0	2.4	56	*189	2.8	6.6	80	598	4.9	21.0	131
ORGANIC GARDENING	1658	*193	1.6	11.6	79	**74	2.1	4.5	105	*121	1.8	7.3	88	270	2.2	16.3	101
OUTDOOR LIFE	896	*180	1.5	20.1	136	**12	0.3	1.3	31	**72	1.1	8.0	97	*187	1.5	20.9	131
PARADE MAGAZINE	24275	3565	29.8	14.7	99	1111	32.1	4.6	107	1989	29.6	8.2	99	4169	34.1	17.2	111

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	AJAX ALL PURPOSE CLEANER				ARM & HAMMER				COMET LIQUID				DOM BATHROOM CLEANER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	11979	100.0	14.8	100	3457	100.0	4.3	100	6730	100.0	8.3	100	12212	100.0	15.1	100
PARENTS	3845	619	5.2	16.1	109	**88	2.5	2.3	54	371	5.5	9.6	116	620	5.1	16.1	107
PENTHOUSE	831	*187	1.6	22.5	152	**65	1.9	7.8	183	**124	1.8	14.9	180	**145	1.2	17.4	116
PEOPLE	11645	1669	13.9	14.3	97	374	10.8	3.2	75	927	13.8	8.0	96	1994	16.3	17.1	114
PLAYBOY	2006	280	2.3	14.0	94	**100	2.9	5.0	117	*203	3.0	10.1	122	294	2.4	14.7	97
POPULAR HOT RODDING	297	**76	0.6	25.6	173	**11	0.3	3.7	87	**29	0.4	9.8	117	**44	0.4	14.8	98
POPULAR MECHANICS	1018	*198	1.7	19.4	131	**104	3.0	10.2	239	**69	1.0	6.8	82	*280	2.3	27.5	182
POPULAR SCIENCE	878	*139	1.2	15.8	107	**54	1.6	6.2	144	**59	0.9	6.7	81	*213	1.7	24.3	161
PREVENTION	3913	567	4.7	14.5	98	*210	6.1	5.4	126	394	5.9	10.1	121	594	4.9	15.2	101
PSYCHOLOGY TODAY	1710	295	2.5	17.3	117	**50	1.4	2.9	68	**91	1.4	5.3	64	340	2.8	19.9	132
READER'S DIGEST	22204	3184	26.6	14.3	97	902	26.1	4.1	95	1828	27.2	8.2	99	4035	33.0	18.2	121
REDBOOK	7684	1015	8.5	13.2	89	327	9.5	4.3	100	655	9.7	8.5	103	1351	11.1	17.6	117
ROAD & TRACK	410	**49	0.4	12.0	81	**3	0.1	0.7	17	**30	0.4	7.3	88	**80	0.7	19.5	129
ROLLING STONE	969	261	2.2	26.9	182	**79	2.3	8.2	191	*124	1.8	12.8	154	*188	1.5	19.4	129
RUNNER'S WORLD	298	**68	0.6	22.8	154	**12	0.3	4.0	94	**19	0.3	6.4	77	**50	0.4	16.8	111
SATURDAY EVENING POST	1169	*112	0.9	9.6	65	**64	1.9	5.5	128	**81	1.2	6.9	83	*228	1.9	19.5	129
SCIENCE 84	587	**53	0.4	9.0	61	**55	1.6	9.4	220	**75	1.1	12.8	154	**97	0.8	16.5	110
SCIENCE DIGEST	482	*92	0.8	19.1	129	**12	0.3	2.5	58	**37	0.5	7.7	92	**107	0.9	22.2	147
SCIENTIFIC AMERICAN	594	**111	0.9	18.7	126	**7	0.2	1.2	28	**96	1.4	16.2	194	**103	0.8	17.3	115
SELF	2089	279	2.3	13.4	90	**59	1.7	2.8	66	*218	3.2	10.4	126	329	2.7	15.7	104
SEVENTEEN	2411	291	2.4	12.1	82	**135	3.9	5.6	131	*244	3.6	10.1	122	323	2.6	13.4	89
EKI	480	**138	1.2	28.8	194	**40	1.2	8.3	195	**23	0.3	4.8	58	**74	0.6	15.4	102
SMITHSONIAN	2760	447	3.7	16.2	109	**94	2.7	3.4	80	326	4.8	11.8	142	519	4.2	18.8	125
SOAP OPERA DIGEST	3013	560	4.7	18.6	126	*132	3.8	4.4	103	343	5.1	11.4	137	445	3.6	14.8	98
SOUTHERN LIVING	4184	621	5.2	14.8	100	*169	4.9	4.0	95	551	8.2	13.2	158	632	5.2	15.1	100
SPORT	559	**107	0.9	19.1	129	**29	0.8	5.2	122	**41	0.6	7.3	88	**73	0.6	13.1	87
THE SPORTING NEWS	436	**97	0.8	22.2	150	**14	0.4	3.2	75	**16	0.2	3.7	44	**154	1.3	35.3	234
SPORTS AFIELD	493	**100	0.8	20.3	137	**25	0.7	5.1	119	**50	0.7	10.1	122	**83	0.7	16.8	112
SPORTS ILLUSTRATED	2758	662	5.5	24.0	162	*120	3.5	4.4	102	265	3.9	9.6	116	525	4.3	19.0	126
STAR	7456	1142	9.5	15.3	104	465	13.5	6.2	146	710	10.5	9.5	115	1247	10.2	16.7	111
SUNDAY	24936	3415	28.5	13.7	93	958	27.7	3.8	90	1720	25.6	6.9	83	4190	34.3	16.8	111
SUNSET	2124	317	2.6	14.9	101	*191	5.5	9.0	211	*190	2.8	8.9	108	294	2.4	13.8	92
TV GUIDE	21661	3133	26.2	14.5	98	864	25.0	4.0	93	1991	29.6	9.2	111	3560	29.2	16.4	109
TENNIS	550	**92	0.8	16.7	113	**41	1.2	7.5	175	**21	0.3	3.8	46	**51	0.4	9.3	61
TIME	8880	1397	11.7	15.7	106	558	16.1	6.3	147	867	12.9	9.8	117	1587	13.0	17.9	119
TOWN & COUNTRY	917	*205	1.7	22.4	151	**59	1.7	6.4	151	**42	0.6	4.6	55	*171	1.4	18.6	124
TRAVEL & LEISURE	972	*190	1.6	19.5	132	**25	0.7	2.6	60	**85	1.3	8.7	105	*185	1.5	19.0	126
TRUE STORY	3356	543	4.5	16.2	109	*152	4.4	4.5	106	535	7.9	15.9	192	569	4.7	17.0	112
U.S. NEWS & WORLD REPORT	3410	632	5.3	18.5	125	*121	3.5	3.5	83	352	5.2	10.3	124	666	5.5	19.5	130
USA TODAY	1759	215	1.8	12.2	83	**50	1.4	2.8	67	*154	2.3	8.8	105	305	2.5	17.3	115
US	1873	279	2.3	14.9	101	**75	2.2	4.0	94	*150	2.2	8.0	96	271	2.2	14.5	96
VOGUE	3909	748	6.2	19.1	129	*187	5.4	4.8	112	492	7.3	12.6	151	633	5.2	16.2	107
HALL STREET JOURNAL	1886	285	2.4	15.1	102	**78	2.3	4.1	97	*171	2.5	9.1	109	448	3.7	23.8	158
HEIGHT WATCHERS	2120	391	3.3	18.4	125	*167	4.8	7.9	185	*174	2.6	8.2	99	427	3.5	20.1	134
WOMAN'S DAY	14172	2194	18.3	15.5	105	568	16.4	4.0	94	1042	15.5	7.4	88	2532	20.7	17.9	118
WORKING MOTHER	1146	270	2.3	23.6	159	**46	1.3	4.0	94	**64	1.0	5.6	67	*249	2.0	21.7	144
WORKING WOMAN	1322	230	1.9	17.4	118	**26	0.8	2.0	46	**119	1.8	9.0	108	*202	1.7	15.3	101
WORLD TENNIS	*163	**62	0.5	38.0	257	**20	0.6	12.3	287	**10	0.1	6.1	74	**10	0.1	6.1	41
ZIFF-DAVIS MAG NETWK (GROSS)	2532	359	3.0	14.2	96	**83	2.4	3.3	77	*216	3.2	8.5	103	432	3.5	17.1	113
BLAIR INSERTS	43657	6640	55.4	15.2	103	1801	52.1	4.1	97	3408	50.6	7.8	94	7132	58.4	16.3	108
DAILY NEWSPAPERS																	
READ ANY	51633	7646	63.8	14.8	100	2170	62.8	4.2	98	4489	66.7	8.7	105	8364	68.5	16.2	107
READ ONE	43463	6369	53.2	14.7	99	1824	52.8	4.2	98	4036	60.0	9.3	112	6922	56.7	15.9	106
READ TWO OR MORE	8170	1277	10.7	15.6	106	346	10.0	4.2	99	454	6.7	5.6	67	1442	11.8	17.6	117
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7727	64.5	14.7	99	2211	64.0	4.2	98	4257	63.3	8.1	97	8749	71.6	16.6	110
READ ONE	46126	6757	56.4	14.6	99	1927	55.7	4.2	98	3883	57.7	8.4	101	7455	61.0	16.2	107
READ TWO OR MORE	6552	970	8.1	14.8	100	284	8.2	4.3	102	375	5.6	5.7	69	1294	10.6	19.7	131
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.88				24.19				24.35				27.57			
30 DAY REACH	71455	10877	90.8	15.2	103	2990	86.5	4.2	98	5888	87.5	8.2	99	10994	90.0	15.4	102
50 SHWG - 30 DAY AV FREQ	14.56	14.15				12.70				12.64				14.55			
30 DAY REACH	67742	10368	86.6	15.3	103	2848	82.4	4.2	98	5666	84.2	8.4	101	10413	85.3	15.4	102
25 SHWG - 30 DAY AV FREQ	7.94	7.75				6.79				6.82				7.76			
30 DAY REACH	62117	9429	78.7	15.2	103	2674	77.4	4.3	101	5224	77.6	8.4	101	9769	80.0	15.7	104
CABLE TV: HOME WIRED	32077	4808	40.1	15.0	101	1319	38.2	4.1	96	2672	39.7	8.3	100	5662	46.4	17.7	117
HOME NOT WIRED	48909	7170	59.9	14.7	99	2138	61.8	4.4	102	4057	60.3	8.3	100	6550	53.6	13.4	89
HAVE PAY CABLE	15935	2485	20.7	15.6	105	*548	15.9	3.4	81	1272	18.9	8.0	96	3330	27.3	20.9	139

	TOTAL U.S. '000	AJAX ALL PURPOSE CLEANER				ARM & HAMMER				COMET LIQUID				DOH BATHROOM CLEANER			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	11979	100.0	14.8	100	3457	100.0	4.3	100	6730	100.0	8.3	100	12212	100.0	15.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6526	54.5	14.9	100	1720	49.8	3.9	92	3668	54.5	8.4	100	7369	60.3	16.8	111
10:00 AM - 3:00 PM	30659	4808	40.1	15.7	106	1416	41.0	4.6	108	2852	42.4	9.3	112	5104	41.8	16.6	110
3:00 PM - 7:00 PM	31045	4710	39.3	15.2	103	1294	37.4	4.2	98	2610	38.8	8.4	101	5132	42.0	16.5	110
7:00 PM - MIDNIGHT	15767	2506	20.9	15.9	107	640	18.5	4.1	95	1319	19.6	8.4	101	2523	20.7	16.0	108
MIDNIGHT - 6:00 AM	9120	1437	12.0	15.8	107	336	9.7	3.7	86	688	10.2	7.5	91	1572	12.9	17.2	114
6:00 AM - MIDNIGHT	58527	8940	74.6	15.3	103	2465	71.3	4.2	99	5075	75.4	8.7	104	9504	77.8	16.2	108
ENTIRE DAY	59311	9044	75.5	15.2	103	2491	72.1	4.2	98	5162	76.7	8.7	105	9590	78.5	16.2	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2537	21.2	15.7	106	610	17.6	3.8	88	1007	15.0	6.2	75	2765	22.6	17.1	113
ALL NEWS	2256	267	2.2	11.8	80	*108	3.1	4.8	112	*168	2.5	7.4	90	388	3.2	17.2	114
AOR/PROGRESSIVE	3874	562	4.7	14.5	98	*167	4.8	4.3	101	374	5.6	9.7	116	546	4.5	14.1	93
BEAUTIFUL MUSIC	5660	904	7.5	16.0	108	*146	4.2	2.6	60	382	5.7	6.7	81	1017	8.3	18.0	110
BLACK	2204	529	4.4	24.0	162	*135	3.9	6.1	143	259	3.8	11.8	141	290	2.4	13.2	87
CLASSICAL	1418	*231	1.9	16.3	110	*107	3.1	7.5	177	*168	2.5	11.8	143	*190	1.6	13.4	89
CHR/ROCK	9538	1274	10.6	13.4	90	374	10.8	3.9	92	950	14.1	10.0	120	1675	13.7	17.6	110
COUNTRY	12648	1713	14.3	13.5	92	569	16.5	4.5	105	1285	19.1	10.2	122	1960	16.0	15.5	103
GOLDEN OLDIES	1191	*186	1.6	15.6	106	*48	1.4	4.0	94	*121	1.8	10.2	122	*134	1.1	11.3	77
MOR/NOSTALGIA	4757	753	6.3	15.8	107	*188	5.4	4.0	93	413	6.1	8.7	104	792	6.5	16.6	110
NEWS/TALK	3863	504	4.2	13.0	88	*151	4.4	3.9	92	*235	3.5	6.1	73	639	5.2	16.5	110
RELIGIOUS	3084	467	3.9	15.1	102	*184	5.3	6.0	140	240	3.6	7.8	94	305	2.5	9.9	60
SOFT ROCK	521	*136	1.1	26.1	176	*16	0.5	3.1	72	*41	0.6	7.9	95	*88	0.7	16.9	111
URBAN CONTEMPORARY	1585	370	3.1	23.3	158	*75	2.2	4.7	111	*131	1.9	8.3	99	281	2.3	17.7	111
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	436	3.6	13.4	90	*126	3.6	3.9	91	205	3.0	6.3	76	625	5.1	19.2	121
ABC DIRECTION	2316	392	3.3	16.9	114	*182	5.3	7.9	184	*367	5.5	15.8	191	382	3.1	16.5	109
ABC ENTERTAINMENT	4834	739	6.2	15.3	103	*159	4.6	3.3	77	365	5.4	7.6	91	795	6.5	16.4	109
ABC FM	2202	417	3.5	18.9	128	*77	2.2	3.5	82	*248	3.7	11.3	136	437	3.6	19.8	131
ABC INFORMATION	5425	715	6.0	13.2	89	346	10.0	6.4	149	480	7.1	8.8	106	866	7.1	16.0	100
ABC ROCK	1677	312	2.6	18.6	126	*91	2.6	5.4	127	*92	1.4	5.5	66	331	2.7	19.7	131
CBS	4430	613	5.1	13.8	94	*148	4.3	3.3	78	310	4.6	7.0	84	683	5.6	15.4	100
MUTUAL	4992	813	6.8	16.3	110	*196	5.7	3.9	92	248	3.7	5.0	60	865	7.1	17.3	111
NBC	4679	619	5.2	13.2	89	*174	5.0	3.7	87	349	5.2	7.5	90	822	6.7	17.6	111
RADIORADIO	1994	263	2.2	13.2	89	*64	1.9	3.2	75	*193	2.9	9.7	116	363	3.0	18.2	121
RKO ONE	2298	309	2.6	13.4	91	*59	1.7	2.6	60	*209	3.1	9.1	109	368	3.0	16.0	100
RKO TWO	3311	530	4.4	16.0	108	*136	3.9	4.1	96	252	3.7	7.6	92	522	4.3	15.8	100
THE SOURCE	2114	269	2.2	12.7	86	*48	1.4	2.3	53	*197	2.9	9.3	112	318	2.6	15.0	100
NON-WIRED: BLAIR	8654	1241	10.4	14.3	97	368	10.6	4.3	100	666	9.9	7.7	93	1500	12.3	17.3	111
INTERNET	12025	2126	17.7	17.7	120	705	20.4	5.9	137	1227	18.2	10.2	123	2069	16.9	17.2	111
KATZ RADIO GROUP	15359	2282	19.1	14.9	100	586	17.0	3.8	89	1074	16.0	7.0	84	2657	21.8	17.3	111
SUPERNET	10628	1515	12.6	14.3	96	380	11.0	3.6	84	886	13.2	8.3	100	1615	13.2	15.2	100
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1385	11.6	16.0	108	359	10.4	4.1	97	841	12.5	9.7	117	1240	10.2	14.3	99
WKDAY 9:00 AM - 1:00 PM	12163	1992	16.6	16.4	111	589	17.0	4.8	113	1099	16.3	9.0	109	1802	14.8	14.8	99
WKDAY 1:00 PM - 4:30 PM	16150	2556	21.3	15.8	107	816	23.6	5.1	118	1438	21.4	8.9	107	2344	19.2	14.5	99
WKDAY 4:30 PM - 7:30 PM	22463	3385	28.3	15.1	102	1049	30.3	4.7	109	1952	29.0	8.7	105	3183	26.1	14.2	99
WKDAY 7:30 PM - 8:00 PM	31795	4713	39.3	14.8	100	1393	40.3	4.4	103	2860	42.5	9.0	108	4747	38.9	14.9	99
WKDAY 11:00 PM - 11:30 PM	23977	3577	29.9	14.9	101	1034	29.9	4.3	101	2193	32.6	9.1	110	3660	30.0	15.3	100
WKDAY 11:30 PM - 1:00 AM	7703	1217	10.2	15.8	107	332	9.6	4.3	101	719	10.7	9.3	112	1167	9.6	15.1	100
M-SAT 8-11 PM-SUN 7-11 PM	33800	5012	41.8	14.8	100	1499	43.4	4.4	104	2924	43.4	8.7	104	5163	42.3	15.3	100
WKDAY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1068	8.9	16.3	110	338	9.8	5.2	121	596	8.9	9.1	110	939	7.7	14.4	99
ANOTHER WORLD	N 4620	631	5.3	13.7	92	*184	5.3	4.0	93	290	4.3	6.3	76	738	6.0	16.0	100
AS THE WORLD TURNS	C 5614	884	7.4	15.7	106	351	10.2	6.3	146	507	7.5	9.0	109	762	6.2	13.6	99
CAPITOL	C 3396	547	4.6	16.1	109	210	6.1	6.2	145	334	5.0	9.8	118	456	3.7	13.4	89
CBS MORN. NEWS 1	C 1446	154	1.3	10.7	72	*67	1.9	4.6	109	174	2.6	12.0	145	185	1.5	12.8	88
CBS MORN. NEWS 2	C 1207	144	1.2	11.9	81	*35	1.0	2.9	68	*88	1.3	7.3	88	135	1.1	11.2	77
DAYS OF OUR LIVES	N 5877	920	7.7	15.7	106	267	7.7	4.5	106	484	7.2	8.2	99	913	7.5	15.5	100
FACTS OF LIFE - DAYTIME	N 2290	329	2.7	14.4	97	126	3.6	5.5	129	217	3.2	9.5	114	398	3.3	17.4	111
FAMILY FEUD	A 3023	512	4.3	16.9	115	143	4.1	4.7	111	301	4.5	10.0	120	353	2.9	11.7	79
GENERAL HOSPITAL	A 6097	1016	8.5	16.7	113	338	9.8	5.5	130	614	9.1	10.1	121	876	7.2	14.4	99
GOOD MORNING, AMERICA-730A	A 3515	678	5.7	19.3	130	134	3.9	3.8	89	292	4.3	8.3	100	552	4.5	15.7	100
GOOD MORNING, AMERICA-830A	A 2818	524	4.4	18.6	126	139	4.0	4.9	116	255	3.8	9.0	109	439	3.6	15.6	100
GUIDING LIGHT	C 5339	899	7.5	16.8	114	264	7.6	4.9	116	469	7.0	8.8	106	765	6.3	14.3	99
ONE LIFE TO LIVE	A 4478	807	6.7	18.0	122	266	7.7	5.9	139	479	7.1	10.7	129	689	5.6	15.4	100
PRESS YOUR LUCK	C 2244	315	2.6	14.0	95	*105	3.0	4.7	110	207	3.1	9.2	111	371	3.0	16.5	111
PRICE IS RIGHT 1	C 4348	747	6.2	17.2	116	207	6.0	4.8	112	431	6.4	9.9	119	607	5.0	14.0	99
PRICE IS RIGHT 2	C 5014	827															

	TOTAL U.S. '000	AJAX ALL PURPOSE CLEANER				ARM & HAMMER				COMET LIQUID				DOWN BATHROOM CLEANER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALE HOME MAKERS	50786	11979	100.0	14.8	100	3457	100.0	4.3	100	6730	100.0	8.3	100	12212	100.0	15.1	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3777	31.5	14.5	98	1152	33.3	4.4	104	2397	35.6	9.2	111	3511	28.8	13.5	89
NETWORK AFFILIATES - LATE	20261	2988	24.9	14.7	100	918	26.6	4.5	106	1831	27.2	9.0	109	3095	25.3	15.3	101
INDEPENDENTS - LATE	2076	309	2.6	14.9	101	80	2.3	3.9	90	180	2.7	8.7	104	358	2.9	17.2	114
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1528	12.8	14.6	99	570	16.5	5.5	128	1102	16.4	10.5	127	1562	12.8	14.9	99
ABC MONDAY NIGHT MOVIE	A 6412	888	7.4	13.8	94	368	10.6	5.7	134	519	7.7	8.1	97	1010	8.3	15.8	104
ABC SUNDAY NIGHT MOVIE	A 12407	1801	15.0	14.5	98	551	15.9	4.4	104	1103	16.4	8.9	107	1898	15.5	15.3	101
ABC WORLD NEWS TONIGHT	A 6176	986	8.2	16.0	108	332	9.6	5.4	126	608	9.0	9.8	118	705	5.8	11.4	76
AFTERMASH	C 5863	1034	8.6	17.6	119	*262	7.6	4.5	105	453	6.7	7.7	93	1028	8.4	17.5	116
ALICE	C 9594	1552	13.0	16.2	109	400	11.6	4.2	98	781	11.6	8.1	98	1465	12.0	15.3	101
AMERICAN PARADE	C 6622	835	7.0	12.6	85	227	6.6	3.4	80	474	7.0	7.2	86	844	6.9	12.7	85
BEENSON	A 10886	1657	13.8	15.2	103	438	12.7	4.0	94	1059	15.7	9.7	117	1513	12.4	13.9	92
BLUE THUNDER	A 5036	688	5.7	13.7	92	254	7.3	5.0	118	465	6.9	9.2	111	805	6.6	16.0	106
CAGNEY & LACEY	C 9965	1323	11.0	13.3	90	442	12.8	4.4	104	842	12.5	8.4	102	1555	12.7	15.6	103
CBS EVENING NEWS-DEAN	C 3491	507	4.2	14.5	98	*112	3.2	3.2	75	281	4.2	8.0	97	475	3.9	13.6	90
CBS EVENING NEWS-RATHER	C 7123	1126	9.4	15.8	107	354	10.2	5.0	116	624	9.3	8.8	105	887	7.3	12.5	83
CBS SAT. NEWS-SCHIEFFER	C 3621	563	4.7	15.5	105	187	5.4	5.2	121	398	5.9	11.0	132	456	3.7	12.6	84
CBS SATURDAY NIGHT MOVIE	C 5436	859	7.2	15.8	107	276	8.0	5.1	119	410	6.1	7.5	91	900	7.4	16.6	110
CBS WEDNESDAY NIGHT MOVIE	C 6100	832	6.9	13.6	92	277	8.0	4.5	106	454	6.7	7.4	90	782	6.4	12.8	85
CHEERS	N 8889	1271	10.6	14.3	97	371	10.7	4.2	98	626	9.3	7.0	85	1510	12.4	17.0	113
DALLAS	C 22109	3276	27.3	14.8	100	986	28.5	4.5	104	1808	26.9	8.2	98	3630	29.7	16.4	109
DIFF'RENT STROKES	N 6940	1138	9.5	16.4	111	330	9.5	4.8	111	673	10.0	9.7	117	1052	8.6	15.2	101
DOUBLE TROUBLE	N 7223	1123	9.4	15.5	105	354	10.2	4.9	115	721	10.7	10.0	120	993	8.1	13.7	91
DUCK FACTORY	N 5595	860	7.2	15.4	104	*257	7.4	4.6	108	418	6.2	7.5	90	845	6.9	15.1	100
DUKES OF HAZZARD	C 5768	803	6.7	13.9	94	303	8.8	5.3	123	444	6.6	7.7	93	677	5.5	11.7	78
DYNASTY	A 20053	2909	24.3	14.5	98	726	21.0	3.6	85	1832	27.2	9.1	110	3113	25.5	15.5	103
FACTS OF LIFE	N 8087	1187	9.9	14.7	99	421	12.2	5.2	122	684	10.2	8.5	102	1099	9.0	13.6	90
FALCON CREST	C 20046	2956	24.7	14.7	100	757	21.9	3.8	88	1508	22.4	7.5	91	3235	26.5	16.1	107
FALL GUY	A 9084	1458	12.2	16.1	109	468	13.5	5.2	121	1018	15.1	11.2	135	1433	11.7	15.8	105
FAMILY TIES	N 7964	1204	10.1	15.1	102	325	9.4	4.1	96	757	11.2	9.5	114	1227	10.0	15.4	102
FANTASY ISLAND	A 7687	1140	9.5	14.8	100	324	9.4	4.2	99	609	9.0	7.9	95	1188	9.7	15.5	102
FOULUPS,BLEEPS & BLUNDERS	A 8861	1267	10.6	14.3	97	383	11.1	4.3	101	676	10.0	7.6	92	1194	9.8	13.5	89
FOUR SEASONS	C 5095	830	6.9	16.3	110	*273	7.9	5.4	126	428	6.4	8.4	101	930	7.6	18.3	121
GIMME A BREAK	N 8838	1353	11.3	15.3	103	381	11.0	4.3	101	857	12.7	9.7	117	1243	10.2	14.1	93
HART TO HART	A 8978	1325	11.1	14.8	100	385	11.1	4.3	100	642	9.5	7.2	86	1326	10.9	14.8	98
HILL STREET BLUES	N 8590	1230	10.3	14.3	97	401	11.6	4.7	109	628	9.3	7.3	88	1340	11.0	15.6	103
HOTEL	A 14085	1987	16.6	14.1	95	528	15.3	3.7	88	1255	18.6	8.9	107	2106	17.2	15.0	99
JEFFERSONS	C 9360	1509	12.6	16.1	109	405	11.7	4.3	101	740	11.0	7.9	95	1448	11.9	15.5	103
JENNIFER SLEPT HERE	N 5841	1023	8.5	17.5	118	228	6.6	3.9	91	539	8.0	9.2	111	976	8.0	16.7	111
KATE & ALLIE	C 9206	1315	11.0	14.3	97	376	10.9	4.1	96	806	12.0	8.8	105	1498	12.3	16.3	108
KNIGHT RIDER	N 7076	951	7.9	13.4	91	360	10.4	5.1	119	573	8.5	8.1	97	937	7.7	13.2	88
LOVE BOAT	A 12219	1727	14.4	14.1	96	548	15.9	4.5	105	1040	15.5	8.5	102	1621	13.3	13.3	88
MAGNUM PI	C 11199	1470	12.3	13.1	89	553	16.0	4.9	116	1027	15.3	9.2	110	1603	13.1	14.3	95
MAMA'S FAMILY	N 6057	943	7.9	15.6	105	287	8.3	4.7	111	584	8.7	9.6	116	1028	8.4	17.0	113
MASTER, THE	N 3598	495	4.1	13.8	93	*187	5.4	5.2	122	304	4.5	8.4	102	490	4.0	13.6	90
MATT HOUSTON	A 6344	861	7.2	13.6	92	291	8.4	4.6	107	629	9.3	9.9	119	905	7.4	14.3	95
NBC MONDAY NIGHT MOVIE	N 11994	1665	13.9	13.9	94	434	12.6	3.6	85	980	14.6	8.2	98	1820	14.9	15.2	101
NBC NIGHTLY NEWS	N 5132	651	5.4	12.7	86	170	4.9	3.3	78	465	6.9	9.1	109	840	6.9	16.4	109
NBC NIGHTLY NEWS-SAT	N 3375	554	4.6	16.4	111	*170	4.9	5.0	118	394	5.9	11.7	140	391	3.2	11.6	77
NBC NIGHTLY NEWS-SUN	N 3130	388	3.2	12.4	84	*121	3.5	3.9	91	361	5.4	11.5	139	470	3.8	15.0	100
NBC SUNDAY NIGHT MOVIE	N 8256	1174	9.8	14.2	96	353	10.2	4.3	100	723	10.7	8.7	105	1261	10.3	15.2	101
NEWMART	C 9240	1282	10.7	13.9	94	416	12.0	4.5	105	821	12.2	8.9	107	1392	11.4	15.1	100
ONE DAY AT A TIME	C 7288	1014	8.5	13.9	94	323	9.3	4.4	104	550	8.2	7.5	91	1135	9.3	15.6	103
PEOPLE ARE FUNNY	N 4855	741	6.2	15.3	103	*195	5.6	4.0	94	503	7.5	10.4	125	882	7.2	18.2	120
REAL PEOPLE	N 8869	1369	11.4	15.4	104	340	9.8	3.8	90	766	11.4	8.6	104	1353	11.1	15.3	101
REMINGTON STEELE	N 7743	1019	8.5	13.2	89	455	13.2	5.9	138	660	9.8	8.5	103	1065	8.7	13.8	91
RIPLY'S BELIEVE IT - NOT	A 5345	684	5.7	12.8	87	*211	6.1	3.9	92	538	8.0	10.1	121	757	6.2	14.2	94
RIPTIDE	N 6988	999	8.3	14.3	97	382	11.1	5.5	128	682	10.1	9.8	117	968	7.9	13.9	92
SCARECROW & MRS. KING	C 10002	1272	10.6	12.7	86	421	12.2	4.2	99	837	12.4	8.4	101	1395	11.4	13.9	92
SIMON & SIMON	C 10638	1655	13.8	15.6	105	576	16.7	5.4	127	1092	16.2	10.3	124	1623	13.3	15.3	101
60 MINUTES	C 13293	2126	17.7	16.0	108	489	14.1	3.7	86	1124	16.7	8.5	102	1920	15.7	14.4	96
ST. ELSEWHERE	N 7017	1175	9.8	16.7	113	252	7.3	3.6	84	689	10.2	9.8	118	1237	10.1	17.6	117
THREE'S COMPANY	A 10917	1661	13.9	15.2	103	500	14.5	4.6	107								

	TOTAL U.S. '000	EASY-OFF MILDEW REMOVER				FANTASTIK BATHROOM CLEANER				FANTASTIK				FORMULA 409			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	3590	100.0	4.4	100	4304	100.0	5.3	100	20332	100.0	25.1	100	15610	100.0	19.3	100
18 - 24	9282	*332	9.2	3.6	81	*422	9.8	4.5	86	2275	11.2	24.5	98	1615	10.3	17.4	90
25 - 34	19072	904	25.2	4.7	107	896	20.8	4.7	88	4403	21.7	23.1	92	4213	27.0	22.1	111
35 - 44	14591	624	17.4	4.3	96	1025	23.8	7.0	132	3809	18.7	26.1	104	3053	19.6	20.9	100
45 - 54	11345	*533	14.8	4.7	106	679	15.8	6.0	113	3266	16.1	28.8	115	2680	17.2	23.6	120
55 - 64	11635	*522	14.5	4.5	101	561	13.0	4.8	91	3057	15.0	26.3	105	2102	13.5	18.1	90
65 OR OLDER	15061	675	18.8	4.5	101	720	16.7	4.8	90	3521	17.3	23.4	93	1947	12.5	12.9	100
18 - 34	28354	1236	34.4	4.4	98	1318	30.6	4.6	87	6679	32.8	23.6	94	5828	37.3	20.6	100
18 - 49	48339	2121	59.1	4.4	99	2675	62.2	5.5	104	12136	59.7	25.1	100	10222	65.5	21.1	111
25 - 54	45008	2061	57.4	4.6	103	2601	60.4	5.8	109	11479	56.5	25.5	102	9945	63.7	22.1	111
35 - 49	19985	885	24.7	4.4	100	1357	31.5	6.8	128	5457	26.8	27.3	109	4394	28.1	22.0	111
50 OR OLDER	32647	1469	40.9	4.5	102	1629	37.8	5.0	94	8196	40.3	25.1	100	5388	34.5	16.5	80
GRADUATED COLLEGE	11155	*434	12.1	3.9	88	475	11.0	4.3	80	3117	15.3	27.9	111	2704	17.3	24.2	120
ATTENDED COLLEGE	13682	672	18.7	4.9	111	747	17.4	5.5	103	3612	17.8	26.4	105	3319	21.3	24.3	120
GRADUATED HIGH SCHOOL	33880	1510	42.1	4.5	101	1743	40.5	5.1	97	8720	42.9	25.7	103	6431	41.2	19.0	90
DID NOT GRADUATE HIGH SCHOOL	22270	974	27.1	4.4	99	1340	31.1	6.0	113	4883	24.0	21.9	87	3156	20.2	14.2	70
EMPLOYED	40306	1856	51.7	4.6	104	2086	48.5	5.2	97	10135	49.8	25.1	100	8878	56.9	22.0	111
EMPLOYED FULL-TIME	32850	1557	43.4	4.7	107	1701	39.5	5.2	97	8044	39.6	24.5	98	7309	46.8	22.2	111
EMPLOYED PART-TIME	7456	*299	8.3	4.0	90	*385	8.9	5.2	97	2091	10.3	28.0	112	1569	10.1	21.0	100
NOT EMPLOYED	40680	1734	48.3	4.3	96	2219	51.6	5.5	103	10198	50.2	25.1	100	6732	43.1	16.5	80
PROFESSIONAL/MANAGER	10392	*462	12.9	4.4	100	*523	12.2	5.0	95	2913	14.3	28.0	112	2607	16.7	25.1	130
TECH/CLERICAL/SALES	17574	827	23.0	4.7	106	981	22.8	5.6	105	4427	21.8	25.2	100	3923	25.1	22.3	111
PRECISION/CRAFT	985	*36	1.0	3.7	82	*58	1.3	5.9	111	*210	1.0	21.3	85	*289	1.9	29.3	150
OTHER EMPLOYED	11354	*531	14.8	4.7	106	524	12.2	4.6	87	2586	12.7	22.8	91	2059	13.2	18.1	90
SINGLE	9863	*393	10.9	4.0	90	425	9.9	4.3	81	2267	11.1	23.0	92	1907	12.2	19.3	100
MARRIED	51375	2313	64.4	4.5	102	2997	69.6	5.8	110	13655	67.2	26.6	106	10430	66.8	20.3	100
DIVORCED/SEPARATED/WIDOWED	19748	884	24.6	4.5	101	882	20.5	4.5	84	4411	21.7	22.3	89	3272	21.0	16.6	80
PARENTS	32590	1546	43.1	4.7	107	1912	44.4	5.9	110	8238	40.5	25.3	101	6983	44.7	21.4	111
WHITE	70416	3183	88.7	4.5	102	3665	85.2	5.2	98	18518	91.1	26.3	105	14066	90.1	20.0	100
BLACK	8778	393	10.9	4.5	101	587	13.6	6.7	126	1441	7.1	16.6	65	1114	7.1	12.7	60
OTHER	1791	*14	0.4	0.8	18	*53	1.2	3.0	56	*373	1.8	20.8	83	*430	2.8	24.0	120
NORTHEAST-CENSUS	17786	451	12.6	2.5	57	1053	24.5	5.9	111	5432	26.7	30.5	122	2733	17.5	15.4	80
NORTH CENTRAL	20741	782	21.8	3.8	85	940	21.8	4.5	85	5324	26.2	25.7	102	3365	21.6	16.2	80
SOUTH	27775	1527	42.5	5.5	124	1682	39.1	6.1	114	6281	30.9	22.6	90	5127	32.8	18.5	90
WEST	14683	830	23.1	5.7	128	629	14.6	4.3	81	3294	16.2	22.4	89	4386	28.1	29.9	150
NORTHEAST-MKTG.	17961	474	13.2	2.6	60	1162	27.0	6.5	122	5154	25.3	28.7	114	2749	17.6	15.3	70
EAST CENTRAL	11885	530	14.8	4.5	101	493	11.5	4.1	78	3593	17.7	30.2	120	1726	11.1	14.5	70
WEST CENTRAL	14090	*442	12.3	3.1	71	643	14.9	4.6	86	3278	16.1	23.3	93	2665	17.1	18.9	90
SOUTH	24081	1363	38.0	5.7	128	1435	33.3	6.0	112	5426	26.7	22.5	90	4515	28.9	18.7	90
PACIFIC	12969	781	21.8	6.0	136	*572	13.3	4.4	83	2882	14.2	22.2	89	3956	25.3	30.5	150
COUNTY SIZE A	32439	1624	45.2	5.0	113	1785	41.5	5.5	104	8330	41.0	25.7	102	5740	36.8	17.7	90
COUNTY SIZE B	24915	1010	28.1	4.1	91	1312	30.5	5.3	99	6362	31.3	25.5	102	5017	32.1	20.1	100
COUNTY SIZE C	12930	*536	14.9	4.1	94	728	16.9	5.6	106	3368	16.6	26.0	104	2970	19.0	23.0	110
COUNTY SIZE D	10703	*420	11.7	3.9	89	480	11.2	4.5	84	2272	11.2	21.2	85	1883	12.1	17.6	90
METRO CENTRAL CITY	24518	1091	30.4	4.4	100	1050	24.4	4.3	81	5395	26.5	22.0	88	4599	29.5	18.8	90
METRO SUBURBAN	35919	1675	46.7	4.7	105	2292	53.3	6.4	120	9996	49.2	27.8	111	6964	44.6	19.4	100
NON METRO	20549	824	23.0	4.0	90	963	22.4	4.7	88	4941	24.3	24.0	96	4047	25.9	19.7	100
TOP 5 ADI'S	18341	669	18.6	3.6	82	994	23.1	5.4	102	5035	24.8	27.5	109	3129	20.0	17.1	80
TOP 10 ADI'S	25378	1052	29.3	4.1	94	1459	33.9	5.7	108	6533	32.1	25.7	103	4077	26.1	16.1	80
TOP 20 ADI'S	36488	1668	46.5	4.6	103	2018	46.9	5.5	104	9233	45.4	25.3	101	6629	42.5	18.2	90
HSGLD INC. \$50,000 OR MORE	6612	*355	9.9	5.4	121	*327	7.6	4.9	93	2029	10.0	30.7	122	1773	11.4	26.8	130
\$40,000 OR MORE	12659	692	19.3	5.5	123	669	15.5	5.3	99	3633	17.9	28.7	114	3128	20.0	24.7	120
\$30,000 OR MORE	24698	1105	30.8	4.5	101	1411	32.8	5.7	107	6929	34.1	28.1	112	5788	37.1	23.4	120
\$25,000 OR MORE	32077	1440	40.1	4.5	101	1852	43.0	5.8	109	9147	45.0	28.5	114	7318	46.9	22.8	110
\$20,000 - \$24,999	9144	*542	15.1	5.9	134	*490	11.4	5.4	101	2546	12.5	27.8	111	1882	12.1	20.6	100
\$15,000 - \$19,999	8728	*379	10.6	4.3	98	435	10.1	5.0	94	2049	10.1	23.5	94	1651	10.6	18.9	90
\$10,000 - \$14,999	12562	*547	15.2	4.4	98	727	16.9	5.8	109	2898	14.3	23.1	92	1995	12.8	15.9	80
UNDER \$10,000	18475	681	19.0	3.7	83	802	18.6	4.3	82	3692	18.2	20.0	80	2763	17.7	15.0	70
HOUSEHOLD OF 1 PERSON	11987	524	14.6	4.4	99	570	13.2	4.8	89	2418	11.9	20.2	80	1942	12.4	16.2	80
2 PEOPLE	26577	1057	29.4	4.0	90	1362	31.6	5.1	96	6887	33.9	25.9	103	4849	31.1	18.2	90
3 OR 4 PEOPLE	30617	1491	41.5	4.9	110	1394	32.4	4.6	86	7761	38.2	25.3	101	6576	42.1	21.5	110
5 OR MORE PEOPLE	11804	*518	14.4	4.4	99	978	22.7	8.3	156	3267	16.1	27.7	110	2243	14.4	19.0	90
NO CHILD IN HSHLD	46165	1879	52.3	4.1	92	2232	51.9	4.8	91	11601	57.1	25.1	100	8122	52.0	17.6	80
CHILD(REN) UNDER 2 YRS	5325	*271	7.5	5.1	115	*284	6.6	5.3	100	1172	5.8	22.0	88	1098	7.0	20.6	100
2 - 5 YEARS	14221	729	20.3	5.1	116	781	18.1	5.5	103	3659	18.0	25.7	102	2970	19.0	20.9	100
6 - 11 YEARS	15117	578	16.1	3.8	86	903	21.0	6.0	112	4008	19.7	26.5	106	3399	21.8	22.5	110
12 - 17 YEARS	16611	781	21.8	4.7	106	1235	28.7	7.4	140	4335	21.3	26.1	104	3573	22.9	21.5	110
RESIDENCE OWNED	55884	2491	69.4	4.5	101	3044	70.7	5.4	102	15169	74.6	27.1	108	11598	74.3	20.8	100
VALUE: \$50,000 OR MORE	31744	1426	39.7	4.5	101	1847	42.9	5.8	109	9034	44.4	28.5	113	6941	44.5	21.9	110
VALUE: UNDER \$50,000	24140	1066	29.7	4.4	100	1197	27.8	5.0	93	6135	30.2	25.4	101	4657	29.8	19.3	100

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOME MAKERS)

		TOTAL U.S. '000	EASY-OFF MILDEW REMOVER				FANTASTIK BATHROOM CLEANER				FANTASTIK				FORMULA 409			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL FEMALE HOME MAKERS		80986	3590	100.0	4.4	100	4304	100.0	5.3	100	20332	100.0	25.1	100	15610	100.0	19.3	100
MAGAZINES	QUINTILE 1	15799	855	23.8	5.4	122	1001	23.3	6.3	119	4253	20.9	26.9	107	3815	24.4	24.1	125
	QUINTILE 2	17259	805	22.4	4.7	105	1007	23.4	5.8	110	4974	24.5	28.8	115	3867	24.8	22.4	116
	QUINTILE 3	13545	*526	14.7	3.9	88	622	14.5	4.6	86	3457	17.0	25.5	102	2522	16.2	18.6	97
	QUINTILE 4	15133	528	14.7	3.5	79	810	18.8	5.4	101	3527	17.3	23.3	93	2782	17.8	18.4	95
	QUINTILE 5	19250	876	24.4	4.6	103	865	20.1	4.5	85	4122	20.3	21.4	85	2624	16.8	13.6	71
NEWSPAPERS	QUINTILE 1	12413	642	17.9	5.2	117	683	15.9	5.5	104	3642	17.9	29.3	117	2179	14.0	17.6	91
	QUINTILE 2	24116	947	26.4	3.9	89	1333	31.0	5.5	104	5890	29.0	24.4	97	4969	31.8	20.6	107
	QUINTILE 3	11261	*530	14.8	4.7	106	658	15.3	5.8	110	3109	15.3	27.6	110	2388	15.3	21.2	110
	QUINTILE 4	20255	901	25.1	4.4	100	1008	23.4	5.0	94	4914	24.2	24.3	97	3750	24.0	18.5	96
	QUINTILE 5	12940	*570	15.9	4.4	99	623	14.5	4.8	91	2777	13.7	21.5	85	2325	14.9	18.0	93
OUTDOOR	QUINTILE 1	14852	727	20.3	4.9	110	695	16.1	4.7	88	3886	19.1	26.2	104	2906	18.6	19.6	102
	QUINTILE 2	15725	798	22.2	5.1	114	982	22.8	6.2	118	3907	19.2	24.8	99	2945	18.9	18.7	97
	QUINTILE 3	16330	888	24.7	5.4	123	998	23.2	6.1	115	4334	21.3	26.5	106	3436	22.0	21.0	109
	QUINTILE 4	16744	603	16.8	3.6	81	760	17.7	4.5	85	4045	19.9	24.2	96	3021	19.4	18.0	94
	QUINTILE 5	17334	574	16.0	3.3	75	869	20.2	5.0	94	4160	20.5	24.0	96	3301	21.1	19.0	99
RADIO-DRIVE TIME	QUINTILE 1	15911	716	19.9	4.5	102	895	20.8	5.6	106	4161	20.5	26.2	104	3261	20.9	20.5	106
	QUINTILE 2	14837	*591	16.5	4.0	90	865	20.1	5.8	110	3912	19.2	26.4	105	2790	17.9	18.8	98
	QUINTILE 3	15339	650	18.1	4.2	96	852	19.8	5.6	105	3770	18.5	24.6	98	3011	19.3	19.6	102
	QUINTILE 4	16723	801	22.3	4.8	108	969	22.5	5.8	109	4141	20.4	24.8	99	3209	20.6	19.2	100
	QUINTILE 5	18176	833	23.2	4.6	103	724	16.8	4.0	75	4348	21.4	23.9	95	3339	21.4	18.4	95
RADIO-MID- DAY	TERCILE 1	21020	1097	30.6	5.2	118	1314	30.5	6.3	118	5728	28.2	27.3	109	3605	23.1	17.2	89
	TERCILE 2	21610	977	27.2	4.5	102	1250	29.0	5.8	109	5997	29.5	27.8	111	4705	30.1	21.8	113
	TERCILE 3	38355	1516	42.2	4.0	89	1740	40.4	4.5	85	8608	42.3	22.4	89	7300	46.8	19.0	99
RADIO-TOTAL	QUINTILE 1	15988	784	21.8	4.9	111	974	22.6	6.1	115	4298	21.1	26.9	107	3108	19.9	19.4	101
	QUINTILE 2	15626	673	18.7	4.3	97	807	18.8	5.2	97	3931	19.3	25.2	100	2961	19.0	18.9	98
	QUINTILE 3	16723	826	23.0	4.9	111	1026	23.8	6.1	115	4615	22.7	27.6	110	3527	22.6	21.1	109
	QUINTILE 4	16342	689	19.2	4.2	95	884	20.5	5.4	102	3786	18.6	23.2	92	3217	20.6	19.7	102
	QUINTILE 5	16306	616	17.2	3.8	85	613	14.2	3.8	71	3703	18.2	22.7	90	2797	17.9	17.2	89
TV-PRIME TIME	QUINTILE 1	15953	647	18.0	4.1	91	792	18.4	5.0	93	4411	21.7	27.6	110	2894	18.5	18.1	94
	QUINTILE 2	16137	807	22.5	5.0	113	887	20.6	5.5	103	4120	20.3	25.5	102	3167	20.3	19.6	102
	QUINTILE 3	16420	656	18.3	4.0	90	859	20.0	5.2	98	4259	20.9	25.9	103	3450	22.1	21.0	109
	QUINTILE 4	16687	715	19.9	4.3	97	992	23.0	5.9	112	4100	20.2	24.6	98	3123	20.0	18.7	97
	QUINTILE 5	15789	764	21.3	4.8	109	774	18.0	4.9	92	3442	16.9	21.8	87	2977	19.1	18.9	98
TV-DAYTIME	TERCILE 1	27736	1195	33.3	4.3	97	1403	32.6	5.1	95	6693	32.9	24.1	96	4974	31.9	17.9	93
	TERCILE 2	26489	1212	33.8	4.6	103	1375	31.9	5.2	98	6961	34.2	26.3	105	5102	32.7	19.3	100
	TERCILE 3	26761	1183	33.0	4.4	100	1526	35.5	5.7	107	6678	32.8	25.0	99	5533	35.4	20.7	107
TV-TOTAL	QUINTILE 1	16345	695	19.4	4.3	96	724	16.8	4.4	83	4057	20.0	24.8	99	2869	18.4	17.6	91
	QUINTILE 2	16447	833	23.2	5.1	114	876	20.4	5.3	100	4152	20.4	25.2	101	3113	19.9	18.9	98
	QUINTILE 3	15980	721	20.1	4.5	102	923	21.4	5.8	109	4001	19.7	25.0	100	3235	20.7	20.2	105
	QUINTILE 4	15887	641	17.9	4.0	91	932	21.7	5.9	110	4186	20.6	26.3	105	3306	21.2	20.8	108
	QUINTILE 5	16326	699	19.5	4.3	97	850	19.7	5.2	98	3936	19.4	24.1	96	3087	19.8	18.9	98
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	1077	30.0	5.2	117	1231	28.6	5.9	112	5700	28.0	27.5	110	4533	29.0	21.9	113
	NEWSPAPER IMPERATIVE	19186	899	25.0	4.7	106	1112	25.8	5.8	109	5236	25.8	27.3	109	4388	28.1	22.9	119
		21899	768	21.4	3.5	79	1132	26.3	5.2	97	5465	26.9	25.0	99	3730	23.9	17.0	88
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	852	23.7	5.5	124	899	20.9	5.8	109	4264	21.0	27.6	110	3483	22.3	22.5	117
	MAGAZINE IMPERATIVE	25953	1075	29.9	4.1	93	1489	34.6	5.7	108	6981	34.3	26.9	107	5855	37.5	22.6	117
	OUTDOOR IMPERATIVE	24400	1148	32.0	4.7	106	1263	29.3	5.2	97	5651	27.8	23.2	92	4086	26.2	16.7	87
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	765	21.3	4.2	96	951	22.1	5.3	99	5142	25.3	28.5	113	4004	25.7	22.2	115
	MAGAZINE IMPERATIVE	23571	1187	33.1	5.0	114	1444	33.6	6.1	115	6253	30.8	26.5	106	5257	33.7	22.3	116
	RADIO IMPERATIVE	23278	994	27.7	4.3	96	1299	30.2	5.6	105	5568	27.4	23.9	95	3884	24.9	16.7	87
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	782	21.8	5.1	114	919	21.4	5.9	112	4166	20.5	26.9	107	3089	19.8	20.0	104
	MAGAZINE IMPERATIVE	25829	1218	33.9	4.7	106	1455	33.8	5.6	106	7047	34.7	27.3	109	5995	38.4	23.2	120
	TELEVISION IMPERATIVE	26039	1101	30.7	4.2	95	1227	28.5	4.7	89	6056	29.8	23.3	93	4246	27.2	16.3	85
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	812	22.6	4.9	110	960	22.3	5.8	109	4529	22.3	27.3	109	3300	21.1	19.9	103
	NEWSPAPER IMPERATIVE	26834	1156	32.2	4.3	97	1493	34.7	5.6	105	6837	33.6	25.5	101	5243	33.6	19.5	101
	OUTDOOR IMPERATIVE	23346	1210	33.7	5.2	117	1258	29.2	5.4	101	5766	28.4	24.7	98	4542	29.1	19.5	101
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	788	21.9	4.6	104	989	23.0	5.8	109	4581	22.5	26.7	107	3358	21.5	19.6	102
	NEWSPAPER IMPERATIVE	25892	1073	29.9	4.1	93	1371	31.9	5.3	100	6692	32.9	25.8	103	5125	32.8	19.8	103
	RADIO IMPERATIVE	23167	1083	30.2	4.7	105	1325	30.8	5.7	108	6011	29.6	25.9	103	4704	30.1	20.3	105
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	785	21.9	4.6	103	915	21.3	5.3	100	4424	21.8	25.8	103	3031	19.4	17.7	92
	NEWSPAPER IMPERATIVE	26214	1078	30.0	4.1	93	1470	34.2	5.6	106	6835	33.6	26.1	104	5553	35.6	21.2	110
	TELEVISION IMPERATIVE	23412	1062	29.6	4.5	102	1179	27.4	5.0	95	5619	27.6	24.0	96	4351	27.9	18.6	96
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	796	22.2	5.2	117	998	23.2	6.5	123	4242	20.9	27.7	110	3233			

	TOTAL U.S. '000	EASY-OFF MILDEW REMOVER				FANTASTIK BATHROOM CLEANER				FANTASTIK				FORMULA 409			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	50986	3590	100.0	4.4	100	4304	100.0	5.3	100	20332	100.0	25.1	100	15610	100.0	19.3	100
ATLANTIC MONTHLY	415	**13	0.4	3.1	71	**22	0.5	5.3	100	**123	0.6	29.6	118	**135	0.9	32.5	16
BARRON'S	453	**31	0.9	6.8	154	**1	0.0	0.2	4	**136	0.7	30.0	120	**151	1.0	33.3	17
BETTER HOMES & GARDENS	16256	752	20.9	4.6	104	991	23.0	6.1	115	4462	21.9	27.4	109	3704	23.7	22.8	11
BON APPETIT	2535	*110	3.1	4.3	98	*118	2.7	4.7	88	717	3.5	28.3	113	590	4.4	27.2	14
BUSINESS WEEK	1278	**76	2.1	5.9	134	**51	1.2	4.0	75	307	1.5	24.0	96	344	2.2	26.9	14
CAR AND DRIVER	378	**18	0.5	4.8	107	**1	0.0	0.3	5	**68	0.3	18.0	72	**59	0.4	15.6	8
CBS MAGAZINE NETWORK (GROSS)	1498	**50	1.4	3.3	75	**57	1.3	3.8	72	374	1.8	25.0	99	307	2.0	20.5	10
CHANGING TIMES	1505	**93	2.6	6.2	139	**54	1.3	3.6	68	429	2.1	28.5	114	291	1.9	19.3	10
COLONIAL HOMES	1231	**44	1.2	3.6	81	**63	1.5	5.1	96	405	2.0	32.9	131	275	1.8	22.3	11
CONDE NAST MAG. PKG. (GROSS)	14146	1104	30.8	7.8	176	895	20.8	6.3	119	3702	18.2	26.2	104	2899	18.6	20.5	10
CONSUMERS DIGEST	1323	**129	3.6	9.8	220	**87	2.0	6.6	124	276	1.4	20.9	83	273	1.7	20.6	10
COSMOPOLITAN	7102	470	13.1	6.6	149	419	9.7	5.9	111	2006	9.9	28.2	113	1365	8.7	19.2	10
COUNTRY LIVING	2481	**68	1.9	2.7	62	**87	2.0	3.5	66	718	3.5	28.9	115	610	3.9	24.6	12
CUISINE	1472	**52	1.4	3.5	80	**52	1.2	3.5	66	330	1.6	22.4	89	318	2.0	21.6	11
CYCLE WORLD	425	**9	0.3	2.1	48	**9	0.2	2.1	40	**153	0.8	36.0	143	**113	0.7	26.6	13
DCI:CREATIVE IDEAS FOR LIV	2510	**117	3.3	4.7	105	**126	2.9	5.0	94	715	3.5	28.5	113	578	3.7	23.0	11
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	290	8.1	4.3	98	406	9.4	6.1	114	1873	9.2	28.0	111	1583	10.1	23.6	12
DISCOVER	894	**55	1.5	6.2	139	**55	1.3	6.2	116	211	1.0	23.6	94	*200	1.3	22.4	11
EBONY	3507	171	4.8	4.9	110	292	6.8	8.3	157	679	3.3	19.4	77	551	3.5	15.7	8
ESQUIRE	1083	**46	1.3	4.2	96	**20	0.5	1.8	35	*238	1.2	22.0	88	*134	0.9	12.4	6
ESSENCE	1830	*97	2.7	5.3	120	*134	3.1	7.3	138	470	2.3	25.7	102	236	1.5	12.9	6
FAMILY CIRCLE	15930	893	19.3	4.4	98	1078	25.0	6.8	127	4253	20.9	26.7	106	3299	21.1	20.7	10
THE FAMILY HANDYMAN	1126	**76	2.1	6.7	152	**74	1.7	6.6	124	250	1.2	22.2	88	305	2.0	27.1	14
FAMILY WEEKLY	11468	550	15.3	4.8	108	543	12.6	4.7	89	3058	15.0	26.7	106	2599	16.6	22.7	11
FIELD & STREAM	2234	**156	4.3	7.0	158	**100	2.3	4.5	84	519	2.6	23.2	93	395	2.5	17.7	9
FOOD & WINE	579	**33	0.9	5.7	129	**23	0.5	4.0	75	*162	0.8	28.0	111	*124	0.8	21.4	11
FORBES	728	**52	1.4	7.1	161	**7	0.2	1.0	18	219	1.1	30.1	120	*226	1.4	31.0	16
FORTUNE	906	**57	1.6	6.3	142	**18	0.4	2.0	37	252	1.2	27.8	111	*285	1.8	31.5	16
GENTLEMEN'S QUARTERLY	791	**63	1.8	8.0	180	*37	0.9	4.7	88	*171	0.8	21.6	86	*166	1.1	21.0	10
GLAMOUR	5265	382	10.6	7.3	164	335	7.8	6.4	120	1368	6.7	26.0	103	1056	6.8	20.1	10
GOLF DIGEST	636	**26	0.7	4.1	92	**27	0.6	4.2	80	*241	1.2	37.9	151	**130	0.8	20.4	10
GOLF DIGEST/TENNIS (GROSS)	1186	**41	1.1	3.5	78	**65	1.5	5.5	103	401	2.0	33.8	135	*254	1.6	21.4	11
GOLF MAGAZINE	441	**12	0.3	2.7	61	**26	0.6	5.9	111	**125	0.6	28.3	113	**101	0.6	22.9	11
GOLF MAGAZINE/SKI (GROSS)	922	**13	0.4	1.4	32	**59	1.4	6.4	120	278	1.4	30.2	120	*228	1.5	24.7	12
GOOD HOUSEKEEPING	16487	831	23.1	5.0	114	1012	23.5	6.1	115	4648	22.9	28.2	112	3411	21.9	20.7	10
HARPER'S BAZAAR	2423	*190	5.3	7.8	177	**131	3.0	5.4	102	725	3.6	29.9	119	540	3.5	22.3	11
HEALTH	1994	**106	3.0	5.3	120	**122	2.8	6.1	115	473	2.3	23.7	94	471	3.0	23.6	11
HEARST MAG CORP. BUY (GROSS)	44101	2423	67.5	5.5	124	2591	60.2	5.9	111	12510	61.5	28.4	113	9577	61.4	21.7	11
HEARST MAN POWER (GROSS)	1993	*138	3.8	6.9	156	*103	2.4	5.2	97	590	2.9	29.6	118	528	3.4	26.5	11
HEARST WOMAN POWER (GROSS)	31274	1713	47.7	5.5	124	1965	45.7	6.3	118	8766	43.1	28.0	112	6557	42.0	21.0	10
HOUSE BEAUTIFUL	3623	*197	5.5	5.4	123	*148	3.4	4.1	77	983	4.8	27.1	108	872	5.6	24.1	11
INC.	283	**19	0.5	6.7	151	**1	0.0	0.4	7	**59	0.3	20.8	83	**90	0.6	31.8	16
JET	2928	*195	5.4	6.7	150	*201	4.7	6.9	129	657	3.2	22.4	89	462	3.0	15.8	8
LADIES' HOME JOURNAL	11918	532	14.8	4.5	101	686	15.9	5.8	108	3319	16.3	27.8	111	2754	17.6	23.1	11
LHJ FAMILY GRP COMBO(GROSS)	16764	821	22.9	4.9	110	977	22.7	5.8	110	4613	22.7	27.5	110	4096	26.2	24.4	11
LIFE	4254	*336	9.4	7.9	178	239	5.6	5.6	106	1150	5.7	27.0	108	808	5.2	19.0	9
L.A. TIMES HOME MAGAZINE	1145	**44	1.2	3.8	87	**41	1.0	3.6	67	*218	1.1	19.0	76	367	2.4	32.1	11
MADEMOISELLE	2884	*179	5.0	6.2	140	*172	4.0	6.0	112	761	3.7	26.4	105	465	3.0	16.1	8
MC CALL'S	13460	634	17.7	4.7	106	862	20.0	6.4	121	3540	17.4	26.3	105	2923	18.7	21.7	11
MC CALL'S/WRK MOTHER (GROSS)	14606	704	19.6	4.8	109	939	21.8	6.4	121	3791	18.6	26.0	103	3129	20.0	21.4	11
MECHANIX ILLUSTRATED	772	**66	1.8	8.5	193	**85	2.0	11.0	207	*247	1.2	32.0	127	*221	1.4	28.6	11
METROPOLITAN HOME	967	**77	2.1	8.0	180	**73	1.7	7.5	142	318	1.6	32.9	131	320	2.0	33.1	11
MONEY	1588	**78	2.2	4.9	111	**53	1.2	3.3	63	402	2.0	25.3	101	417	2.7	26.3	11
MOTHER EARTH NEWS	1002	**41	1.1	4.1	92	**29	0.7	2.9	54	*224	1.1	22.4	89	*255	1.6	25.4	11
MS.	825	**43	1.2	5.2	118	**11	0.3	1.3	25	265	1.3	32.1	128	*198	1.3	24.0	11
NATIONAL ENQUIRER	10336	527	14.7	5.1	115	698	16.2	6.8	127	2733	13.4	26.4	105	2274	14.6	22.0	11
NATIONAL GEOGRAPHIC	9597	545	15.2	5.7	128	519	12.1	5.4	102	2620	12.9	27.3	109	2256	14.5	23.5	11
NATIONAL SUNDAY MAGAZINE PKG	49558	2322	64.7	4.7	106	2746	63.8	5.5	104	12968	63.8	26.2	104	9780	62.7	19.7	11
NATURAL HISTORY	573	**42	1.2	7.3	165	**29	0.7	5.1	95	*177	0.9	30.9	123	*84	0.5	14.7	7
NEW WOMAN	1699	**123	3.4	7.2	163	**115	2.7	6.8	127	381	1.9	22.4	89	281	1.8	16.5	8
NEW YORK INCLUDING CUE	443	**2	0.1	0.5	10	**29	0.7	6.5	123	*125	0.6	28.2	112	**64	0.4	14.4	7
THE NEW YORKER	1270	**54	1.5	4.3	96	**44	1.0	3.5	65	434	2.1	34.2	136	280	1.8	22.0	11
NEWSWEEK	6277	283	7.9	4.5	102	338	7.9	5.4	101	1741	8.6	27.7	110	1512	9.7	24.1	11
THE N.Y. TIMES DAILY EDITION	1205	**64	1.8	5.3	120	**49	1.1	4.1	77	487	2.4	40.4	161	*177	1.1	14.7	7
THE N.Y. TIMES MAGAZINE	2081	**87	2.4	4.2	94	*89	2.1	4.3	80	851	4.2	40.9	163	316	2.0	15.2	7
OMNI	788	**43	1.2	5.5	123	**22	0.5	2.8	53	*247	1.2	31.3	125	284	1.8	36.0	11
ON CABLE	1158	**85	2.4	7.3	166	**26	0.6	2.2	42	285	1.4	24.6	98	*207	1.3	17.9	9
1001 HOME IDEAS	2852	*183	5.1	6.4	145	*169	3.9	5.9	111	821	4.0	28.8	115	871	5.6	30.5	11
ORGANIC GARDENING	1658	**109	3.0	6.6	148	**82	1.9	4.9	93	573	2.8	34.6	138	394	2.5	23.8	11
OUTDOOR LIFE	896	**52	1.4	5.8	131	**47	1.1	5.2	99	241	1.2	26.9	107	*121	0.8	13.5	7
PARADE MAGAZINE	24275	1030	28.7	4.2	96	1430	33.2	5.9	111	6521	32.1	26.9	107	4451	28.5	18.3	9

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	EASY-OFF MILDEN REMOVER				FANTASTIK BATHROOM CLEANER				FANTASTIK				FORMULA 409			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	80986	3590	100.0	4.4	100	4304	100.0	5.3	100	20332	100.0	25.1	100	15610	100.0	19.3	100
PARENTS	3845	**191	5.3	5.0	112	*183	4.3	4.8	90	958	4.7	24.9	99	768	4.9	20.0	104
PENTHOUSE	831	**61	1.7	7.3	166	**13	0.3	1.6	29	*239	1.2	28.8	115	*167	1.1	20.1	104
PEOPLE	11645	566	15.8	4.9	110	664	15.4	5.7	107	3015	14.8	25.9	103	2637	16.9	22.6	117
PLAYBOY	2006	**95	2.6	4.7	107	**77	1.8	3.8	72	519	2.6	25.9	103	375	2.4	18.7	97
POPULAR HOT RODDING	297	**33	0.9	11.1	251	**12	0.3	4.0	76	**68	0.3	22.9	91	**76	0.5	25.6	133
POPULAR MECHANICS	1018	**67	1.9	6.6	148	**49	1.1	4.8	91	*381	1.9	37.4	149	*304	1.9	29.9	155
POPULAR SCIENCE	878	**91	2.5	10.4	234	**38	0.9	4.3	81	*251	1.2	28.6	114	*212	1.4	24.1	125
PREVENTION	3913	*181	5.0	4.6	104	*208	4.8	5.3	100	988	4.9	25.2	101	835	5.3	21.3	111
PSYCHOLOGY TODAY	1710	**75	2.1	4.4	99	**143	3.3	8.4	157	446	2.2	26.1	104	418	2.7	24.4	127
READER'S DIGEST	22204	1085	30.2	4.9	110	1245	28.9	5.6	106	5895	29.0	26.5	106	4693	30.1	21.1	110
REDBOOK	7684	413	11.5	5.4	121	534	12.4	6.9	131	2111	10.4	27.5	109	1781	11.4	23.2	120
ROAD & TRACK	410	**3	0.1	0.7	17	**23	0.5	5.6	106	**90	0.4	22.0	87	**95	0.6	23.2	120
ROLLING STONE	969	**81	2.3	8.4	189	**35	0.8	3.6	68	340	1.7	35.1	140	*197	1.3	20.3	105
RUNNER'S WORLD	298	**3	0.1	1.0	23	**6	0.1	2.0	38	**87	0.4	29.2	116	**60	0.4	20.1	104
SATURDAY EVENING POST	1169	**97	2.7	8.3	187	**108	2.5	9.2	174	246	1.2	21.0	84	288	1.8	24.6	128
SCIENCE 84	587	**20	0.6	3.4	77	**11	0.3	1.9	35	*188	0.9	32.0	128	*239	1.5	40.7	216
SCIENCE DIGEST	482	**45	1.3	9.3	211	**16	0.4	3.3	62	**93	0.5	19.3	77	**108	0.7	22.4	116
SCIENTIFIC AMERICAN	594	**30	0.8	5.1	114	**24	0.6	4.0	76	*178	0.9	30.0	119	*180	1.2	30.3	157
SELF	2089	**141	3.9	6.7	152	**77	1.8	3.7	69	573	2.8	27.4	109	499	3.2	23.9	124
SEVENTEEN	2411	**97	2.7	4.0	91	**119	2.8	4.9	93	606	3.0	25.1	100	473	3.0	19.6	102
SKI	480	**1	0.0	0.2	5	**33	0.8	6.9	129	*153	0.8	31.9	127	**127	0.8	26.5	137
SMITHSONIAN	2760	*151	4.2	5.5	123	*159	3.7	5.8	108	725	3.6	26.3	105	916	5.9	33.2	172
SOAP OPERA DIGEST	3013	*163	4.5	5.4	122	*240	5.6	8.0	150	810	4.0	26.9	107	529	3.4	17.6	91
SOUTHERN LIVING	4184	*174	4.8	4.2	94	281	6.5	6.7	126	1158	5.7	27.7	110	1005	6.4	24.0	125
SPORT	559	**67	1.9	12.0	270	**50	1.2	8.9	168	**134	0.7	24.0	95	**140	0.9	25.0	130
THE SPORTING NEWS	436	**32	0.9	7.3	166	**0	0.0	0.0	0	**89	0.4	20.4	81	**86	0.6	19.7	102
SPORTS AFIELD	493	**26	0.7	5.3	119	**38	0.9	7.7	145	**117	0.6	23.7	95	**115	0.7	23.3	121
SPORTS ILLUSTRATED	2758	*199	5.5	7.2	163	**110	2.6	4.0	75	843	4.1	30.6	122	567	3.6	20.6	107
STAR	7456	392	10.9	5.3	119	544	12.6	7.3	137	2030	10.0	27.2	108	1405	9.0	18.8	98
SUNDAY	24936	1235	34.4	5.0	112	1377	32.0	5.5	104	6364	31.3	25.5	102	4838	31.0	19.4	101
SUNSET	2124	**84	2.3	4.0	89	**98	2.3	4.6	87	493	2.4	23.2	92	770	4.9	36.3	188
TV GUIDE	21661	1077	30.0	5.0	112	1313	30.5	6.1	114	5568	27.4	25.7	102	4734	30.3	21.9	113
TENNIS	550	**15	0.4	2.7	62	**38	0.9	6.9	130	*160	0.8	29.1	116	*123	0.8	22.4	116
TIME	8880	528	14.7	5.9	134	465	10.8	5.2	99	2407	11.8	27.1	108	2185	14.0	24.6	128
TOWN & COUNTRY	917	**63	1.8	6.9	155	**77	1.8	8.4	158	277	1.4	30.2	120	*162	1.0	17.7	92
TRAVEL & LEISURE	972	**58	1.6	6.0	135	**44	1.0	4.5	85	313	1.5	32.2	128	257	1.6	26.4	137
TRUE STORY	3356	**140	3.9	4.2	94	*186	4.3	5.5	104	862	4.2	25.7	102	880	5.6	26.2	136
U.S. NEWS & WORLD REPORT	3410	*158	4.4	4.6	105	*134	3.1	3.9	74	926	4.6	27.2	108	708	4.5	20.8	108
USA TODAY	1759	**121	3.4	6.9	155	**63	1.5	3.6	67	610	3.0	34.7	138	535	3.4	30.4	158
U.S.	1873	**87	2.4	4.6	105	**145	3.4	7.7	146	500	2.5	26.7	106	380	2.4	20.3	105
VOGUE	3909	402	11.2	10.3	232	311	7.2	8.0	150	1000	4.9	25.6	102	879	5.6	22.5	117
WALL STREET JOURNAL	1886	**88	2.5	4.7	105	**79	1.8	4.2	79	467	2.3	24.8	99	420	2.7	22.3	116
WEIGHT WATCHERS	2120	*134	3.7	6.3	143	*142	3.3	6.7	126	444	2.2	20.9	83	493	3.2	23.3	121
WOMAN'S DAY	14172	578	16.1	4.1	92	883	20.5	6.2	117	3780	18.6	26.7	106	3040	19.5	21.5	111
WORKING MOTHER	1146	**69	1.9	6.0	136	**77	1.8	6.7	126	*251	1.2	21.9	87	*205	1.3	17.9	93
WORKING WOMAN	1322	**76	2.1	5.7	130	**78	1.8	5.9	111	389	1.9	29.4	117	371	2.4	28.1	146
WORLD TENNIS	*163	**3	0.1	1.8	42	**12	0.3	7.4	139	**40	0.2	24.5	98	**33	0.2	20.2	105
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*150	4.2	5.9	134	**103	2.4	4.1	77	637	3.1	25.2	100	571	3.7	22.6	117
BLAIR INSERTS	43657	2023	56.4	4.6	105	2444	56.8	5.6	105	11597	57.0	26.6	106	8464	54.2	19.4	101
DAILY NEWSPAPERS																	
READ ANY	51633	2213	61.6	4.3	97	2781	64.6	5.4	101	13448	66.1	26.0	104	10099	64.7	19.6	101
READ ONE	43463	1763	49.1	4.1	92	2328	54.1	5.4	101	11123	54.7	25.6	102	8570	54.9	19.7	102
READ TWO OR MORE	8170	449	12.5	5.5	124	454	10.5	5.6	105	2326	11.4	28.5	113	1529	9.8	18.7	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2412	67.2	4.6	103	2922	67.9	5.5	104	13752	67.6	26.1	104	10334	66.2	19.6	102
READ ONE	46126	2082	58.0	4.5	102	2593	60.2	5.6	106	11584	57.0	25.1	100	9124	58.4	19.8	103
READ TWO OR MORE	6552	330	9.2	5.0	114	328	7.6	5.0	94	2168	10.7	33.1	132	1210	7.8	18.5	96
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	31.34				24.41				28.44				27.96			
30 DAY REACH	71455	3211	89.4	4.5	101	3894	90.5	5.4	103	17957	88.3	25.1	100	13838	88.6	19.4	100
50 SHWG - 30 DAY AV FREQ	14.56	16.22				12.69				15.01				14.78			
30 DAY REACH	67742	3124	87.0	4.6	104	3742	86.9	5.5	104	17040	83.8	25.2	100	13128	84.1	19.4	101
25 SHWG - 30 DAY AV FREQ	7.94	8.51				7.02				8.11				8.07			
30 DAY REACH	62117	2975	82.9	4.8	108	3370	78.3	5.4	102	15773	77.6	25.4	101	12035	77.1	19.4	101
CABLE TV: HOME WIRED	32077	1616	45.0	5.0	114	1630	37.9	5.1	96	8935	43.9	27.9	111	7331	47.0	22.9	119
HOME NOT WIRED	48909	1974	55.0	4.0	91	2675	62.2	5.5	103	11398	56.1	23.3	93	8279	53.0	16.9	88
HAVE PAY CABLE	15935	872	24.3	5.5	123	925	21.5	5.8	109	4998	24.6	31.4	125	3750	24.0	23.5	122

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	EASY-OFF MILDEN REMOVER				FANTASTIK BATHROOM CLEANER				FANTASTIK				FORMULA 409			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3590	100.0	4.4	100	4304	100.0	5.3	100	20332	100.0	25.1	100	15610	100.0	19.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1785	49.7	4.1	92	2483	57.7	5.7	106	11333	55.7	25.8	103	8787	56.3	20.0	100
10:00 AM - 3:00 PM	30659	1522	42.4	5.0	112	1804	41.9	5.9	111	8526	41.9	27.8	111	6010	38.5	19.6	100
3:00 PM - 7:00 PM	31045	1447	40.3	4.7	105	1716	39.9	5.5	104	8263	40.6	26.6	106	6262	40.1	20.2	100
7:00 PM - MIDNIGHT	15767	754	21.0	4.8	108	855	19.9	5.4	102	3961	19.5	25.1	100	3280	21.0	20.8	100
MIDNIGHT - 6:00 AM	9120	437	12.2	4.8	108	491	11.4	5.4	101	2103	10.3	23.1	92	1773	11.4	19.4	100
6:00 AM - MIDNIGHT	58527	2659	74.1	4.5	102	3383	78.6	5.8	109	15349	75.5	26.2	104	11712	75.0	20.0	100
ENTIRE DAY	59311	2718	75.7	4.6	103	3410	79.2	5.7	108	15528	76.4	26.2	104	11810	75.7	19.9	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	596	16.6	3.7	83	867	20.1	5.4	101	4246	20.9	26.3	105	3473	22.2	21.5	100
ALL NEWS	2256	**98	2.7	4.3	98	*129	3.0	5.7	108	645	3.2	28.6	114	401	2.6	17.8	99
AOR/PROGRESSIVE	3874	*207	5.8	5.3	121	*165	3.8	4.3	80	1050	5.2	27.1	108	858	5.5	22.1	100
BEAUTIFUL MUSIC	5660	*311	8.7	5.5	124	*342	7.9	6.0	114	1479	7.3	26.1	104	981	6.3	17.3	99
BLACK	2204	**99	2.8	4.5	101	*149	3.5	6.8	127	497	2.4	22.5	90	355	2.3	16.1	88
CLASSICAL	1418	**77	2.1	5.4	122	**89	2.1	6.3	118	417	2.1	29.4	117	*310	2.0	21.9	100
CHR/ROCK	9538	372	10.4	3.9	88	*616	14.3	6.5	122	2743	13.5	28.8	115	2116	13.6	22.2	100
COUNTRY	12648	616	17.2	4.9	110	744	17.3	5.9	111	3367	16.6	26.6	106	2714	17.4	21.5	100
GOLDEN OLDIES	1191	**81	2.3	6.8	153	**127	3.0	10.7	201	325	1.6	27.3	109	*208	1.3	17.5	99
MOR/NOSTALGIA	4757	*233	6.5	4.9	110	236	5.5	5.0	93	1233	6.1	25.9	103	943	6.0	19.8	100
NEWS/TALK	3863	**136	3.8	3.5	79	*149	3.5	3.9	73	964	4.7	25.0	99	673	4.3	17.4	99
RELIGIOUS	3084	**172	4.8	5.6	126	**124	2.9	4.0	76	684	3.4	22.2	88	512	3.3	16.6	86
SOFT ROCK	521	**9	0.3	1.7	39	**29	0.7	5.6	105	*150	0.7	28.8	115	**80	0.5	15.4	88
URBAN CONTEMPORARY	1585	**60	1.7	3.8	85	*180	4.2	11.4	214	317	1.6	20.0	80	255	1.6	16.1	88
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**77	2.1	2.4	53	*185	4.3	5.7	107	881	4.3	27.0	108	629	4.0	19.3	100
ABC DIRECTION	2316	**86	2.4	3.7	84	*132	3.1	5.7	107	688	3.4	29.7	118	489	3.1	21.1	100
ABC ENTERTAINMENT	4834	**133	3.7	2.8	62	293	6.8	6.1	114	1200	5.9	24.8	99	840	5.4	17.4	99
ABC FM	2202	**103	2.9	4.7	106	*159	3.7	7.2	136	585	2.9	26.6	106	431	2.8	19.6	100
ABC INFORMATION	5425	*222	6.2	4.1	92	*232	5.4	4.3	80	1358	6.7	25.0	100	1192	7.6	22.0	100
ABC ROCK	1677	**102	2.8	6.1	137	**85	2.0	5.1	95	478	2.4	28.5	114	323	2.1	19.3	100
CBS	4430	*128	3.6	2.9	65	220	5.1	5.0	93	1179	5.8	26.6	106	913	5.8	20.6	100
MUTUAL	4992	*192	5.3	3.8	87	305	7.1	6.1	115	1366	6.7	27.4	109	873	5.6	17.5	99
NBC	4679	*232	6.5	5.0	112	*262	6.1	5.6	105	1295	6.4	27.7	110	871	5.6	18.6	99
RADIORADIO	1994	**120	3.3	6.0	136	**86	2.0	4.3	81	647	3.2	32.4	129	374	2.4	18.8	99
RKO ONE	2298	**82	2.3	3.6	80	*164	3.8	7.1	134	600	3.0	26.1	104	384	2.5	16.7	88
RKO TWO	3311	**88	2.5	2.7	60	*151	3.5	4.6	86	850	4.2	25.7	102	592	3.8	17.9	99
THE SOURCE	2114	**70	1.9	3.3	75	**124	2.9	5.9	110	547	2.7	25.9	103	436	2.8	20.6	100
NON-WIRED : BLAIR	8654	296	8.2	3.4	77	533	12.4	6.2	116	2151	10.6	24.9	99	2000	12.8	23.1	100
INTERNET	12025	657	18.3	5.5	123	737	17.1	6.1	115	3043	15.0	25.3	101	2639	16.9	21.9	100
KATZ RADIO GROUP	15359	644	17.9	4.2	95	877	20.4	5.7	107	4352	21.4	28.3	113	3062	19.6	19.9	100
SUPERNET	10628	400	11.1	3.8	85	686	15.9	6.5	121	3236	15.9	30.4	121	2177	13.9	20.5	100
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	457	12.7	5.3	119	423	9.8	4.9	92	2029	10.0	23.4	93	1582	10.1	18.3	99
WKDAY 9:00 AM - 1:00 PM	12163	580	16.2	4.8	108	571	13.3	4.7	88	2864	14.1	23.5	94	2250	14.4	18.5	99
WKDAY 1:00 PM - 4:30 PM	16150	692	19.3	4.3	97	820	19.1	5.1	96	3823	18.8	23.7	94	2910	18.6	18.0	99
WKDAY 4:30 PM - 7:30 PM	22463	937	26.1	4.2	94	1169	27.2	5.2	98	5587	27.5	24.9	99	4150	26.6	18.5	99
WKDAY 7:30 PM - 8:00 PM	31795	1302	36.3	4.1	92	1645	38.2	5.2	97	8082	39.8	25.4	101	5898	37.8	18.6	99
WKDAY 11:00 PM - 11:30 PM	23977	1081	30.1	4.5	102	1252	29.1	5.2	98	6376	31.4	26.6	106	4591	29.4	19.1	99
WKDAY 11:30 PM - 1:00 AM	7703	391	10.9	5.1	115	372	8.6	4.8	91	2003	9.9	26.0	104	1503	9.6	19.5	100
M-SAT 8-11 PM-SUN 7-11 PM	33800	1466	40.8	4.3	98	1798	41.8	5.3	100	8893	43.7	26.3	105	6510	41.7	19.3	100
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	304	8.5	4.6	105	391	9.1	6.0	113	1556	7.7	23.8	95	1121	7.2	17.1	88
ANOTHER WORLD	N 4620	*168	4.7	3.6	82	223	5.2	4.8	91	1179	5.8	25.5	102	777	5.0	16.8	88
AS THE WORLD TURNS	C 5614	225	6.3	4.0	90	244	5.7	4.3	82	1218	6.0	21.7	86	979	6.3	17.4	99
CAPITOL	C 3396	158	4.4	4.7	105	157	3.6	4.6	87	640	3.1	18.8	75	648	4.2	19.1	99
CBS MORN. NEWS 1	C 1446	*57	1.6	3.9	89	*49	1.1	3.4	64	327	1.6	22.6	90	229	1.5	15.8	88
CBS MORN. NEWS 2	C 1207	**46	1.3	3.8	86	**41	1.0	3.4	64	224	1.1	18.6	74	177	1.1	14.7	77
DAYS OF OUR LIVES	N 5877	262	7.3	4.5	101	274	6.4	4.7	88	1602	7.9	27.3	109	1159	7.4	19.7	100
FACTS OF LIFE - DAYTIME	N 2290	170	4.7	7.4	167	103	2.4	4.5	85	476	2.3	20.8	83	376	2.4	16.4	84
FAMILY FEUD	A 3023	138	3.8	4.6	103	139	3.2	4.6	87	718	3.5	23.8	95	524	3.4	17.3	88
GENERAL HOSPITAL	A 6097	272	7.6	4.5	101	321	7.5	5.3	99	1443	7.1	23.7	94	1089	7.0	17.9	99
GOOD MORNING, AMERICA-730A	A 3515	196	5.5	5.6	126	179	4.2	5.1	96	742	3.6	21.1	84	596	3.8	17.0	88
GOOD MORNING, AMERICA-830A	A 2818	208	5.8	7.4	167	161	3.7	5.7	108	693	3.4	24.6	98	555	3.6	19.7	100
GUIDING LIGHT	C 5339	274	7.6	5.1	116	240	5.6	4.5	85	1206	5.9	22.6	90	966	6.2	18.1	99
ONE LIFE TO LIVE	A 4478	162	4.5	3.6	82	246	5.7	5.5	103	959	4.7	21.4	85	784	5.0	17.5	99
PRESS YOUR LUCK	C 2244	*78	2.2	3.5	78	126	2.9	5.6	106	534	2.6	23.8	95	451	2.9	20.1	100
PRICE IS RIGHT 1	C 4348	191	5.3	4.4	99	236	5.5	5.4	102	1077	5.3	24.8	99	806	5.2	18.5	99
PRICE IS RIGHT 2	C 5014	223	6.2	4.4	100	256	5.9	5.1	96	1200	5.9	23.9	95	972	6.2	19.4	100
RYAN'S HOPE	A 3150	200	5.6	6.3	143	183	4.3	5.8	109	804	4.0	25.5	102	499	3.2	15.8	88
SALE OF THE CENTURY	N 2695	113	3.1	4.2	95	117	2.7	4.3	82	610	3.0	22.6	90	481	3.1	17.8	88
SEARCH FOR TOMORROW	N 2319	**71	2.0	3.1	69	*121	2.8	5.2	98	599	2.9	25.8	103	367	2.4	15.8	88
TODAY SHOW 1	N 2693	*86	2.4	3.2	72	*123	2.9	4.6	86	701	3.4	26.0	104	536	3.4	19.9	100
TODAY SHOW 2	N 2498	*116	3.2	4.6	105	*65	1.5	2.6	49	632	3.1	25.3	101	411	2.6	16.5	88
\$25,000 PYRAMID	C 2753	*94	2.6	3.4	77	140	3.3	5.1	96	688	3.4	25.0	100	507	3.2	18.4	88
WHEEL OF FORTUNE	N 4388	237	6.6	5.4	122	216	5.0	4.9	93	1019	5.0	23.2	92	916	5.9	20.9	100
YOUNG AND THE RESTLESS	C 5695	351	9.8	6.2	139	240	5.6	4.2	79	1263	6.2	22.2	88	1062	6.8	18.6	88

	TOTAL U.S. '000	EASY-OFF MILDEW REMOVER				FANTASTIK BATHROOM CLEANER				FANTASTIK				FORMULA 409			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	3590	100.0	4.4	100	4304	100.0	5.3	100	20332	100.0	25.1	100	15610	100.0	19.3	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1018	28.4	3.9	88	1241	28.8	4.8	90	6560	32.3	25.2	100	4823	30.9	18.5	96
NETWORK AFFILIATES - LATE	20261	898	25.0	4.4	100	1035	24.0	5.1	96	5324	26.2	26.3	105	3967	25.4	19.6	102
INDEPENDENTS - LATE	2076	*91	2.5	4.4	99	115	2.7	5.5	104	577	2.8	27.8	111	394	2.5	19.0	98
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	478	13.3	4.6	103	677	15.7	6.5	122	2839	14.0	27.2	108	2099	13.4	20.1	104
ABC MONDAY NIGHT MOVIE	A 6412	288	8.0	4.5	101	338	7.9	5.3	99	1563	7.7	24.4	97	1415	9.1	22.1	114
ABC SUNDAY NIGHT MOVIE	A 12407	511	14.2	4.1	93	611	14.2	4.9	93	3419	16.8	27.6	110	2335	15.0	18.8	99
ABC WORLD NEWS TONIGHT	A 6176	245	6.8	4.0	89	288	6.7	4.7	88	1489	7.3	24.1	96	1138	7.3	18.4	99
AFTERMASH	C 5863	*315	8.8	5.4	121	*284	6.6	4.8	91	1630	8.0	27.8	111	1271	8.1	21.7	112
ALICE	C 9594	414	11.5	4.3	97	556	12.9	5.8	109	2483	12.2	25.9	103	1865	11.9	19.4	101
AMERICAN PARADE	C 6622	*223	6.2	3.4	76	306	7.1	4.6	87	1538	7.6	23.2	93	1170	7.5	17.7	92
BENSON	A 10886	468	13.0	4.3	97	497	11.5	4.6	86	2845	14.0	26.1	104	1988	12.7	18.3	95
BLUE THUNDER	A 5036	*219	6.1	4.3	98	242	5.6	4.8	90	1450	7.1	28.8	115	1076	6.9	21.4	111
CAGNEY & LACEY	C 9965	478	13.3	4.8	108	593	13.8	6.0	112	2585	12.7	25.9	103	1870	12.0	18.8	97
CBS EVENING NEWS-DEAN	C 3491	**128	3.6	3.7	83	*150	3.5	4.3	81	878	4.3	25.2	100	678	4.3	19.4	101
CBS EVENING NEWS-RATHER	C 7123	247	6.9	3.5	78	412	9.6	5.8	109	1844	9.1	25.9	103	1352	8.7	19.0	98
CBS SAT. NEWS-SCHIEFFER	C 3621	*149	4.2	4.1	93	117	2.7	3.2	61	961	4.7	26.5	106	802	5.1	22.1	115
CBS SATURDAY NIGHT MOVIE	C 5436	228	6.4	4.2	95	277	6.4	5.1	96	1372	6.7	25.2	101	1187	7.6	21.8	113
CBS WEDNESDAY NIGHT MOVIE	C 6100	159	4.4	2.6	59	290	6.7	4.8	89	1395	6.9	22.9	91	1210	7.8	19.8	103
CHEERS	N 8889	391	10.9	4.4	99	564	13.1	6.3	119	2396	11.8	27.0	107	1850	11.9	20.8	108
DALLAS	C 22109	951	26.5	4.3	97	1198	27.8	5.4	102	6228	30.6	28.2	112	4239	27.2	19.2	99
DIFF'RENT STROKES	N 6940	286	8.0	4.1	93	395	9.2	5.7	107	1604	7.9	23.1	92	1342	8.6	19.3	100
DOUBLE TROUBLE	N 7223	346	9.6	4.8	108	420	9.8	5.8	109	1712	8.4	23.7	94	1392	8.9	19.3	100
DUCK FACTORY	N 5595	318	8.9	5.7	128	373	8.7	6.7	125	1526	7.5	27.3	109	1096	7.0	19.6	102
DUKES OF HAZZARD	C 5768	*240	6.7	4.2	94	381	8.9	6.6	124	1538	7.6	26.7	106	1066	6.8	18.5	96
DYNASTY	A 20053	786	21.9	3.9	88	1057	24.6	5.3	99	5219	25.7	26.0	104	3925	25.1	19.6	102
FACTS OF LIFE	N 8087	420	11.7	5.2	117	442	10.3	5.5	103	1960	9.6	24.2	97	1533	9.8	19.0	98
FALCON CREST	C 20046	802	22.3	4.0	90	1009	23.4	5.0	95	5621	27.6	28.0	112	3814	24.4	19.0	99
FALL GUY	A 9084	447	12.5	4.9	111	491	11.4	5.4	102	2307	11.3	25.4	101	1897	12.2	20.9	108
FAMILY TIES	N 7964	335	9.3	4.2	95	528	12.3	6.6	125	2069	10.2	26.0	103	1410	9.0	17.7	92
FANTASY ISLAND	A 7687	343	9.6	4.5	101	371	8.6	4.8	91	1855	9.1	24.1	96	1247	8.0	16.2	84
FOULUPS, BLEEPs & BLUNDERS	A 8861	359	10.0	4.1	91	446	10.4	5.0	95	2252	11.1	25.4	101	1743	11.2	19.7	102
FOUR SEASONS	C 5095	*267	7.4	5.2	118	*223	5.2	4.4	82	1459	7.2	28.6	114	1231	7.9	24.2	125
GIMME A BREAK	N 8838	354	9.9	4.0	90	581	13.5	6.6	124	2114	10.4	23.9	95	1383	8.9	15.6	81
HART TO HART	A 8978	403	11.2	4.5	101	489	11.4	5.4	102	2163	10.6	24.1	96	1763	11.3	19.6	102
HILL STREET BLUES	N 8590	362	10.1	4.2	95	540	12.5	6.3	118	2340	11.5	27.2	109	1660	10.6	19.3	100
HOTEL	A 14085	529	14.7	3.8	85	737	17.1	5.2	98	3617	17.8	25.7	102	2867	18.4	20.4	106
JEFFERSONS	C 9360	431	12.0	4.6	104	545	12.7	5.8	110	2442	12.0	26.1	104	1859	11.9	19.9	103
JENNIFER SLEPT HERE	N 5841	*237	6.6	4.1	92	310	7.2	5.3	100	1384	6.8	23.7	94	1166	7.5	20.0	104
KATE & ALLIE	C 9206	352	9.8	3.8	86	476	11.1	5.2	97	2397	11.8	26.0	104	1737	11.1	18.9	98
KNIGHT RIDER	N 7076	310	8.6	4.4	99	449	10.4	6.3	119	1845	9.1	26.1	104	1383	8.9	19.5	101
LOVE BOAT	A 12219	557	15.5	4.6	103	704	16.4	5.8	108	3098	15.2	25.4	101	2248	14.4	18.4	95
MAGNUM PI	C 11199	520	14.5	4.6	105	595	13.8	5.3	100	3102	15.3	27.7	110	2320	14.9	20.7	107
MAMA'S FAMILY	N 6057	*245	6.8	4.0	91	289	6.7	4.8	90	1588	7.8	26.2	104	1128	7.2	18.6	97
MASTER, THE	N 3598	*141	3.9	3.9	88	*240	5.6	6.7	126	860	4.2	23.9	95	691	4.4	19.2	100
MATT HOUSTON	A 6344	338	9.4	5.3	120	344	8.0	5.4	102	1739	8.6	27.4	109	1383	8.9	21.8	113
NBC MONDAY NIGHT MOVIE	N 11994	456	12.7	3.8	86	617	14.3	5.1	97	3210	15.8	26.8	107	2238	14.3	18.7	97
NBC NIGHTLY NEWS	N 5132	249	6.9	4.9	109	222	5.2	4.3	81	1383	6.8	26.9	107	921	5.9	17.9	93
NBC NIGHTLY NEWS-SAT	N 3375	*159	4.4	4.7	106	*114	2.6	3.4	64	855	4.2	25.3	101	659	4.2	19.5	101
NBC NIGHTLY NEWS-SUN	N 3130	**101	2.8	3.2	73	**81	1.9	2.6	49	824	4.1	26.3	105	449	2.9	14.3	74
NBC SUNDAY NIGHT MOVIE	N 8284	446	12.4	5.4	121	574	13.3	6.9	130	2071	10.2	25.0	100	1454	9.3	17.6	91
NEWHART	C 9240	396	11.0	4.3	97	551	12.8	6.0	112	2457	12.1	26.6	106	1701	10.9	18.4	96
ONE DAY AT A TIME	C 7288	261	7.3	3.6	81	314	7.3	4.3	81	1885	9.3	25.9	103	1380	8.8	18.9	98
PEOPLE ARE FUNNY	N 4855	*222	6.2	4.6	103	*188	4.4	3.9	73	1276	6.3	26.3	105	967	6.2	19.9	103
REAL PEOPLE	N 8869	403	11.2	4.5	103	384	8.9	4.3	81	2294	11.3	25.9	103	1752	11.2	19.8	102
REMINGTON STEELE	N 7743	*268	7.5	3.5	78	504	11.7	6.5	122	2053	10.1	26.5	106	1523	9.8	19.7	102
RIPLY'S BELIEVE IT - NOT	A 5345	*210	5.8	3.9	89	267	6.2	5.0	94	1259	6.2	23.6	94	1231	7.9	23.0	119
RIPTIDE	N 6988	*284	7.9	4.1	92	424	9.9	6.1	114	1865	9.2	26.7	106	1481	9.5	21.2	110
SCARECROW & MRS. KING	C 10002	394	11.0	3.9	89	533	12.4	5.3	100	2422	11.9	24.2	96	1884	12.1	18.8	98
SIMON & SIMON	C 10638	436	12.1	4.1	92	579	13.5	5.4	102	2604	12.8	24.5	98	2003	12.8	18.8	98
60 MINUTES	C 13293	578	16.1	4.3	98	643	14.9	4.8	91	3377	16.6	25.4	101	2532	16.2	19.0	99
ST. ELSEWHERE	N 7017	383	10.7	5.5	123	420	9.8	6.0	113	1720	8.5	24.5	98	1337	8.6	19.1	99
THREE'S COMPANY	A 10917	465	13.0	4.3	96	625	14.5	5.7	1								

	TOTAL U.S. '000	GREASE RELIEF				KLEAN 'N SHINE				LESTOIL				LYSOL BASIN, TUB & TILE CLEANER			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAkers	80986	4251	100.0	5.2	100	3340	100.0	4.1	100	5106	100.0	6.3	100	12095	100.0	14.9	100
18 - 24	9282	336	7.9	3.6	69	343	10.3	3.7	90	504	9.9	5.4	86	1147	9.5	12.4	8
25 - 34	19072	940	22.1	4.9	94	703	21.0	3.7	89	1300	25.5	6.8	108	3254	26.9	17.1	11
35 - 44	14591	807	19.0	5.5	105	598	17.9	4.1	99	785	15.4	5.4	85	2179	18.0	14.9	10
45 - 54	11345	893	21.0	7.9	150	549	16.4	4.8	117	730	14.3	6.4	102	1579	13.1	13.9	9
55 - 64	11635	723	17.0	6.2	118	574	17.2	4.9	120	763	14.9	6.6	104	1851	15.3	15.9	10
65 OR OLDER	15061	552	13.0	3.7	70	574	17.2	3.8	92	1023	20.0	6.8	108	2087	17.3	13.9	10
18 - 34	28354	1276	30.0	4.5	86	1046	31.3	3.7	89	1805	35.4	6.4	101	4401	36.4	15.5	10
18 - 49	48339	2641	62.1	5.5	104	1903	57.0	3.9	95	2928	57.3	6.1	96	7347	60.7	15.2	10
25 - 54	45008	2640	62.1	5.9	112	1849	55.4	4.1	100	2815	55.1	6.3	99	7012	58.0	15.6	10
35 - 49	19985	1366	32.1	6.8	130	857	25.7	4.3	104	1124	22.0	5.6	89	2946	24.4	14.7	9
50 OR OLDER	32647	1609	37.8	4.9	94	1437	43.0	4.4	107	2177	42.6	6.7	106	4749	39.3	14.5	9
GRADUATED COLLEGE	11155	627	14.7	5.6	107	357	10.7	3.2	78	486	9.5	4.4	69	2267	18.7	20.3	13
ATTENDED COLLEGE	13682	792	18.6	5.8	110	661	19.8	4.8	117	720	14.1	5.3	83	2721	22.5	19.9	13
GRADUATED HIGH SCHOOL	33880	1784	42.0	5.3	100	1425	42.7	4.2	102	2567	50.3	7.6	120	4766	39.4	14.1	9
DID NOT GRADUATE HIGH SCHOOL	22270	1047	24.6	4.7	90	898	26.9	4.0	98	1333	26.1	6.0	95	2342	19.4	10.5	7
EMPLOYED	40306	2060	48.5	5.1	97	1571	47.0	3.9	95	2697	52.8	6.7	106	6539	54.1	16.2	10
EMPLOYED FULL-TIME	32850	1679	39.5	5.1	97	1251	37.5	3.8	92	2136	41.8	6.5	103	5277	43.6	16.1	10
EMPLOYED PART-TIME	7456	*381	9.0	5.1	97	*320	9.6	4.3	104	*561	11.0	7.5	119	1262	10.4	16.9	11
NOT EMPLOYED	40680	2191	51.5	5.4	103	1769	53.0	4.3	105	2409	47.2	5.9	94	5557	45.9	13.7	9
PROFESSIONAL/MANAGER	10392	*491	11.6	4.7	90	*549	16.4	5.3	128	*578	11.3	5.6	88	2224	18.4	21.4	14
TECH/CLERICAL/SALES	17574	989	23.3	5.6	107	686	20.5	3.9	95	1263	24.7	7.2	114	2938	24.3	16.7	11
PRECISION/CRAFT	985	*10	0.2	1.0	19	*27	0.8	2.7	66	*121	2.4	12.3	195	*172	1.4	17.5	11
OTHER EMPLOYED	11354	*570	13.4	5.0	96	*310	9.3	2.7	66	735	14.4	6.5	103	1205	10.0	10.6	7
SINGLE	9863	*323	7.6	3.3	62	*243	7.3	2.5	60	653	12.8	6.6	105	1436	11.9	14.6	9
MARRIED	51375	2862	67.3	5.6	106	2321	69.5	4.5	110	3232	63.3	6.3	100	8076	66.8	15.7	10
DIVORCED/SEPARATED/WIDOWED	19748	1066	25.1	5.4	103	776	23.2	3.9	95	1220	23.9	6.2	98	2583	21.4	13.1	8
PARENTS	32590	1896	44.6	5.8	111	1175	35.2	3.6	87	2131	41.7	6.5	104	5001	41.3	15.3	10
WHITE	70416	3551	83.5	5.0	96	2981	89.3	4.2	103	4484	87.8	6.4	101	10936	90.4	15.5	10
BLACK	8778	602	14.2	6.9	131	*322	9.6	3.7	89	475	9.3	5.4	86	881	7.3	10.0	6
OTHER	1791	*97	2.3	5.4	103	*37	1.1	2.1	50	*147	2.9	8.2	130	*279	2.3	15.6	10
NORTHEAST-CENSUS	17786	839	19.7	4.7	90	841	25.2	4.7	115	2585	50.6	14.5	231	3274	27.1	18.4	12
NORTH CENTRAL	20741	997	23.5	4.8	92	1027	30.7	5.0	120	1377	27.0	6.6	105	3094	25.6	14.9	10
SOUTH	27775	1761	41.4	6.3	121	872	26.1	3.1	76	893	17.5	3.2	51	3278	27.1	11.8	7
WEST	14683	654	15.4	4.5	85	600	18.0	4.1	99	*252	4.9	1.7	27	2450	20.3	16.7	11
NORTHEAST-MKTG.	17961	903	21.2	5.0	96	900	26.9	5.0	121	2600	50.9	14.5	230	3269	27.0	18.2	12
EAST CENTRAL	11885	447	10.5	3.8	72	507	15.2	4.3	103	1077	21.1	9.1	144	1577	13.0	13.3	8
WEST CENTRAL	14090	757	17.8	5.4	102	687	20.6	4.9	118	589	11.5	4.2	66	2092	17.3	14.8	9
SOUTH	24081	1587	37.3	6.6	126	763	22.8	3.2	77	*615	12.0	2.6	41	2961	24.5	12.3	8
PACIFIC	12969	*557	13.1	4.3	82	*482	14.4	3.7	90	*224	4.4	1.7	27	2197	18.2	16.9	11
COUNTY SIZE A	32439	1437	33.8	4.4	84	1196	35.8	3.7	89	2280	44.7	7.0	111	4917	40.7	15.2	10
COUNTY SIZE B	24915	1294	30.4	5.2	99	1015	30.4	4.1	99	1688	33.1	6.8	107	4097	33.9	16.4	11
COUNTY SIZE C	12930	799	18.8	6.2	118	*517	15.5	4.0	97	703	13.8	5.4	86	1855	15.3	14.3	9
COUNTY SIZE D	10703	720	16.9	6.7	128	*611	18.3	5.7	138	*435	8.5	4.1	64	1227	10.1	11.5	7
METRO CENTRAL CITY	24518	1072	25.2	4.4	83	726	21.7	3.0	72	1379	27.0	5.6	89	3742	30.9	15.3	10
METRO SUBURBAN	35919	1827	43.0	5.1	97	1607	48.1	4.5	108	2623	51.4	7.3	116	5680	47.0	15.8	10
NON METRO	20549	1352	31.8	6.6	125	1007	30.1	4.9	119	1103	21.6	5.4	85	2673	22.1	13.0	8
TOP 5 ADI'S	18341	990	23.3	5.4	103	827	24.8	4.5	109	1507	29.5	8.2	130	3065	25.3	16.7	11
TOP 10 ADI'S	25378	1237	29.1	4.9	93	991	29.7	3.9	95	2121	41.5	8.4	133	3970	32.8	15.6	10
TOP 20 ADI'S	36488	1758	41.4	4.8	92	1343	40.2	3.7	89	2798	54.8	7.7	122	5463	45.2	15.0	10
HSOLD INC. \$50,000 OR MORE	6612	*426	10.0	6.4	123	*358	10.7	5.4	131	*493	9.7	7.5	118	1399	11.6	21.2	12
\$40,000 OR MORE	12659	798	18.8	6.3	120	*596	17.8	4.7	114	937	18.4	7.4	117	2770	22.9	21.9	14
\$30,000 OR MORE	24698	1436	33.8	5.8	111	1294	38.7	5.2	127	1694	33.2	6.9	109	4709	38.9	19.1	12
\$25,000 OR MORE	32077	1825	42.9	5.7	108	1567	46.9	4.9	118	2154	42.2	6.7	107	5799	47.9	18.1	12
\$20,000 - \$24,999	9144	*569	13.4	6.2	119	*237	7.1	2.6	63	613	12.0	6.7	106	1452	12.0	15.9	10
\$15,000 - \$19,999	8728	*264	6.2	3.0	58	*326	9.8	3.7	91	506	9.9	5.8	92	1163	9.6	13.3	8
\$10,000 - \$14,999	12562	612	14.4	4.9	93	648	19.4	5.2	125	840	16.5	6.7	106	1742	14.4	13.9	9
UNDER \$10,000	18475	981	23.1	5.3	101	563	16.9	3.0	74	993	19.4	5.4	85	1939	16.0	10.5	7
HOUSEHOLD OF 1 PERSON	11987	578	13.6	4.8	92	519	15.5	4.3	105	690	13.5	5.8	91	1699	14.0	14.2	9
2 PEOPLE	26577	1333	31.4	5.0	96	1335	40.0	5.0	122	1879	36.8	7.1	112	3882	32.1	14.6	10
3 OR 4 PEOPLE	30617	1494	35.1	4.9	93	1070	32.0	3.5	85	1851	36.3	6.0	96	4615	38.2	15.1	10
5 OR MORE PEOPLE	11804	845	19.9	7.2	136	*416	12.5	3.5	85	*685	13.4	5.8	92	1899	15.7	16.1	10
NO CHILD IN HSOLD	46165	2268	53.4	4.9	94	2119	63.4	4.6	111	2828	55.4	6.1	97	6717	55.5	14.5	9
CHILD(REN) UNDER 2 YRS	5325	*272	6.4	5.1	97	*195	5.8	3.7	89	*314	6.1	5.9	94	903	7.5	17.0	11
2 - 5 YEARS	14221	694	16.3	4.9	93	*488	14.6	3.4	83	781	15.3	5.5	87	2325	19.2	16.3	10
6 - 11 YEARS	15117	906	21.3	6.0	114	*475	14.2	3.1	76	905	17.7	6.0	95	2296	19.0	15.2	10
12 - 17 YEARS	16611	1104	26.0	6.6	127	679	20.3	4.1	99	1111	21.8	6.7	106	2371	19.6	14.3	9
RESIDENCE OWNED	55884	3194	75.1	5.7	109	2445	73.2	4.4	106	3526	69.1	6.3	100	9047	74.8	16.2	10
VALUE: \$50,000 OR MORE	31744	1698	39.9	5.3	102	1371	41.0	4.3	105	2048	40.1	6.5	102	5920	48.9	18.6	11
VALUE: UNDER \$50,000	24140	1495	35.2	6.2	118	1075	32.2	4.5	108	1478	28.9	6.1	97	3127	25.9	13.0	8

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	GREASE RELIEF				KLEAN 'N SHINE				LESTOIL				LYSOL BASIN, TUB & TILE CLEANER			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS		80986	4251	100.0	5.2	100	3340	100.0	4.1	100	5106	100.0	6.3	100	12095	100.0	14.9	100
MAGAZINES	QUINTILE 1	15799	1047	24.6	6.6	126	732	21.9	4.6	112	1156	22.6	7.3	116	2984	24.7	18.9	126
	QUINTILE 2	17259	1070	25.2	6.2	118	729	21.8	4.2	102	1086	21.3	6.3	100	2765	22.9	16.0	107
	QUINTILE 3	13545	718	16.9	5.3	101	490	14.7	3.6	88	764	15.0	5.6	89	2226	18.4	16.4	110
	QUINTILE 4	15133	613	14.4	4.1	77	611	18.3	4.0	98	966	18.9	6.4	101	1945	16.1	12.9	86
	QUINTILE 5	19250	803	18.9	4.2	79	778	23.3	4.0	98	1134	22.2	5.9	93	2175	18.0	11.3	76
NEWSPAPERS	QUINTILE 1	12413	662	15.6	5.3	102	475	14.2	3.8	93	1137	22.3	9.2	145	2480	20.5	20.0	134
	QUINTILE 2	24116	1282	30.2	5.3	101	893	26.7	3.7	90	1624	31.8	6.7	107	3710	30.7	15.4	103
	QUINTILE 3	11261	566	13.3	5.0	96	547	16.4	4.9	118	659	12.9	5.9	93	1785	14.8	15.9	106
	QUINTILE 4	20255	1150	27.1	5.7	108	851	25.5	4.2	102	1124	22.0	5.5	88	2748	22.7	13.6	91
	QUINTILE 5	12940	591	13.9	4.6	87	*574	17.2	4.4	108	562	11.0	4.3	69	1373	11.4	10.6	71
OUTDOOR	QUINTILE 1	14852	626	14.7	4.2	80	610	18.3	4.1	100	1193	23.4	8.0	127	2417	20.0	16.3	109
	QUINTILE 2	15725	679	16.0	4.3	82	591	17.7	3.8	91	813	15.9	5.2	82	2449	20.2	15.6	104
	QUINTILE 3	16330	1087	25.6	6.7	127	658	19.7	4.0	98	1051	20.6	6.4	102	2497	20.6	15.3	102
	QUINTILE 4	16744	870	20.5	5.2	99	684	20.5	4.1	99	988	19.3	5.9	94	2409	19.9	14.4	96
	QUINTILE 5	17334	989	23.3	5.7	109	798	23.9	4.6	112	1060	20.8	6.1	97	2324	19.2	13.4	90
RADIO-DRIVE TIME	QUINTILE 1	15911	811	19.1	5.1	97	680	20.4	4.3	104	1173	23.0	7.4	117	2458	20.3	15.4	103
	QUINTILE 2	14837	851	20.0	5.7	109	621	18.6	4.2	101	969	19.0	6.5	104	2146	17.7	14.5	97
	QUINTILE 3	15339	706	16.6	4.6	88	625	18.7	4.1	99	902	17.7	5.9	93	2337	19.3	15.2	102
	QUINTILE 4	16723	777	18.3	4.6	89	653	19.6	3.9	95	1044	20.4	6.2	99	2555	21.1	15.3	102
	QUINTILE 5	18176	1105	26.0	6.1	116	762	22.8	4.2	102	1018	19.9	5.6	89	2599	21.5	14.3	96
RADIO-MID- DAY	TERCILE 1	21020	1008	23.7	4.8	91	836	25.0	4.0	96	1596	31.3	7.6	120	3184	26.3	15.1	101
	TERCILE 2	21610	1388	32.7	6.4	122	895	26.8	4.1	100	1425	27.9	6.6	105	3364	27.8	15.6	104
	TERCILE 3	38355	1854	43.6	4.8	92	1608	48.1	4.2	102	2085	40.8	5.4	86	5548	45.9	14.5	97
RADIO-TOTAL	QUINTILE 1	15988	740	17.4	4.6	88	632	18.9	4.0	96	1193	23.4	7.5	118	2537	21.0	15.9	106
	QUINTILE 2	15626	881	20.7	5.6	107	623	18.7	4.0	97	1084	21.2	6.9	110	2167	17.9	13.9	93
	QUINTILE 3	16723	954	22.4	5.7	109	757	22.7	4.5	110	1044	20.4	6.2	99	2776	23.0	16.6	111
	QUINTILE 4	16342	845	19.9	5.2	99	722	21.6	4.4	107	935	18.3	5.7	91	2283	18.9	14.0	94
	QUINTILE 5	16306	830	19.5	5.1	97	606	18.1	3.7	90	850	16.6	5.2	83	2332	19.3	14.3	96
TV-PRIME TIME	QUINTILE 1	15953	1067	25.1	6.7	127	663	19.9	4.2	101	1151	22.5	7.2	114	2284	18.9	14.3	96
	QUINTILE 2	16137	779	18.3	4.8	92	751	22.5	4.7	113	1184	23.2	7.3	116	2367	19.6	14.7	98
	QUINTILE 3	16420	899	21.1	5.5	104	671	20.1	4.1	99	967	18.9	5.9	93	2813	23.3	17.1	115
	QUINTILE 4	16687	810	19.1	4.9	92	618	18.5	3.7	90	960	18.8	5.8	91	2466	20.4	14.8	99
	QUINTILE 5	15789	695	16.3	4.4	84	637	19.1	4.0	98	843	16.5	5.3	85	2166	17.9	13.7	92
TV-DAYTIME	TERCILE 1	27736	1725	40.6	6.2	118	1219	36.5	4.4	107	1718	33.6	6.2	98	3972	32.8	14.3	96
	TERCILE 2	26489	1287	30.3	4.9	93	1055	31.6	4.0	97	2017	39.5	7.6	121	4099	33.9	15.5	104
	TERCILE 3	26761	1238	29.1	4.6	88	1066	31.9	4.0	97	1370	26.8	5.1	81	4025	33.3	15.0	101
TV-TOTAL	QUINTILE 1	16345	1167	27.5	7.1	136	769	23.0	4.7	114	1067	20.9	6.5	104	2090	17.3	12.8	86
	QUINTILE 2	16447	915	21.5	5.6	106	635	19.0	3.9	94	1088	21.3	6.6	105	2128	17.6	12.9	87
	QUINTILE 3	15980	769	18.1	4.8	92	683	20.4	4.3	104	1061	20.8	6.6	105	2821	23.3	17.7	118
	QUINTILE 4	15887	678	15.9	4.3	81	543	16.3	3.4	83	986	19.3	6.2	98	2757	22.8	17.4	116
	QUINTILE 5	16326	721	17.0	4.4	84	710	21.3	4.3	105	904	17.7	5.5	88	2299	19.0	14.1	94
MAGAZINES-NEWSPAPERS: DUAL		20721	1291	30.4	6.2	119	938	28.1	4.5	110	1539	30.1	7.4	118	3924	32.4	18.9	127
MAGAZINE IMPERATIVE		19186	1200	28.2	6.3	119	834	25.0	4.3	105	1010	19.8	5.3	83	2952	24.4	15.4	103
NEWSPAPER IMPERATIVE		21899	902	21.2	4.1	78	759	22.7	3.5	84	1580	30.9	7.2	114	3200	26.5	14.6	98
MAGAZINES-OUTDOOR: DUAL		15451	827	19.5	5.4	102	684	20.5	4.4	107	1083	21.2	7.0	111	2851	23.6	18.5	124
MAGAZINE IMPERATIVE		25953	1763	41.5	6.8	129	1115	33.4	4.3	104	1612	31.6	6.2	99	4307	35.6	16.6	111
OUTDOOR IMPERATIVE		24400	974	22.9	4.0	76	811	24.3	3.3	81	1485	29.1	6.1	97	3271	27.0	13.4	90
MAGAZINES-RADIO: DUAL		18049	1092	25.7	6.1	115	744	22.3	4.1	100	1232	24.1	6.8	108	3022	25.0	16.7	112
MAGAZINE IMPERATIVE		23571	1498	35.2	6.4	121	1025	30.7	4.3	105	1473	28.8	6.2	99	4217	34.9	17.9	120
RADIO IMPERATIVE		23278	980	23.1	4.2	80	958	28.7	4.1	100	1619	31.7	7.0	110	3224	26.7	13.8	93
MAGAZINES-TELEVISION: DUAL		15459	1095	25.8	7.1	135	762	22.8	4.9	120	1182	23.1	7.6	121	2535	21.0	16.4	110
MAGAZINE IMPERATIVE		25829	1462	34.4	5.7	108	965	28.9	3.7	91	1550	30.4	6.0	95	4630	38.3	17.9	120
TELEVISION IMPERATIVE		26039	1273	29.9	4.9	93	1056	31.6	4.1	98	1497	29.3	5.7	91	3048	25.2	11.7	78
NEWSPAPERS-OUTDOOR: DUAL		16605	732	17.2	4.4	84	653	19.6	3.9	95	1389	27.2	8.4	133	2800	23.2	16.9	113
NEWSPAPER IMPERATIVE		26834	1557	36.6	5.8	111	1048	31.4	3.9	95	1836	36.0	6.8	109	4441	36.7	16.5	111
OUTDOOR IMPERATIVE		23346	1186	27.9	5.1	97	938	28.1	4.0	97	1160	22.7	5.0	79	3431	28.4	14.7	98
NEWSPAPERS-RADIO: DUAL		17133	932	21.9	5.4	104	845	25.3	4.9	120	1421	27.8	8.3	132	2759	22.8	16.1	108
NEWSPAPER IMPERATIVE		25892	1324	31.1	5.1	97	905	27.1	3.5	85	1756	34.4	6.8	108	4405	36.4	17.0	114
RADIO IMPERATIVE		23167	1216	28.6	5.2	100	934	28.0	4.0	98	1367	26.8	5.9	94	3313	27.4	14.3	96
NEWSPAPERS-TELEVISION: DUAL		17159	945	22.2	5.5	105	740	22.2	4.3	105	1421	27.8	8.3	131	2519	20.8	14.7	98
NEWSPAPER IMPERATIVE		26214	1242	29.2	4.7	90	982	29.4	3.7	91	1688	33.1	6.4	102	4865	40.2	18.6	124
TELEVISION IMPERATIVE		23412	1475	34.7	6.3	120	1017	30.4	4.3	105	1224	24.0	5.2	83	2859	23.6	12.2	82
OUTDOOR-RADIO: DUAL		15303	820	19.3	5.4	102	549	16.4	3.6	87	1091	21.4	7.1	113	2387	19.7	15.6	104
OUTDOOR IMPERATIVE		24901	1209	28.4	4.9	92	1010	30.2	4.1	98	1464	28.7	5.9	93	3909	32.3	15.7	105
RADIO IMPERATIVE																		

	TOTAL U.S. '000	GREASE RELIEF				KLEAN 'N SHINE				LESTOIL				LYSOL BASIN, TUB & TILE CLEANER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAERS	80986	4251	100.0	5.2	100	3340	100.0	4.1	100	5106	100.0	6.3	100	12095	100.0	14.9	100
ATLANTIC MONTHLY	415	**22	0.5	5.3	101	**14	0.4	3.4	82	**3	0.1	0.7	11	**58	0.5	14.0	9
BARRON'S	453	**12	0.3	2.6	50	**35	1.0	7.7	187	**68	1.3	15.0	238	**74	0.6	16.3	10
BETTER HOMES & GARDENS	16256	1213	28.5	7.5	142	610	18.3	3.8	91	1141	22.3	7.0	111	2863	23.7	17.6	11
BON APPETIT	2535	**239	5.6	9.4	180	**93	2.8	3.7	89	**137	2.7	5.4	86	567	4.7	22.4	15
BUSINESS WEEK	1278	**44	1.0	3.4	66	**69	2.1	5.4	131	**85	1.7	6.7	105	**248	2.1	19.4	4
CAR AND DRIVER	378	**10	0.2	2.6	50	**5	0.1	1.3	32	**28	0.5	7.4	117	**105	0.9	27.8	18
CBS MAGAZINE NETWORK (GROSS)	1498	**54	1.3	3.6	69	**40	1.2	2.7	65	**109	2.1	7.3	115	384	3.2	25.6	17
CHANGING TIMES	1505	**112	2.6	7.4	142	**42	1.3	2.8	68	**187	3.7	12.4	197	265	2.2	17.6	11
COLONIAL HOMES	1231	**59	1.4	4.8	91	**51	1.5	4.1	100	**124	2.4	10.1	160	**211	1.7	17.1	11
CONDE NAST MAG. PKG. (GROSS)	14146	878	20.7	6.2	118	594	17.8	4.2	102	1262	24.7	8.9	141	2522	20.9	17.8	13
CONSUMERS DIGEST	1323	**81	1.9	6.1	117	**68	2.0	5.1	125	**102	2.0	7.7	122	**357	3.0	27.0	18
COSMOPOLITAN	7102	456	10.7	6.4	122	332	9.9	4.7	113	507	9.9	7.1	113	1268	10.5	17.9	12
COUNTRY LIVING	2481	**269	6.3	10.8	207	**169	5.1	6.8	165	262	5.1	10.6	167	417	3.4	16.8	13
CUISINE	1472	**78	1.8	5.3	101	**42	1.3	2.9	69	**124	2.4	8.4	134	272	2.2	18.5	12
CYCLE WORLD	425	**37	0.9	8.7	166	**19	0.6	4.5	108	**23	0.5	5.4	86	**139	1.1	32.7	23
DCI:CREATIVE IDEAS FOR LIV	2510	*145	3.4	5.8	110	*194	5.8	7.7	187	*183	3.6	7.3	116	432	3.6	17.2	13
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	419	9.9	6.3	119	395	11.8	5.9	143	275	5.4	4.1	65	1147	9.5	17.1	13
DISCOVER	894	**37	0.9	4.1	79	**29	0.9	3.2	79	**101	2.0	11.3	179	*203	1.7	22.7	15
EBONY	3507	264	6.2	7.5	143	160	4.8	4.6	111	245	4.8	7.0	111	426	3.5	12.1	11
ESQUIRE	1083	**90	2.1	8.3	158	**23	0.7	2.1	51	**117	2.3	10.8	171	*127	1.1	11.7	7
ESSENCE	1830	*159	3.7	8.7	166	**68	2.0	3.7	90	*70	1.4	3.8	61	*143	1.2	7.8	5
FAMILY CIRCLE	15930	1025	24.1	6.4	123	623	18.7	3.9	95	1251	24.5	7.9	125	2798	23.1	17.6	11
THE FAMILY HANDYMAN	1126	**120	2.8	10.7	203	**38	1.1	3.4	82	**120	2.4	10.7	169	*230	1.9	20.4	13
FAMILY WEEKLY	11468	647	15.2	5.6	107	386	11.6	3.4	82	641	12.6	5.6	89	1711	14.1	14.9	10
FIELD & STREAM	2234	**145	3.4	6.5	124	**91	2.7	4.1	99	**142	2.8	6.4	101	345	2.9	15.4	10
FOOD & WINE	579	**6	0.1	1.0	20	**18	0.5	3.1	75	**68	1.3	11.7	186	**65	0.5	11.2	7
FORBES	728	**31	0.7	4.3	81	**66	2.0	9.1	220	**95	1.9	13.0	207	*166	1.4	22.8	15
FORTUNE	906	**85	2.0	9.4	179	**54	1.6	6.0	145	**111	2.2	12.3	194	*208	1.7	23.0	15
GENTLEMEN'S QUARTERLY	791	**67	1.6	8.5	161	**47	1.4	5.9	144	**62	1.2	7.8	124	**86	0.7	10.9	9
GLAMOUR	5265	335	7.9	6.4	121	*232	6.9	4.4	107	467	9.1	8.9	141	905	7.5	17.2	11
GOLF DIGEST	636	**10	0.2	1.6	30	**45	1.3	7.1	172	**21	0.4	3.3	52	*106	0.9	16.7	11
GOLF DIGEST/TENNIS (GROSS)	1186	**12	0.3	1.0	19	**50	1.5	4.2	102	**92	1.8	7.8	123	*184	1.5	15.5	10
GOLF MAGAZINE	441	**12	0.3	2.7	52	**7	0.2	1.6	38	**8	0.2	1.8	29	*108	0.9	24.5	15
GOLF MAGAZINE/SKI (GROSS)	922	**30	0.7	3.3	62	**21	0.6	2.3	55	**43	0.8	4.7	74	*167	1.4	18.1	11
GOOD HOUSEKEEPING	16487	998	23.5	6.1	115	627	18.8	3.8	92	1088	21.3	6.6	105	2824	23.3	17.1	11
HARPER'S BAZAAR	2423	**83	2.0	3.4	65	**103	3.1	4.3	103	*239	4.7	9.9	156	403	3.3	16.6	11
HEALTH	1994	**131	3.1	6.6	125	**83	2.5	4.2	101	**135	2.6	6.8	107	260	2.1	13.0	7
HEARST MAG CORP. BUY (GROSS)	44101	2975	70.0	6.7	129	1982	59.3	4.5	109	3168	62.0	7.2	114	7642	63.2	17.3	11
HEARST MAN POWER (GROSS)	1993	*230	5.4	11.5	220	**138	4.1	6.9	168	*151	3.0	7.6	120	368	3.0	18.5	11
HEARST WOMAN POWER (GROSS)	31274	2006	47.2	6.4	122	1338	40.1	4.3	104	2069	40.5	6.6	105	5480	45.3	17.5	11
HOUSE BEAUTIFUL	3623	254	6.0	7.0	134	*118	3.5	3.3	79	274	5.4	7.6	120	559	4.6	15.4	11
INC.	283	**25	0.6	8.8	168	**28	0.8	9.9	240	**49	1.0	17.3	275	**50	0.4	17.7	11
JET	2928	259	6.1	8.8	169	*111	3.3	3.8	92	173	3.4	5.9	94	306	2.5	10.5	7
LADIES' HOME JOURNAL	11918	670	15.8	5.6	107	383	11.5	3.2	78	836	16.4	7.0	111	2155	17.8	18.1	11
LHJ FAMILY GRP COMBO(GROSS)	16764	973	22.9	5.8	111	598	17.9	3.6	86	1164	22.8	6.9	110	2876	23.8	17.2	11
LIFE	4254	273	6.4	6.4	122	*132	4.0	3.1	75	320	6.3	7.5	119	720	6.0	16.9	11
L.A. TIMES HOME MAGAZINE	1145	**25	0.6	2.2	42	**5	0.1	0.4	11	**49	1.0	4.3	68	*253	2.1	22.1	11
MADEMOISELLE	2884	**107	2.5	3.7	71	**91	2.7	3.2	77	294	5.8	10.2	162	479	4.0	16.6	11
MC CALL'S	13460	935	22.0	6.9	132	675	20.2	5.0	122	837	16.4	6.2	99	2464	20.4	18.3	11
MC CALL'S/WRK MOTHER (GROSS)	14606	999	23.5	6.8	130	713	21.3	4.9	118	915	17.9	6.3	99	2715	22.4	18.6	11
MECHANIX ILLUSTRATED	772	**106	2.5	13.7	262	**61	1.8	7.9	192	*104	2.0	13.5	214	*125	1.0	16.2	11
METROPOLITAN HOME	967	**74	1.7	7.7	146	**54	1.6	5.6	135	**77	1.5	8.0	126	*201	1.7	20.8	11
MONEY	1588	**47	1.1	3.0	56	**57	1.7	3.6	87	*154	3.0	9.7	154	274	2.3	17.3	11
MOTHER EARTH NEWS	1002	**61	1.4	6.1	116	**62	1.9	6.2	150	*31	0.6	3.1	49	*84	0.7	8.4	4
MS.	825	**51	1.2	6.2	118	*16	0.5	1.9	47	**44	0.9	5.3	85	*144	1.2	17.5	11
NATIONAL ENQUIRER	10336	607	14.3	5.9	112	396	11.9	3.8	93	624	12.2	6.0	96	1287	10.6	12.5	7
NATIONAL GEOGRAPHIC	9597	612	14.4	6.4	121	376	11.3	3.9	95	664	13.0	6.9	110	1701	14.1	17.7	11
NATIONAL SUNDAY MAGAZINE PKG	49558	2594	61.0	5.2	100	1906	57.1	3.8	93	3329	65.2	6.7	107	8200	67.8	16.5	11
NATURAL HISTORY	573	**9	0.2	1.6	30	**40	1.2	7.0	169	*43	0.8	7.5	119	*164	1.4	28.6	11
NEW WOMAN	1699	*136	3.2	8.0	152	**79	2.4	4.6	113	*98	1.9	5.8	91	306	2.5	18.0	11
NEW YORK INCLUDING CUE	443	**5	0.1	1.1	22	**5	0.1	1.1	27	*49	1.0	11.1	175	*75	0.6	16.9	11
THE NEW YORKER	1270	**54	1.3	4.3	81	*47	1.4	3.7	90	*104	2.0	8.2	130	259	2.1	20.4	11
NEWSWEEK	6277	367	8.6	5.8	111	*225	6.7	3.6	87	403	7.9	6.4	102	1165	9.6	18.6	11
THE N.Y. TIMES DAILY EDITION	1205	**91	2.1	7.6	144	*99	3.0	8.2	199	*100	2.0	8.3	132	302	2.5	25.1	11
THE N.Y. TIMES MAGAZINE	2081	*123	2.9	5.9	113	*121	3.6	5.8	141	*259	5.1	12.4	197	483	4.0	23.2	11
OMNI	788	*33	0.8	4.2	80	*49	1.5	6.2	151	*51	1.0	6.5	103	*153	1.3	19.4	11
ON CABLE	1158	*13	0.3	1.1	21	*22	0.7	1.9	46	*34	0.7	2.9	47	*239	2.0	20.6	11
1001 HOME IDEAS	2852	*171	4.0	6.0	114	*132	4.0	4.6	112	*193	3.8	6.8	107	461	3.8	16.2	11
ORGANIC GARDENING	1658	*93	2.2	5.6	107	*99	3.0	6.0	145	*77	1.5	4.6	74	252	2.1	15.2	11
OUTDOOR LIFE	896	*67	1.6	7.5	142	*63	1.9	7.0	170	*126	2.5	14.1	223	*218	1.8	24.3	11
PARADE MAGAZINE	24275	1394	32.8	5.7	109	1016	30.4	4.2	101	1813	35.5	7.5	118	4248	35.1	17.5	11

	TOTAL U.S. '000	GREASE RELIEF				KLEAN 'N SHINE				LESTOIL				LYSOL BASIN, TUB & TILE CLEANER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	4251	100.0	5.2	100	3340	100.0	4.1	100	5106	100.0	6.3	100	12095	100.0	14.9	100
PARENTS	3845	**219	5.2	5.7	109	**119	3.6	3.1	75	**204	4.0	5.3	84	750	6.2	19.5	131
PENTHOUSE	831	**42	1.0	5.1	96	**22	0.7	2.6	64	**70	1.4	8.4	134	**110	0.9	13.2	89
PEOPLE	11645	558	13.1	4.8	91	366	11.0	3.1	76	743	14.6	6.4	101	2018	16.7	17.3	116
PLAYBOY	2006	**88	2.1	4.4	84	**48	1.4	2.4	58	**160	3.1	8.0	127	267	2.2	13.3	89
POPULAR HOT RODDING	297	**28	0.7	9.4	180	**12	0.4	4.0	98	**42	0.8	14.1	224	**71	0.6	23.9	160
POPULAR MECHANICS	1018	**148	3.5	14.5	277	**91	2.7	8.9	217	**94	1.8	9.2	146	*176	1.5	17.3	116
POPULAR SCIENCE	878	**48	1.1	5.5	104	**71	2.1	8.1	196	**98	1.9	11.2	177	*186	1.5	21.2	142
PREVENTION	3913	274	6.4	7.0	133	*215	6.4	5.5	133	*218	4.3	5.6	88	662	5.5	16.9	113
PSYCHOLOGY TODAY	1710	**77	1.8	4.5	86	**76	2.3	4.4	108	*153	3.0	8.9	142	452	3.7	26.4	177
READER'S DIGEST	22204	1260	29.6	5.7	108	1022	30.6	4.6	112	1541	30.2	6.9	110	3700	30.6	16.7	112
REDBOOK	7684	553	13.0	7.2	137	378	11.3	4.9	119	475	9.3	6.2	98	1388	11.5	18.1	121
ROAD & TRACK	410	**10	0.2	2.4	46	**0	0.0	0.0	0	**23	0.5	5.6	89	*75	0.6	18.3	122
ROLLING STONE	969	**36	0.8	3.7	71	**41	1.2	4.2	103	**74	1.4	7.6	121	*203	1.7	20.9	140
RUNNER'S WORLD	298	**6	0.1	2.0	38	**2	0.1	0.7	16	**25	0.5	8.4	133	*57	0.5	19.1	128
SATURDAY EVENING POST	1169	*120	2.8	10.3	196	**39	1.2	3.3	81	**96	1.9	8.2	130	*194	1.6	16.6	111
SCIENCE 84	587	**16	0.4	2.7	52	**11	0.3	1.9	45	**20	0.4	3.4	54	*124	1.0	21.1	141
SCIENCE DIGEST	482	**24	0.6	5.0	95	**4	0.1	0.8	20	**40	0.8	8.3	132	*113	0.9	23.4	157
SCIENTIFIC AMERICAN	594	**13	0.3	2.2	42	**14	0.4	2.4	57	**19	0.4	3.2	51	*165	1.4	27.8	186
SELF	2089	**106	2.5	5.1	97	**80	2.4	3.8	93	*180	3.5	8.6	137	421	3.5	20.2	135
SEVENTEEN	2411	*174	4.1	7.2	137	*143	4.3	5.9	144	*264	5.2	10.9	174	340	2.8	14.1	94
SKI	480	**19	0.4	4.0	75	**13	0.4	2.7	66	**35	0.7	7.3	116	*59	0.5	12.3	82
SMITHSONIAN	2760	*128	3.0	4.6	88	**148	4.4	5.4	130	*214	4.2	7.8	123	505	4.2	18.3	123
SOAP OPERA DIGEST	3013	*252	5.9	8.4	159	**76	2.3	2.5	61	*176	3.4	5.8	93	412	3.4	13.7	92
SOUTHERN LIVING	4184	273	6.4	6.5	124	*201	6.0	4.8	116	*92	1.8	2.2	35	715	5.9	17.1	114
SPORT	559	**71	1.7	12.7	242	**40	1.2	7.2	174	**37	0.7	6.6	105	*84	0.7	15.0	101
THE SPORTING NEWS	436	**30	0.7	6.9	131	**31	0.9	7.1	172	**41	0.8	9.4	149	*89	0.7	20.4	137
SPORTS AFIELD	493	**58	1.4	11.8	224	**43	1.3	8.7	211	**17	0.3	3.4	55	*79	0.7	16.0	107
SPORTS ILLUSTRATED	2758	*165	3.9	6.0	114	*101	3.0	3.7	89	*180	3.5	6.5	104	527	4.4	19.1	128
STAR	7456	461	10.8	6.2	118	*331	9.9	4.4	108	633	12.4	8.5	135	1001	8.3	13.4	90
SUNDAY	24936	1206	28.4	4.8	92	1022	30.6	4.1	99	1937	37.9	7.8	123	4117	34.0	16.5	111
SUNSET	2124	**81	1.9	3.8	73	**39	1.2	1.8	45	**38	0.7	1.8	28	411	3.4	19.4	130
TV GUIDE	21661	1292	30.4	6.0	114	974	29.2	4.5	109	1436	28.1	6.6	105	3372	27.9	15.6	104
TENNIS	550	**3	0.1	0.5	10	**4	0.1	0.7	18	**71	1.4	12.9	205	*78	0.6	14.2	95
TIME	8880	581	13.7	6.5	125	334	10.0	3.8	91	649	12.7	7.3	116	1595	13.2	18.0	120
TOWN & COUNTRY	917	**49	1.2	5.3	102	**58	1.7	6.3	153	**43	0.8	4.7	74	*164	1.4	17.9	120
TRAVEL & LEISURE	972	**64	1.5	6.6	125	**23	0.7	2.4	57	**60	1.2	6.2	98	*164	1.4	16.9	113
TRUE STORY	3356	*242	5.7	7.2	137	*121	3.6	3.6	87	*244	4.8	7.3	115	378	3.1	11.3	75
U.S. NEWS & WORLD REPORT	3410	*155	3.6	4.5	87	*96	2.9	2.8	68	*228	4.5	6.7	106	608	5.0	17.8	119
USA TODAY	1759	*145	3.4	8.2	157	*109	3.3	6.2	150	*118	2.3	6.7	106	339	2.8	19.3	129
US	1873	**65	1.5	3.5	66	*32	1.0	1.7	41	*164	3.2	8.8	139	336	2.8	17.9	120
VOGUE	3909	*330	7.8	8.4	161	*191	5.7	4.9	118	321	6.3	8.2	130	718	5.9	18.4	123
WALL STREET JOURNAL	1886	**90	2.1	4.8	91	*92	2.8	4.9	118	*110	2.2	5.8	93	352	2.9	18.7	125
WEIGHT WATCHERS	2120	*107	2.5	5.0	96	*116	3.5	5.5	133	*207	4.1	9.8	155	351	2.9	16.6	111
WOMAN'S DAY	14172	981	23.1	6.9	132	648	19.4	4.6	111	991	19.4	7.0	111	2606	21.5	18.4	123
WORKING MOTHER	1146	**65	1.5	5.7	108	*38	1.1	3.3	80	*78	1.5	6.8	108	*251	2.1	21.9	147
WORKING WOMAN	1322	**94	2.2	7.1	135	*56	1.7	4.2	103	*98	1.9	7.4	118	288	2.4	21.8	146
WORLD TENNIS	*163	**4	0.1	2.5	47	**4	0.1	2.5	60	*27	0.5	16.6	263	*13	0.1	8.0	53
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*105	2.5	4.1	79	*114	3.4	4.5	109	*258	5.1	10.2	162	507	4.2	20.0	134
BLAIR INSERTS	43657	2183	51.4	5.0	95	1815	54.3	4.2	101	3154	61.8	7.2	115	7374	61.0	16.9	113
DAILY NEWSPAPERS																	
READ ANY	51633	2682	63.1	5.2	99	2059	61.6	4.0	97	3635	71.2	7.0	112	8380	69.3	16.2	109
READ ONE	43463	2209	52.0	5.1	97	1713	51.3	3.9	96	2929	57.4	6.7	107	6675	55.2	15.4	103
READ TWO OR MORE	8170	473	11.1	5.8	110	346	10.4	4.2	103	706	13.8	8.6	137	1705	14.1	20.9	140
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2823	66.4	5.4	102	2061	61.7	3.9	95	3634	71.2	6.9	109	8589	71.0	16.3	109
READ ONE	46126	2450	57.6	5.3	101	1783	53.4	3.9	94	3094	60.6	6.7	106	7376	61.0	16.0	107
READ TWO OR MORE	6552	373	8.8	5.7	108	278	8.3	4.2	103	540	10.6	8.2	131	1213	10.0	18.5	124
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	22.91				27.67				31.02				28.00			
30 DAY REACH	71455	3618	85.1	5.1	96	2850	85.3	4.0	97	4474	87.6	6.3	99	10723	88.7	15.0	100
50 SHWG - 30 DAY AV FREQ	14.56	12.20				14.59				16.32				14.65			
30 DAY REACH	67742	3389	79.7	5.0	95	2700	80.8	4.0	97	4252	83.3	6.3	100	10267	84.9	15.2	101
25 SHWG - 30 DAY AV FREQ	7.94	6.50				7.94				8.92				7.86			
30 DAY REACH	62117	3162	74.4	5.1	97	2494	74.7	4.0	97	3898	76.3	6.3	100	9560	79.0	15.4	103
CABLE TV: HOME WIRED	32077	1845	43.4	5.8	110	1440	43.1	4.5	109	1785	35.0	5.6	88	5599	46.3	17.5	117
HOME NOT WIRED	48909	2405	56.6	4.9	94	1900	56.9	3.9	94	3321	65.0	6.8	108	6497	53.7	13.3	89
HAVE PAY CABLE	15935	951	22.4	6.0	114	711	21.3	4.5	108	953	18.7	6.0	95	2952	24.4	18.5	124

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	TOTAL U.S. '000	GREASE RELIEF				KLEAN 'N SHINE				LESTOIL				LYSOL BASIN, TUB & TILE CLEANER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	4251	100.0	5.2	100	3340	100.0	4.1	100	5106	100.0	6.3	100	12095	100.0	14.9	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1377	32.4	5.3	101	1073	32.1	4.1	100	1619	31.7	6.2	99	3629	30.0	13.9	93
NETWORK AFFILIATES - LATE	20261	1212	28.5	6.0	114	897	26.9	4.4	107	1263	24.7	6.2	99	3005	24.8	14.8	99
INDEPENDENTS - LATE	2076	112	2.6	5.4	103	*83	2.5	4.0	97	182	3.6	8.8	139	417	3.4	20.1	134
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	595	14.0	5.7	108	474	14.2	4.5	110	672	13.2	6.4	102	1660	13.7	15.9	106
ABC MONDAY NIGHT MOVIE	A 6412	434	10.2	6.8	129	292	8.7	4.6	110	477	9.3	7.4	118	980	8.1	15.3	102
ABC SUNDAY NIGHT MOVIE	A 12407	638	15.0	5.1	98	522	15.6	4.2	102	797	15.6	6.4	102	2014	16.7	16.2	109
ABC WORLD NEWS TONIGHT	A 6176	390	9.2	6.3	120	300	9.0	4.9	118	334	6.5	5.4	86	848	7.0	13.7	92
AFTERMASH	C 5863	*391	9.2	6.7	127	*294	8.8	5.0	122	455	8.9	7.8	123	971	8.0	16.6	111
ALICE	C 9594	*458	11.7	5.2	99	*396	11.9	4.1	100	737	14.4	7.7	122	1392	11.5	14.5	97
AMERICAN PARADE	C 6622	299	7.0	4.5	86	238	7.1	3.6	87	444	8.7	6.7	106	803	6.6	12.1	81
BENSON	A 10886	502	11.8	4.6	88	*485	14.5	4.5	108	840	16.5	7.7	122	1694	14.0	15.6	104
BLUE THUNDER	A 5036	289	6.8	5.7	109	*168	5.0	3.3	81	316	6.2	6.3	100	715	5.9	14.2	95
CAGNEY & LACEY	C 9965	574	13.5	5.8	110	*469	14.0	4.7	114	691	13.5	6.9	110	1606	13.3	16.1	108
CBS EVENING NEWS-DEAN	C 3491	*168	4.0	4.8	92	*141	4.2	4.0	98	*278	5.4	8.0	126	497	4.1	14.2	95
CBS EVENING NEWS-RATHER	C 7123	350	8.2	4.9	94	258	7.7	3.6	88	487	9.5	6.8	108	1118	9.2	15.7	105
CBS SAT. NEWS-SCHIEFFER	C 3621	192	4.5	5.3	101	149	4.5	4.1	100	168	3.3	4.6	74	577	4.8	15.9	107
CBS SATURDAY NIGHT MOVIE	C 5436	304	7.2	5.6	107	253	7.6	4.7	113	452	8.9	8.3	132	930	7.7	17.1	115
CBS WEDNESDAY NIGHT MOVIE	C 6100	413	9.7	6.8	129	277	8.3	4.5	110	422	8.3	6.9	110	911	7.5	14.9	100
CHEERS	N 8889	576	13.5	6.5	123	434	13.0	4.9	118	701	13.7	7.9	125	1494	12.4	16.8	113
DALLAS	C 22109	1306	30.7	5.9	113	1115	33.4	5.0	122	1441	28.2	6.5	103	3419	28.3	15.5	104
DIFF'RENT STROKES	N 6940	476	11.2	6.9	131	276	8.3	4.0	96	400	7.8	5.8	91	877	7.3	12.6	85
DOUBLE TROUBLE	N 7223	370	8.7	5.1	98	330	9.9	4.6	111	463	9.1	6.4	102	1048	8.7	14.5	97
DUCK FACTORY	N 5595	437	10.3	7.8	149	308	9.2	5.5	133	405	7.9	7.2	115	888	7.3	15.9	106
DUKES OF HAZZARD	C 5768	354	8.3	6.1	117	*192	5.7	3.3	81	253	5.0	4.4	70	642	5.3	11.1	75
DYNASTY	A 20053	1190	28.0	5.9	113	827	24.8	4.1	100	1191	23.3	5.9	94	2704	22.4	13.5	90
FACTS OF LIFE	N 8087	362	8.5	4.5	85	364	10.9	4.5	109	455	8.9	5.6	89	1072	8.9	13.3	89
FALCON CREST	C 20046	1204	28.3	6.0	114	958	28.7	4.8	116	1242	24.3	6.2	98	3106	25.7	15.5	104
FALL GUY	A 9084	616	14.5	6.8	129	338	10.1	3.7	90	582	11.4	6.4	102	1325	11.0	14.6	98
FAMILY TIES	N 7964	450	10.6	5.7	108	359	10.7	4.5	109	515	10.1	6.5	103	1139	9.4	14.3	96
FANTASY ISLAND	A 7687	368	8.7	4.8	91	291	8.7	3.8	92	499	9.8	6.5	103	990	8.2	12.9	86
FOULUPS,BLEEPS & BLUNDERS	A 8861	376	8.8	4.2	81	360	10.8	4.1	99	682	13.4	7.7	122	1412	11.7	15.9	107
FOUR SEASONS	C 5095	*412	9.7	8.1	154	*222	6.6	4.4	106	520	10.2	10.2	162	724	6.0	14.2	95
GIMME A BREAK	N 8838	471	11.1	5.3	102	424	12.7	4.8	116	584	11.4	6.6	105	1151	9.5	13.0	87
HART TO HART	A 8978	577	13.6	6.4	122	355	10.6	4.0	96	520	10.2	5.8	92	1317	10.9	14.7	98
HILL STREET BLUES	N 8590	630	14.8	7.3	140	491	14.7	5.7	139	581	11.4	6.8	107	1411	11.7	16.4	110
HOTEL	A 14085	814	19.1	5.8	110	612	18.3	4.3	105	1007	19.7	7.1	113	1962	16.2	13.9	93
JEFFERSONS	C 9360	534	12.6	5.7	109	402	12.0	4.3	104	727	14.2	7.8	123	1292	10.7	13.8	92
JENNIFER SLEPT HERE	N 5841	310	7.3	5.3	101	*204	6.1	3.5	85	427	8.4	7.3	116	840	6.9	14.4	96
KATE & ALLIE	C 9206	458	10.8	5.0	95	373	11.2	4.1	98	527	10.3	5.7	91	1550	12.8	16.8	113
KNIGHT RIDER	N 7076	315	7.4	4.5	85	311	9.3	4.4	107	470	9.2	6.6	105	936	7.7	13.2	89
LOVE BOAT	A 12219	634	14.9	5.2	99	460	13.8	3.8	91	669	13.1	5.5	87	1690	14.0	13.8	93
MAGNUM PI	C 11199	694	16.3	6.2	118	519	15.5	4.6	112	633	12.4	5.7	90	1607	13.3	14.3	96
MAMA'S FAMILY	N 6057	397	9.3	6.6	125	263	7.9	4.3	105	424	8.3	7.0	111	848	7.0	14.0	94
MASTER, THE	N 3598	*174	4.1	4.8	92	*116	3.5	3.2	78	*165	3.2	4.6	73	486	4.0	13.5	90
MATT HOUSTON	A 6344	363	8.5	5.7	109	250	7.5	3.9	96	531	10.4	8.4	133	867	7.2	13.7	92
NBC MONDAY NIGHT MOVIE	N 11994	533	12.5	4.4	85	503	15.1	4.2	102	835	16.4	7.0	110	1625	13.4	13.5	91
NBC NIGHTLY NEWS	N 5132	233	5.5	4.5	86	246	7.4	4.8	116	347	6.8	6.8	107	755	6.2	14.7	99
NBC NIGHTLY NEWS-SAT	N 3375	*198	4.7	5.9	112	*104	3.1	3.1	75	*150	2.9	4.4	70	459	3.8	13.6	91
NBC NIGHTLY NEWS-SUN	N 3130	*1123	2.9	3.9	75	*136	4.1	4.3	105	*208	4.1	6.6	105	404	3.3	12.9	86
NBC SUNDAY NIGHT MOVIE	N 8284	440	10.4	5.3	101	*370	11.1	4.5	108	753	14.7	9.1	144	1342	11.1	16.2	108
NEWMART	C 9240	453	10.7	4.9	93	393	11.8	4.3	103	602	11.8	6.5	103	1470	12.2	15.9	107
ONE DAY AT A TIME	C 7288	261	6.1	3.6	68	239	7.2	3.3	80	479	9.4	6.6	104	1055	8.7	14.5	97
PEOPLE ARE FUNNY	N 4855	293	6.9	6.0	115	*178	5.3	3.7	89	333	6.5	6.9	109	709	5.9	14.6	92
REAL PEOPLE	N 8869	451	10.6	5.1	97	397	11.9	4.5	109	578	11.3	6.5	103	1114	9.2	12.6	84
REMINGTON STEELE	N 7743	373	8.8	4.8	92	403	12.1	5.2	126	521	10.2	6.7	107	1067	8.8	13.8	92
RIPLY'S BELIEVE IT - NOT	A 5345	241	5.7	4.5	86	*186	5.6	3.5	84	344	6.7	6.4	102	861	7.1	16.1	108
RIPTIDE	N 6988	348	8.2	5.0	95	323	9.7	4.6	112	492	9.6	7.0	112	945	7.8	13.5	91
SCARECROW & MRS. KING	C 10002	422	9.9	4.2	80	446	13.4	4.5	108	559	10.9	5.6	89	1593	13.2	15.9	107
SIMON & SIMON	C 10638	722	17.0	6.8	129	534	16.0	5.0	122	641	12.6	6.0	96	1395	11.5	13.1	88
60 MINUTES	C 13293	727	17.1	5.5	104	625	18.7	4.7	114	900	17.6	6.8	107	1945	16.1	14.6	98
ST. ELSEWHERE	N 7017	405	9.5	5.8	110	341	10.2	4.9	118	430	8.4	6.1	97	1101	9.1	15.7	105
THREE'S COMPANY	A 10917	545	12.8	5.0	95	439	13.1	4.0	98	639	12.5	5.9	93	1596	13.2	14.	

	TOTAL U.S. '000	LYSOL DEODORIZING CLEANER (LIQUID)				LYSOL DISINFECTANT (LIQUID)				LYSOL DISINFECTANT SPRAY CLEANER				LYSOL PINE ACTION			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	8264	100.0	10.2	100	10104	100.0	12.5	100	9468	100.0	11.7	100	5352	100.0	6.6	100
18 - 24	9282	894	10.8	9.6	94	1056	10.5	11.4	91	1240	13.1	13.4	114	936	17.5	10.1	15
25 - 34	19072	2011	24.3	10.5	103	2606	25.8	13.7	110	2555	27.0	13.4	115	1412	26.4	7.4	11
35 - 44	14591	1240	15.0	8.5	83	1463	14.5	10.0	80	1453	15.3	10.0	85	896	16.7	6.1	9
45 - 54	11345	1342	16.2	11.8	116	1300	12.9	11.5	92	1243	13.1	11.0	94	560	10.5	4.9	7
55 - 64	11635	1139	13.8	9.8	96	1473	14.6	12.7	101	1396	14.7	12.0	103	596	11.1	5.1	9
65 OR OLDER	15061	1638	19.8	10.9	107	2206	21.8	14.6	117	1581	16.7	10.5	90	953	17.8	6.3	10
18 - 34	28354	2905	35.2	10.2	100	3662	36.2	12.9	104	3795	40.1	13.4	114	2348	43.9	8.3	12
18 - 49	48339	4753	57.5	9.8	96	5732	56.7	11.9	95	5829	61.6	12.1	103	3567	66.6	7.4	11
25 - 54	45008	4593	55.6	10.2	100	5370	53.1	11.9	96	5251	55.5	11.7	100	2868	53.6	6.4	9
35 - 49	19985	1849	22.4	9.3	91	2070	20.5	10.4	83	2034	21.5	10.2	87	1220	22.8	6.1	9
50 OR OLDER	32647	3511	42.5	10.8	105	4372	43.3	13.4	107	3639	38.4	11.1	95	1784	33.3	5.5	8
GRADUATED COLLEGE	11155	1054	12.8	9.4	93	1331	13.2	11.9	96	1510	15.9	13.5	116	567	10.6	5.1	7
ATTENDED COLLEGE	13682	1503	18.2	11.0	108	1795	17.8	13.1	105	1909	20.2	14.0	119	956	17.9	7.0	10
GRADUATED HIGH SCHOOL	33880	3576	43.3	10.6	103	4200	41.6	12.4	99	3829	40.4	11.3	97	2322	43.4	6.9	10
DID NOT GRADUATE HIGH SCHOOL	22270	2130	25.8	9.6	94	2779	27.5	12.5	100	2221	23.5	10.0	85	1507	28.2	6.8	10
EMPLOYED	40306	4190	50.7	10.4	102	4637	45.9	11.5	92	4586	48.4	11.4	97	2514	47.0	6.2	9
EMPLOYED FULL-TIME	32850	3359	40.6	10.2	100	3803	37.6	11.6	93	3844	40.6	11.7	100	2002	37.4	6.1	9
EMPLOYED PART-TIME	7456	832	10.1	11.2	109	834	8.3	11.2	90	742	7.8	10.0	85	*512	9.6	6.9	10
NOT EMPLOYED	40680	4074	49.3	10.0	98	5467	54.1	13.4	108	4882	51.6	12.0	103	2838	53.0	7.0	10
PROFESSIONAL/MANAGER	10392	1189	14.4	11.4	112	1270	12.6	12.2	98	1346	14.2	13.0	111	*560	10.5	5.4	8
TECH/CLERICAL/SALES	17574	1722	20.8	9.8	96	2064	20.4	11.7	94	1878	19.8	10.7	91	1134	21.2	6.5	9
PRECISION/CRAFT	985	**142	1.7	14.4	141	**104	1.0	10.6	85	**131	1.4	13.3	114	**145	2.7	14.7	23
OTHER EMPLOYED	11354	1137	13.8	10.0	98	1199	11.9	10.6	85	1232	13.0	10.9	93	675	12.6	5.9	7
SINGLE	9863	853	10.3	8.6	85	1103	10.9	11.2	90	1314	13.9	13.3	114	906	16.9	9.2	13
MARRIED	51375	5350	64.7	10.4	102	6469	64.0	12.6	101	6108	64.5	11.9	102	3195	59.7	6.2	9
DIVORCED/SEPARATED/WIDOWED	19748	2061	24.9	10.4	102	2532	25.1	12.8	103	2046	21.6	10.4	89	1251	23.4	6.3	9
PARENTS	32590	3488	42.2	10.7	105	3872	38.3	11.9	95	3746	39.6	11.5	98	2371	44.3	7.3	13
WHITE	70416	7021	85.0	10.0	98	8945	88.5	12.7	102	8415	88.9	12.0	102	4569	85.4	6.5	9
BLACK	8778	1100	13.3	12.5	123	986	9.8	11.2	90	832	8.8	9.5	81	660	12.3	7.5	11
OTHER	1791	**144	1.7	8.0	79	**174	1.7	9.7	78	**221	2.3	12.3	106	**123	2.3	6.9	10
NORTHEAST-CENSUS	17786	1622	19.6	9.1	89	2213	21.9	12.4	100	2107	22.3	11.8	101	1014	18.9	5.7	8
NORTH CENTRAL	20741	1971	23.9	9.5	93	2433	24.1	11.7	94	2351	24.8	11.3	97	1370	25.6	6.6	10
SOUTH	27775	3127	37.8	11.3	110	3840	38.0	13.8	111	3433	36.3	12.4	106	1940	36.2	7.0	10
WEST	14683	1543	18.7	10.5	103	1619	16.0	11.0	88	1576	16.6	10.7	92	1028	19.2	7.0	10
NORTHEAST-MKTG.	17961	1622	19.6	9.0	88	2194	21.7	12.2	98	2102	22.2	11.7	100	1021	19.1	5.7	8
EAST CENTRAL	11885	976	11.8	8.2	80	1529	15.1	12.9	103	1165	12.3	9.8	84	706	13.2	5.9	9
WEST CENTRAL	14090	1400	16.9	9.9	97	1530	15.1	10.9	87	1747	18.5	12.4	106	936	17.5	6.6	10
SOUTH	24081	2844	34.4	11.8	116	3454	34.2	14.3	115	3096	32.7	12.9	110	1785	33.4	7.4	11
PACIFIC	12969	1422	17.2	11.0	107	1398	13.8	10.8	86	1358	14.3	10.5	90	904	16.9	7.0	10
COUNTY SIZE A	32439	3296	39.9	10.2	100	3455	34.2	10.7	85	3864	40.8	11.9	102	2393	44.7	7.4	11
COUNTY SIZE B	24915	2704	32.7	10.9	106	3379	33.4	13.6	109	3029	32.0	12.2	104	1615	30.2	6.5	9
COUNTY SIZE C	12930	1169	14.1	9.0	89	1684	16.7	13.0	104	1476	15.6	11.4	98	712	13.3	5.5	8
COUNTY SIZE D	10703	1096	13.3	10.2	100	1587	15.7	14.8	119	1099	11.6	10.3	88	632	11.8	5.9	9
METRO CENTRAL CITY	24518	2458	29.7	10.0	98	2914	28.8	11.9	95	2518	26.6	10.3	88	1698	31.7	6.9	11
METRO SUBURBAN	35919	3714	44.9	10.3	101	4324	42.8	12.0	96	4602	48.6	12.8	110	2496	46.6	6.9	11
NON METRO	20549	2092	25.3	10.2	100	2866	28.4	13.9	112	2348	24.8	11.4	98	1157	21.6	5.6	8
TOP 5 ADI'S	18341	1887	22.8	10.3	101	2051	20.3	11.2	90	2091	22.1	11.4	98	1491	27.9	8.1	11
TOP 10 ADI'S	25378	2550	30.9	10.0	98	2942	29.1	11.6	93	2887	30.5	11.4	97	1884	35.2	7.4	11
TOP 20 ADI'S	36488	3513	42.5	9.6	94	4066	40.2	11.1	89	4229	44.7	11.6	99	2726	50.9	7.5	11
HSOLD INC. \$50,000 OR MORE	6612	*510	6.2	7.7	76	711	7.0	10.8	86	656	6.9	9.9	85	**354	6.6	5.4	7
\$40,000 OR MORE	12659	1372	16.6	10.8	106	1428	14.1	11.3	90	1251	13.2	9.9	85	719	13.4	5.7	9
\$30,000 OR MORE	24698	2648	32.0	10.7	105	2947	29.2	11.9	96	2771	29.3	11.2	96	1520	28.4	6.2	9
\$25,000 OR MORE	32077	3494	42.3	10.9	107	3757	37.2	11.7	94	3612	38.1	11.3	96	1898	35.5	5.9	9
\$20,000 - \$24,999	9144	857	10.4	9.4	92	969	9.6	10.6	85	1194	12.6	13.1	112	*539	10.1	5.9	9
\$15,000 - \$19,999	8728	777	9.4	8.9	87	1111	11.0	12.7	102	1280	13.5	14.7	125	639	11.9	7.3	11
\$10,000 - \$14,999	12562	1281	15.5	10.2	100	1981	19.6	15.8	126	1546	16.3	12.3	105	932	17.4	7.4	11
UNDER \$10,000	18475	1855	22.4	10.0	98	2287	22.6	12.4	99	1836	19.4	9.9	85	1343	25.1	7.3	11
HOUSEHOLD OF 1 PERSON	11987	1112	13.5	9.3	91	1513	15.0	12.6	101	1388	14.7	11.6	99	684	12.8	5.7	8
2 PEOPLE	26577	2485	30.1	9.4	92	3244	32.1	12.2	98	3086	32.6	11.6	99	1666	31.1	6.3	9
3 OR 4 PEOPLE	30617	3281	39.7	10.7	105	3937	39.0	12.9	103	3601	38.0	11.8	101	2046	38.2	6.7	11
5 OR MORE PEOPLE	11804	1387	16.8	11.8	115	1410	14.0	11.9	96	1393	14.7	11.8	101	957	17.9	8.1	11
NO CHILD IN HSHLD	46165	4523	54.7	9.8	96	5989	59.3	13.0	104	5505	58.1	11.9	102	2806	52.4	6.1	9
CHILD(REN) UNDER 2 YRS	5325	*568	6.9	10.7	105	570	5.6	10.7	86	688	7.3	12.9	111	*405	7.6	7.6	11
2 - 5 YEARS	14221	1506	18.2	10.6	104	1930	19.1	13.6	109	1891	20.0	13.3	114	1270	23.7	8.9	11
6 - 11 YEARS	15117	1576	19.1	10.4	102	1987	19.7	13.1	105	1704	18.0	11.3	96	1145	21.4	7.6	11
12 - 17 YEARS	16611	1817	22.0	10.9	107	1707	16.9	10.3	82	1666	17.6	10.0	86	1060	19.8	6.4	8
RESIDENCE OWNED	55884	5786	70.0	10.4	101	7434	73.6	13.3	107	6774	71.5	12.1	104	3456	64.6	6.2	9
VALUE: \$50,000 OR MORE	31744	3542	42.9	11.2	109	4019	39.8	12.7	101	3991	42.2	12.6	108	1868	34.9	5.9	9
VALUE: UNDER \$50,000	24140	2244	27.2	9.3	91	3415	33.8	14.1	113	2782	29.4	11.5	99	1588	29.7	6.6	11

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOME MAKERS)

			TOTAL U.S. '000	LYSOL DEODORIZING CLEANER (LIQUID)				LYSOL DISINFECTANT (LIQUID)				LYSOL DISINFECTANT SPRAY CLEANER				LYSOL PINE ACTION			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS			80986	8264	100.0	10.2	100	10104	100.0	12.5	100	9468	100.0	11.7	100	5352	100.0	6.6	100
MAGAZINES	QUINTILE 1	15799	1957	23.7	12.4	121	2542	25.2	16.1	129	2065	21.8	13.1	112	1183	22.1	7.5	113	
	QUINTILE 2	17259	1556	18.8	9.0	88	2117	21.0	12.3	98	2213	23.4	12.8	110	1125	21.0	6.5	99	
	QUINTILE 3	13545	1590	19.2	11.7	115	1588	15.7	11.7	94	1661	17.5	12.3	105	872	16.3	6.4	97	
	QUINTILE 4	15133	1493	18.1	9.9	97	1713	17.0	11.3	91	1541	16.3	10.2	87	893	16.7	5.9	89	
	QUINTILE 5	19250	1668	20.2	8.7	85	2145	21.2	11.1	89	1987	21.0	10.3	88	1279	23.9	6.6	101	
NEWSPAPERS	QUINTILE 1	12413	1337	16.2	10.8	106	1714	17.0	13.8	111	1659	17.5	13.4	114	704	13.2	5.7	86	
	QUINTILE 2	24116	2499	30.2	10.4	102	2923	28.9	12.1	97	2616	27.6	10.8	93	1584	29.6	6.6	99	
	QUINTILE 3	11261	1280	15.5	11.4	111	1438	14.2	12.8	102	1281	13.5	11.4	97	816	15.2	7.2	111	
	QUINTILE 4	20255	1901	23.0	9.4	92	2307	22.8	11.4	91	2595	27.4	12.8	110	1253	23.4	6.2	94	
	QUINTILE 5	12940	1247	15.1	9.6	94	1722	17.0	13.3	107	1316	13.9	10.2	87	995	18.6	7.7	116	
OUTDOOR	QUINTILE 1	14852	1479	17.9	10.0	98	1992	19.7	13.4	108	1839	19.4	12.4	106	933	17.4	6.3	95	
	QUINTILE 2	15725	1572	19.0	10.0	98	1723	17.1	11.0	88	1942	20.5	12.3	106	1059	19.8	6.7	102	
	QUINTILE 3	16330	1950	23.6	11.9	117	2068	20.5	12.7	102	1776	18.8	10.9	93	918	17.2	5.6	85	
	QUINTILE 4	16744	1875	22.7	11.2	110	1906	18.9	11.4	91	1892	20.0	11.3	97	1351	25.2	8.1	122	
	QUINTILE 5	17334	1388	16.8	8.0	78	2415	23.9	13.9	112	2018	21.3	11.6	100	1091	20.4	6.3	95	
RADIO-DRIVE TIME	QUINTILE 1	15911	1823	22.1	11.5	112	2358	23.3	14.8	119	1680	17.7	10.6	90	981	18.3	6.2	93	
	QUINTILE 2	14837	1590	19.2	10.7	105	1730	17.1	11.7	93	1865	19.7	12.6	108	1059	19.8	7.1	108	
	QUINTILE 3	15339	1553	18.8	10.1	99	1723	17.1	11.2	90	1750	18.5	11.4	98	1258	23.5	8.2	124	
	QUINTILE 4	16723	1465	17.7	8.8	86	1802	17.8	10.8	86	1912	20.2	11.4	98	1081	20.2	6.5	98	
	QUINTILE 5	18176	1834	22.2	10.1	99	2492	24.7	13.7	110	2261	23.9	12.4	106	972	18.2	5.3	81	
RADIO-MID- DAY	TERCILE 1	21020	2364	28.6	11.2	110	2925	28.9	13.9	112	2693	28.4	12.8	110	1640	30.6	7.8	118	
	TERCILE 2	21610	2113	25.6	9.8	96	2666	26.4	12.3	99	2736	28.9	12.7	108	1722	32.2	8.0	121	
	TERCILE 3	38355	3787	45.8	9.9	97	4513	44.7	11.8	94	4039	42.7	10.5	90	1989	37.2	5.2	78	
RADIO-TOTAL	QUINTILE 1	15988	1850	22.4	11.6	113	2230	22.1	13.9	112	1914	20.2	12.0	102	1074	20.1	6.7	102	
	QUINTILE 2	15626	1653	20.0	10.6	104	2048	20.3	13.1	105	1912	20.2	12.2	105	1136	21.2	7.3	110	
	QUINTILE 3	16723	1616	19.6	9.7	95	1807	17.9	10.8	87	1809	19.1	10.8	93	1425	26.6	8.5	129	
	QUINTILE 4	16342	1690	20.5	10.3	101	1927	19.1	11.8	95	1956	20.7	12.0	102	978	18.3	6.0	91	
	QUINTILE 5	16306	1455	17.6	8.9	87	2093	20.7	12.8	103	1877	19.8	11.5	98	739	13.8	4.5	69	
TV-PRIME TIME	QUINTILE 1	15953	2063	25.0	12.9	127	2027	20.1	12.7	102	2109	22.3	13.2	113	1281	23.9	8.0	122	
	QUINTILE 2	16137	1390	16.8	8.6	84	2079	20.6	12.9	103	1952	20.6	12.1	103	1019	19.0	6.3	96	
	QUINTILE 3	16420	1877	22.7	11.4	112	2199	21.8	13.4	107	1836	19.4	11.2	96	1028	19.2	6.3	95	
	QUINTILE 4	16687	1340	16.2	8.0	79	1668	16.5	10.0	80	1975	20.9	11.8	101	1038	19.4	6.2	94	
	QUINTILE 5	15789	1594	19.3	10.1	99	2131	21.1	13.5	108	1596	16.9	10.1	86	986	18.4	6.2	94	
TV-DAYTIME	TERCILE 1	27736	3222	39.0	11.6	114	3501	34.6	12.6	101	3139	33.2	11.3	97	2104	39.3	7.6	115	
	TERCILE 2	26489	2435	29.5	9.2	90	3373	33.4	12.7	102	3082	32.6	11.6	100	1488	27.8	5.6	85	
	TERCILE 3	26761	2607	31.5	9.7	95	3230	32.0	12.1	97	3246	34.3	12.1	104	1759	32.9	6.6	99	
TV-TOTAL	QUINTILE 1	16345	2017	24.4	12.3	121	1940	19.2	11.9	95	2068	21.8	12.7	108	1382	25.8	8.5	128	
	QUINTILE 2	16447	1744	21.1	10.6	104	2132	21.1	13.0	104	1861	19.7	11.3	97	954	17.8	5.8	88	
	QUINTILE 3	15980	1687	20.4	10.6	103	2234	22.1	14.0	112	1869	19.7	11.7	100	1026	19.2	6.4	97	
	QUINTILE 4	15887	1422	17.2	9.0	88	1976	19.6	12.4	100	1879	19.8	11.8	101	847	15.8	5.3	81	
	QUINTILE 5	16326	1394	16.9	8.5	84	1822	18.0	11.2	89	1791	18.9	11.0	94	1142	21.3	7.0	106	
MAGAZINES-NEWSPAPERS: DUAL			20721	2091	25.3	10.1	99	2983	29.5	14.4	115	2551	26.9	12.3	105	1413	26.4	6.8	103
MAGAZINE IMPERATIVE			19186	2217	26.8	11.6	113	2603	25.8	13.6	109	2570	27.1	13.4	115	1401	26.2	7.3	110
NEWSPAPER IMPERATIVE			21899	2379	28.8	10.9	106	2371	23.5	10.8	87	2343	24.7	10.7	92	1265	23.6	5.8	87
MAGAZINES-OUTDOOR: DUAL			15451	1394	16.9	9.0	88	2021	20.0	13.1	105	1988	21.0	12.9	110	1021	19.1	6.6	100
MAGAZINE IMPERATIVE			25953	3055	37.0	11.8	115	3610	35.7	13.9	111	3274	34.6	12.6	108	1786	33.4	6.9	104
OUTDOOR IMPERATIVE			24400	2581	31.2	10.6	104	2608	25.8	10.7	86	2694	28.5	11.0	94	1457	27.2	6.0	90
MAGAZINES-RADIO: DUAL			18049	2010	24.3	11.1	109	2646	26.2	14.7	118	2582	27.3	14.3	122	1163	21.7	6.4	98
MAGAZINE IMPERATIVE			23571	2517	30.5	10.7	105	3073	30.4	13.0	104	2811	29.7	11.9	102	1613	30.1	6.8	104
RADIO IMPERATIVE			23278	2354	28.5	10.1	99	2580	25.5	11.1	89	2259	23.9	9.7	83	1795	33.5	7.7	117
MAGAZINES-TELEVISION: DUAL			15459	1991	24.1	12.9	126	2010	19.9	13.0	104	2074	21.9	13.4	115	1104	20.6	7.1	108
MAGAZINE IMPERATIVE			25829	2373	28.7	9.2	90	3455	34.2	13.4	107	3196	33.8	12.4	106	1587	29.7	6.1	93
TELEVISION IMPERATIVE			26039	2698	32.6	10.4	102	3135	31.0	12.0	97	2793	29.5	10.7	92	1806	33.7	6.9	105
NEWSPAPERS-OUTDOOR: DUAL			16605	1765	21.4	10.6	104	2189	21.7	13.2	106	1763	18.6	10.6	91	928	17.3	5.6	85
NEWSPAPER IMPERATIVE			26834	2941	35.6	11.0	107	3420	33.8	12.7	102	3193	33.7	11.9	102	1769	33.1	6.6	100
OUTDOOR IMPERATIVE			23346	2440	29.5	10.5	102	2716	26.9	11.6	93	3057	32.3	13.1	112	1621	30.3	6.9	105
NEWSPAPERS-RADIO: DUAL			17133	1718	20.8	10.0	98	2003	19.8	11.7	94	2063	21.8	12.0	103	1154	21.6	6.7	102
NEWSPAPER IMPERATIVE			25892	2724	33.0	10.5	103	3236	32.0	12.5	100	3033	32.0	11.7	100	1572	29.4	6.1	92
RADIO IMPERATIVE			23167	2530	30.6	10.9	107	3084	30.5	13.3	107	2805	29.6	12.1	104	1753	32.8	7.6	115
NEWSPAPERS-TELEVISION: DUAL			17159	1844	22.3	10.7	105	2180	21.6	12.7	102	2022	21.4	11.8	101	1169	21.8	6.8	103
NEWSPAPER IMPERATIVE			26214	2714	32.8	10.4	101	3290	32.6	12.6	101	3055	32.3	11.7	100	1555	29.1	5.9	90
TELEVISION IMPERATIVE			23412	2650	32.1	11.3	111	3020	29.9	12.9	103	2833	29.9	12.1	104	1749	32.7	7.5	113
OUTDOOR-RADIO: DUAL			15303	1622	19.6	10.6	104	1904	18.8	12.4	100	2067	21.8	13.5	116	920	17.2	6.0	91
OUTDOOR IMPERATIVE			24901	2361	28.6	9.5	93												

	TOTAL U.S. '000	LYSOL DEODORIZING CLEANER (LIQUID)				LYSOL DISINFECTANT (LIQUID)				LYSOL DISINFECTANT SPRAY CLEANER				LYSOL PINE ACTION			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	8264	100.0	10.2	100	10104	100.0	12.5	100	9468	100.0	11.7	100	5352	100.0	6.6	100
ATLANTIC MONTHLY	415	**32	0.4	7.7	76	**42	0.4	10.1	81	**48	0.5	11.6	99	**9	0.2	2.2	3
BARRON'S	453	**31	0.4	6.8	67	**35	0.3	7.7	62	**24	0.3	5.3	45	**0	0.0	0.0	
BETTER HOMES & GARDENS	16256	1932	23.4	11.9	116	2352	23.3	14.5	116	2070	21.9	12.7	109	1098	20.5	6.8	10
BON APPETIT	2535	*177	2.1	7.0	68	396	3.9	15.6	125	428	4.5	16.9	144	*231	4.3	9.1	13
BUSINESS WEEK	1278	**121	1.5	9.5	93	*138	1.4	10.8	87	*114	1.2	8.9	76	**58	1.1	4.5	6
CAR AND DRIVER	378	**58	0.7	15.3	150	**59	0.6	15.6	125	**38	0.4	10.1	86	**45	0.8	11.9	18
CBS MAGAZINE NETWORK (GROSS)	1498	*199	2.4	13.3	130	*189	1.9	12.6	101	*129	1.4	8.6	74	*127	2.4	8.5	12
CHANGING TIMES	1505	**107	1.3	7.1	70	*218	2.2	14.5	116	*144	1.5	9.6	82	*155	2.9	10.3	15
COLONIAL HOMES	1231	*139	1.7	11.3	111	*205	2.0	16.7	133	*192	2.0	15.6	133	**92	1.7	7.5	11
CONDE NAST MAG. PKG. (GROSS)	14146	1664	20.1	11.8	115	2115	20.9	15.0	120	1986	21.0	14.0	120	1014	18.9	7.2	10
CONSUMERS DIGEST	1323	*181	2.2	13.7	134	*198	2.0	15.0	120	*200	2.1	15.1	129	**112	2.1	8.5	12
COSMOPOLITAN	7102	899	10.9	12.7	124	1034	10.2	14.6	117	913	9.6	12.9	110	651	12.2	9.2	13
COUNTRY LIVING	2481	318	3.8	12.8	126	264	2.6	10.6	85	353	3.7	14.2	122	*178	3.3	7.2	10
CUISINE	1472	**207	2.5	14.1	138	*236	2.3	16.0	129	*234	2.5	15.9	136	**87	1.6	5.9	8
CYCLE WORLD	425	**12	0.1	2.8	28	**45	0.4	10.6	85	**55	0.6	12.9	111	**32	0.6	7.5	11
DCI:CREATIVE IDEAS FOR LIV	2510	*302	3.7	12.0	118	409	4.0	16.3	131	374	4.0	14.9	127	*204	3.8	8.1	12
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	747	9.0	11.2	109	1034	10.2	15.4	124	996	10.5	14.9	127	521	9.7	7.8	11
DISCOVER	894	**89	1.1	10.0	98	*163	1.6	18.2	146	*111	1.2	12.4	106	**79	1.5	8.8	13
EBONY	3507	468	5.7	13.3	131	466	4.6	13.3	107	368	3.9	10.5	90	249	4.7	7.1	10
ESQUIRE	1083	**94	1.1	8.7	85	*145	1.4	13.4	107	**96	1.0	8.9	76	**71	1.3	6.6	9
ESSENCE	1830	*174	2.1	9.5	93	213	2.1	11.6	93	*181	1.9	9.9	85	*115	2.1	6.3	9
FAMILY CIRCLE	15930	1856	22.5	11.7	114	2361	23.4	14.8	119	1982	20.9	12.4	106	1098	20.5	6.9	10
THE FAMILY HANDYMAN	1126	*125	1.5	11.1	109	*195	1.9	17.3	139	*167	1.8	14.8	127	**103	1.9	9.1	13
FAMILY WEEKLY	11468	1336	16.2	11.6	114	1579	15.6	13.8	110	1302	13.8	11.4	97	706	13.2	6.2	9
FIELD & STREAM	2234	*216	2.6	9.7	95	399	3.9	17.9	143	*300	3.2	13.4	115	*152	2.8	6.8	10
FOOD & WINE	579	**28	0.3	4.8	47	**84	0.8	14.5	116	**39	0.4	6.7	58	**69	1.3	11.9	19
FORBES	728	**50	0.6	6.9	67	**65	0.6	8.9	72	**59	0.6	8.1	69	**23	0.4	3.2	4
FORTUNE	906	**87	1.1	9.6	94	**145	1.4	16.0	128	**83	0.9	9.2	78	*31	0.6	3.4	5
GENTLEMEN'S QUARTERLY	791	**84	1.0	10.6	104	*163	1.6	20.6	165	**89	0.9	11.3	96	**76	1.4	9.6	14
GLAMOUR	5265	618	7.5	11.7	115	743	7.4	14.1	113	877	9.3	16.7	142	373	7.0	7.1	10
GOLF DIGEST	636	**30	0.4	4.7	46	**101	1.0	15.9	127	**99	1.0	15.6	133	**61	1.1	9.6	14
GOLF DIGEST/TENNIS (GROSS)	1186	**58	0.7	4.9	48	*170	1.7	14.3	115	*172	1.8	14.5	124	**80	1.5	6.7	10
GOLF MAGAZINE	441	**35	0.4	7.9	78	**98	1.0	22.2	178	**93	1.0	21.1	180	**38	0.7	8.6	13
GOLF MAGAZINE/SKI (GROSS)	922	**66	0.8	7.2	70	**152	1.5	16.5	132	*156	1.6	16.9	145	**41	0.8	4.4	4
GOOD HOUSEKEEPING	16487	1911	23.1	11.6	114	2342	23.2	14.2	114	2180	23.0	13.2	113	974	18.2	5.9	9
HARPER'S BAZAAR	2423	285	3.4	11.8	115	389	3.8	16.1	129	378	4.0	15.6	133	*176	3.3	7.3	11
HEALTH	1994	*222	2.7	11.1	109	*267	2.6	13.4	107	*295	3.1	14.8	127	*158	3.0	7.9	11
HEARST MAG CORP. BUY (GROSS)	44101	5204	63.0	11.8	116	6307	62.4	14.3	115	5742	60.6	13.0	111	2968	55.5	6.7	11
HEARST MAN POWER (GROSS)	1993	*155	1.9	7.8	76	352	3.5	17.7	142	295	3.1	14.8	127	*146	2.7	7.3	11
HEARST WOMAN POWER (GROSS)	31274	3723	45.1	11.9	117	4447	44.0	14.2	114	3952	41.7	12.6	108	2080	38.9	6.7	11
HOUSE BEAUTIFUL	3623	472	5.7	13.0	128	460	4.6	12.7	102	452	4.8	12.5	107	*216	4.0	6.0	6
INC.	283	**68	0.8	24.0	235	**53	0.5	18.7	150	**50	0.5	17.7	151	**11	0.2	3.9	3
JET	2928	368	4.5	12.6	123	384	3.8	13.1	105	254	2.7	8.7	74	207	3.9	7.1	11
LADIES' HOME JOURNAL	11918	1342	16.2	11.3	110	1633	16.2	13.7	110	1466	15.5	12.3	105	750	14.0	6.3	10
LHJ FAMILY GRP COMBO(GROSS)	16764	1903	23.0	11.4	111	2191	21.7	13.1	105	2095	22.1	12.5	107	1163	21.7	6.9	11
LIFE	4254	503	6.1	11.8	116	546	5.4	12.8	103	499	5.3	11.7	100	311	5.8	7.3	11
L.A. TIMES HOME MAGAZINE	1145	*155	1.9	13.5	133	*133	1.3	11.6	93	*171	1.8	14.9	128	**88	1.6	7.7	11
MADMOISELLE	2884	347	4.2	12.0	118	453	4.5	15.7	126	342	3.6	11.9	101	*156	2.9	5.4	4
MC CALL'S	13460	1526	18.5	11.3	111	1974	19.5	14.7	118	1831	19.3	13.6	116	910	17.0	6.8	11
MC CALL'S/WRK MOTHER (GROSS)	14606	1711	20.7	11.7	115	2111	20.9	14.5	116	1961	20.7	13.4	115	1003	18.7	6.9	11
MECHANIX ILLUSTRATED	772	**65	0.8	8.4	83	**129	1.3	16.7	134	**75	0.8	9.7	83	**40	0.7	5.2	2
METROPOLITAN HOME	967	**121	1.5	12.5	123	*135	1.3	14.0	112	**116	1.2	12.0	103	**113	2.1	11.7	11
MONEY	1588	*136	1.6	8.6	84	*218	2.2	13.7	110	*225	2.4	14.2	121	**64	1.2	4.0	3
MOTHER EARTH NEWS	1002	**70	0.8	7.0	68	**133	1.3	13.3	106	**74	0.8	7.4	63	**63	1.2	6.3	10
MS.	825	**71	0.9	8.6	84	*140	1.4	17.0	136	*115	1.2	13.9	119	**55	1.0	6.7	11
NATIONAL ENQUIRER	10336	1223	14.8	11.8	116	1621	16.0	15.7	126	1327	14.0	12.8	110	837	15.6	8.1	11
NATIONAL GEOGRAPHIC	9597	926	11.2	9.6	95	1333	13.2	13.9	111	1201	12.7	12.5	107	471	8.8	4.9	4
NATIONAL SUNDAY MAGAZINE PKG	49558	5390	65.2	10.9	107	6285	62.2	12.7	102	5922	62.5	11.9	102	3255	60.8	6.6	6
NATURAL HISTORY	573	**61	0.7	10.6	104	**45	0.4	7.9	63	*32	0.3	5.6	48	**21	0.4	3.7	3
NEW WOMAN	1699	*171	2.1	10.1	99	*193	1.9	11.4	91	*147	1.6	8.7	74	**111	2.1	6.5	5
NEW YORK INCLUDING CUE	443	**17	0.2	3.8	38	**21	0.2	4.7	38	**73	0.8	16.5	141	**8	0.1	1.8	1
THE NEW YORKER	1270	*87	1.1	6.9	67	*132	1.3	10.4	83	*131	1.4	10.3	88	**67	1.3	5.3	3
NEWSWEEK	6277	733	8.9	11.7	114	939	9.3	15.0	120	885	9.3	14.1	121	364	6.8	5.8	5
THE N.Y. TIMES DAILY EDITION	1205	*110	1.3	9.1	89	*190	1.9	15.8	126	*238	2.5	19.8	169	**95	1.8	7.9	11
THE N.Y. TIMES MAGAZINE	2081	*211	2.6	10.1	99	*244	2.4	11.7	94	338	3.6	16.2	139	**124	2.3	6.0	3
OMNI	788	**48	0.6	6.1	60	*134	1.3	17.0	136	*95	1.0	12.1	103	**13	0.2	1.6	1
ON CABLE	1158	**111	1.3	9.6	94	*82	0.8	7.1	57	*142	1.5	12.3	105	**77	1.4	6.6	11
1001 HOME IDEAS	2852	340	4.1	11.9	117	292	2.9	10.2	82	335	3.5	11.7	100	256	4.8	9.0	11
ORGANIC GARDENING	1658	*190	2.3	11.5	112	316	3.1	19.1	153	*193	2.0	11.6	100	**117	2.2	7.1	11
OUTDOOR LIFE	896	**76	0.9	8.5	83	*124	1.2	13.8	111	*146	1.5	16.3	139	**71	1.3	7.9	11
PARADE MAGAZINE	24275	2526	30.6	10.4	102	3195	31.6	13.2	105	2970	31.4	12.2	105	1596	29.8	6.6	6

	TOTAL U.S. '000	LYSOL DEODORIZING CLEANER (LIQUID)				LYSOL DISINFECTANT (LIQUID)				LYSOL DISINFECTANT SPRAY CLEANER				LYSOL PINE ACTION			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	80986	8264	100.0	10.2	100	10104	100.0	12.5	100	9468	100.0	11.7	100	5352	100.0	6.6	100
PARENTS	3845	407	4.9	10.6	104	565	5.6	14.7	118	541	5.7	14.1	120	278	5.2	7.2	109
PENTHOUSE	831	**123	1.5	14.8	145	**135	1.3	16.2	130	**74	0.8	8.9	76	**47	0.9	5.7	86
PEOPLE	11645	1381	16.7	11.9	116	1749	17.3	15.0	120	1365	14.4	11.7	100	865	16.2	7.4	112
PLAYBOY	2006	*176	2.1	8.8	86	*222	2.2	11.1	89	*226	2.4	11.3	96	**103	1.9	5.1	78
POPULAR HOT RODDING	297	**29	0.4	9.8	96	**73	0.7	24.6	197	**31	0.3	10.4	89	**18	0.3	6.1	92
POPULAR MECHANICS	1018	**69	0.8	6.8	66	*164	1.6	16.1	129	**170	1.8	16.7	143	**36	0.7	3.5	54
POPULAR SCIENCE	878	**138	1.7	15.7	154	**148	1.5	16.9	135	**148	1.6	16.9	144	**54	1.0	6.2	93
PREVENTION	3913	359	4.3	9.2	90	612	6.1	15.6	125	544	5.7	13.9	119	263	4.9	6.7	102
PSYCHOLOGY TODAY	1710	*235	2.8	13.7	135	317	3.1	18.5	149	*290	3.1	17.0	145	*181	3.4	10.6	160
READER'S DIGEST	22204	2350	28.4	10.6	104	3099	30.7	14.0	112	2607	27.5	11.7	100	1356	25.3	6.1	92
REDBOOK	7684	913	11.0	11.9	116	1071	10.6	13.9	112	859	9.1	11.2	96	455	8.5	5.9	90
ROAD & TRACK	410	**42	0.5	10.2	100	**64	0.6	15.6	125	**24	0.3	5.9	50	**60	1.1	14.6	221
ROLLING STONE	969	*127	1.5	13.1	128	*116	1.1	12.0	96	*147	1.6	15.2	130	**81	1.5	8.4	126
RUNNER'S WORLD	298	**35	0.4	11.7	115	**44	0.4	14.8	118	**49	0.5	16.4	141	**18	0.3	6.0	91
SATURDAY EVENING POST	1169	*108	1.3	9.2	91	*168	1.7	14.4	115	*153	1.6	13.1	112	**47	0.9	4.0	61
SCIENCE 84	587	**19	0.2	3.2	32	**86	0.9	14.7	117	**65	0.7	11.1	95	**18	0.3	3.1	46
SCIENCE DIGEST	482	**54	0.7	11.2	110	**100	1.0	20.7	166	**58	0.6	12.0	103	**54	1.0	11.2	170
SCIENTIFIC AMERICAN	594	**48	0.6	8.1	79	**46	0.5	7.7	62	**80	0.8	13.5	115	**25	0.5	4.2	64
SELF	2089	*220	2.7	10.5	103	*306	3.0	14.6	117	328	3.5	15.7	134	*197	3.7	9.4	143
SEVENTEEN	2411	*262	3.2	10.9	106	*301	3.0	12.5	100	317	3.3	13.1	112	*234	4.4	9.7	147
SKI	480	**32	0.4	6.7	65	**55	0.5	11.5	92	**63	0.7	13.1	112	**3	0.1	0.6	9
SMITHSONIAN	2760	215	2.6	7.8	76	297	2.9	10.8	86	247	2.6	8.9	77	*136	2.5	4.9	75
SOAP OPERA DIGEST	3013	329	4.0	10.9	107	402	4.0	13.3	107	431	4.6	14.3	122	285	5.3	9.5	143
SOUTHERN LIVING	4184	445	5.4	10.6	104	625	6.2	14.9	120	622	6.6	14.9	127	317	5.9	7.6	115
SPORT	559	**76	0.9	13.6	133	**109	1.1	19.5	156	**31	0.3	5.5	47	**8	0.1	1.4	22
THE SPORTING NEWS	436	**33	0.4	7.6	74	**88	0.9	20.2	162	**50	0.5	11.5	98	**33	0.6	7.6	115
SPORTS AFIELD	493	**32	0.4	6.5	64	**87	0.9	17.6	141	**67	0.7	13.6	116	**55	1.0	11.2	169
SPORTS ILLUSTRATED	2758	323	3.9	11.7	115	430	4.3	15.6	125	400	4.2	14.5	124	*219	4.1	7.9	120
STAR	7456	991	12.0	13.3	130	1144	11.3	15.3	123	870	9.2	11.7	100	604	11.3	8.1	123
SUNDAY	24936	2593	31.4	10.4	102	3066	30.3	12.3	99	3049	32.2	12.2	105	1665	31.1	6.7	101
SUNSET	2124	*285	3.4	13.4	131	283	2.8	13.3	107	342	3.6	16.1	138	*147	2.7	6.9	105
TV GUIDE	21661	2199	26.6	10.2	99	2766	27.4	12.8	102	2841	30.0	13.1	112	1617	30.2	7.5	113
TENNIS	550	**28	0.3	5.1	50	**69	0.7	12.5	101	**73	0.8	13.3	114	**19	0.4	3.5	52
TIME	8880	1049	12.7	11.8	116	1321	13.1	14.9	119	1205	12.7	13.6	116	632	11.8	7.1	108
TOWN & COUNTRY	917	**71	0.9	7.7	76	*160	1.6	17.4	140	**94	1.0	10.3	88	**61	1.1	6.7	101
TRAVEL & LEISURE	972	**69	0.8	7.1	70	**85	0.8	8.7	70	**90	1.0	9.3	79	**19	0.4	2.0	30
TRUE STORY	3356	396	4.8	11.8	116	461	4.6	13.7	110	333	3.5	9.9	85	*215	4.0	6.4	97
U.S. NEWS & WORLD REPORT	3410	399	4.8	11.7	115	508	5.0	14.9	119	426	4.5	12.5	107	*216	4.0	6.3	96
USA TODAY	1759	*192	2.3	10.9	107	323	3.2	18.4	147	259	2.7	14.7	126	**78	1.5	4.4	67
US	1873	*210	2.5	11.2	110	*268	2.7	14.3	115	*164	1.7	8.8	75	**104	1.9	5.6	84
VOGUE	3909	478	5.8	12.2	120	613	6.1	15.7	126	440	4.6	11.3	96	*288	5.4	7.4	111
WALL STREET JOURNAL	1886	*131	1.6	6.9	68	*186	1.8	9.9	79	*200	2.1	10.6	91	**74	1.4	3.9	59
WEIGHT WATCHERS	2120	326	3.9	15.4	151	327	3.2	15.4	124	271	2.9	12.8	109	*169	3.2	8.0	121
WOMAN'S DAY	14172	1688	20.4	11.9	117	2160	21.4	15.2	122	1589	16.8	11.2	96	987	18.4	7.0	105
WORKING MOTHER	1146	*186	2.3	16.2	159	**137	1.4	12.0	96	*131	1.4	11.4	98	**93	1.7	8.1	123
WORKING WOMAN	1322	*178	2.2	13.5	132	*179	1.8	13.5	109	*143	1.5	10.8	93	**65	1.2	4.9	74
WORLD TENNIS	*163	**7	0.1	4.3	42	**14	0.1	8.6	69	*11	0.0	0.6	5	**5	0.1	3.1	46
ZIFF-DAVIS MAG NETWK (GROSS)	2532	267	3.2	10.5	103	362	3.6	14.3	115	340	3.6	13.4	115	*186	3.5	7.3	111
BLAIR INSERTS	43657	4661	56.4	10.7	105	5382	53.3	12.3	99	5250	55.4	12.0	103	2806	52.4	6.4	97
DAILY NEWSPAPERS																	
READ ANY	51633	5387	65.2	10.4	102	6448	63.8	12.5	100	6004	63.4	11.6	99	3256	60.8	6.3	95
READ ONE	43463	4510	54.6	10.4	102	5362	53.1	12.3	99	4988	52.7	11.5	98	2780	51.9	6.4	97
READ TWO OR MORE	8170	877	10.6	10.7	105	1085	10.7	13.3	106	1016	10.7	12.4	106	476	8.9	5.8	88
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5555	67.2	10.5	103	6505	64.4	12.3	99	6267	66.2	11.9	102	3451	64.5	6.6	99
READ ONE	46126	4797	58.0	10.4	102	5587	55.3	12.1	97	5281	55.8	11.4	98	3036	56.7	6.6	100
READ TWO OR MORE	6552	759	9.2	11.6	114	918	9.1	14.0	112	985	10.4	15.0	129	414	7.7	6.3	96
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	25.92				28.13				28.20				26.60			
30 DAY REACH	71455	7675	92.9	10.7	105	8682	85.9	12.2	97	8312	87.8	11.6	100	4640	86.7	6.5	98
50 SHMG - 30 DAY AV FREQ	14.56	13.73				14.94				14.95				13.91			
30 DAY REACH	67742	7262	87.9	10.7	105	8203	81.2	12.1	97	7861	83.0	11.6	99	4434	82.8	6.5	99
25 SHMG - 30 DAY AV FREQ	7.94	7.36				8.06				8.05				7.46			
30 DAY REACH	62117	6778	82.0	10.9	107	7573	75.0	12.2	98	7264	76.7	11.7	100	4129	77.1	6.6	101
CABLE TV: HOME WIRED	32077	3294	39.9	10.3	101	3830	37.9	11.9	96	3945	41.7	12.3	105	1925	36.0	6.0	91
HOME NOT WIRED	48909	4970	60.1	10.2	100	6274	62.1	12.8	103	5523	58.3	11.3	97	3427	64.0	7.0	106
HAVE PAY CABLE	15935	1743	21.1	10.9	107	2072	20.5	13.0	104	1920	20.3	12.0	103	952	17.8	6.0	90

	TOTAL U.S. '000	LYSOL DEODORIZING CLEANER (LIQUID)				LYSOL DISINFECTANT (LIQUID)				LYSOL DISINFECTANT SPRAY CLEANER				LYSOL PINE ACTION			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	
TOTAL FEMALE HOMEMAKERS	80986	8264	100.0	10.2	100	10104	100.0	12.5	100	7448	100.0	11.7	100	5352	100.0	6.6	
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4449	53.8	10.1	99	5385	53.3	12.3	98	4975	52.5	11.3	97	2982	55.7	6.8	
10:00 AM - 3:00 PM	30659	3252	39.4	10.6	104	4078	40.4	13.3	107	3931	41.5	12.8	110	2405	44.9	7.8	
3:00 PM - 7:00 PM	31045	3300	39.9	10.6	104	3921	38.8	12.6	101	3682	38.9	11.9	101	1986	37.1	6.4	
7:00 PM - MIDNIGHT	15767	1721	20.8	10.9	107	1923	19.0	12.2	98	1867	19.7	11.8	101	1071	20.0	6.8	
MIDNIGHT - 6:00 AM	9120	981	11.9	10.8	105	1108	11.0	12.1	97	973	10.3	10.7	91	512	9.6	5.6	
6:00 AM - MIDNIGHT	58527	6107	73.9	10.4	102	7246	71.7	12.4	99	6904	72.9	11.8	101	4062	75.9	6.9	
ENTIRE DAY	59311	6231	75.4	10.5	103	7388	73.1	12.5	100	7012	74.1	11.8	101	4130	77.2	7.0	
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	1639	19.8	10.1	99	2074	20.6	12.9	103	1942	20.5	12.0	103	1080	20.2	6.7	
ALL NEWS	2256	311	3.8	13.8	135	246	2.4	10.9	87	201	2.1	8.9	76	**105	2.0	4.7	
AOR/PROGRESSIVE	3874	437	5.3	11.3	111	467	4.6	12.1	97	436	4.6	11.3	96	298	5.6	7.7	
BEAUTIFUL MUSIC	5660	660	8.0	11.7	114	725	7.2	12.8	103	662	7.0	11.7	100	319	6.0	5.6	
BLACK	2204	255	3.1	11.6	113	*265	2.6	12.0	96	*233	2.5	10.6	90	*143	2.7	6.5	
CLASSICAL	1418	**155	1.9	10.9	107	*164	1.6	11.6	93	**120	1.3	8.5	72	**142	2.7	10.0	
CHR/ROCK	9538	661	8.0	6.9	68	1140	11.3	12.0	96	1442	15.2	15.1	129	692	12.9	7.3	
COUNTRY	12648	1354	16.4	10.7	105	1595	15.8	12.6	101	1420	15.0	11.2	96	750	14.0	5.9	
GOLDEN OLDIES	1191	*165	2.0	13.9	136	*155	1.5	13.0	104	*178	1.9	14.9	128	**132	2.5	11.1	
MOR/NOSTALGIA	4757	583	7.1	12.3	120	652	6.5	13.7	110	621	6.6	13.1	112	362	6.8	7.6	
NEWS/TALK	3863	462	5.6	12.0	117	385	3.8	10.0	80	491	5.2	12.7	109	*203	3.8	5.3	
RELIGIOUS	3084	300	3.6	9.7	95	344	3.4	11.2	89	*266	2.8	8.6	74	*268	5.0	8.7	
SOFT ROCK	521	**74	0.9	14.2	139	**27	0.3	5.2	42	**56	0.6	10.7	92	**48	0.9	9.2	
URBAN CONTEMPORARY	1585	*246	3.0	15.5	152	274	2.7	17.3	139	*170	1.8	10.7	92	*125	2.3	7.9	
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	263	3.2	8.1	79	341	3.4	10.5	84	308	3.3	9.4	81	280	5.2	8.6	
ABC DIRECTION	2316	*225	2.7	9.7	95	389	3.8	16.8	135	303	3.2	13.1	112	*199	3.7	8.6	
ABC ENTERTAINMENT	4834	467	5.7	9.7	95	575	5.7	11.9	95	629	6.6	13.0	111	381	7.1	7.9	
ABC FM	2202	*163	2.0	7.4	73	321	3.2	14.6	117	404	4.3	18.3	157	*125	2.3	5.7	
ABC INFORMATION	5425	617	7.5	11.4	111	686	6.8	12.6	101	736	7.8	13.6	116	395	7.4	7.3	
ABC ROCK	1677	*174	2.1	10.4	102	*167	1.7	10.0	80	*142	1.5	8.5	72	**145	2.7	8.6	
CBS	4430	512	6.2	11.6	113	504	5.0	11.4	91	429	4.5	9.7	83	*176	3.3	4.0	
MUTUAL	4992	511	6.2	10.2	100	753	7.5	15.1	121	661	7.0	13.2	113	349	6.5	7.0	
NBC	4679	403	4.9	8.6	84	589	5.8	12.6	101	371	3.9	7.9	68	*242	4.5	5.2	
RADIOADADIO	1994	*149	1.8	7.5	73	286	2.8	14.3	115	299	3.2	15.0	128	**144	2.7	7.2	
RKO ONE	2298	*195	2.4	8.5	83	305	3.0	13.3	106	283	3.0	12.3	105	*164	3.1	7.1	
RKO TWO	3311	320	3.9	9.7	95	432	4.3	13.0	105	432	4.6	13.0	112	*229	4.3	6.9	
THE SOURCE	2114	*164	2.0	7.8	76	290	2.9	13.7	110	*240	2.5	11.4	97	*163	3.0	7.7	
NON-WIRED : BLAIR	8654	988	12.0	11.4	112	978	9.7	11.3	91	1293	13.7	14.9	128	603	11.3	7.0	
INTERNET	12025	1469	17.8	12.2	120	1672	16.5	13.9	111	1502	15.9	12.5	107	918	17.2	7.6	
KATZ RADIO GROUP	15359	1440	17.4	9.4	92	1791	17.7	11.7	93	1848	19.5	12.0	103	1012	18.9	6.6	
SUPERNET	10628	1080	13.1	10.2	100	1178	11.7	11.1	89	1132	12.0	10.7	91	820	15.3	7.7	
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	991	12.0	11.4	112	1118	11.1	12.9	103	1115	11.8	12.9	110	589	11.0	6.8	
WKDAY 9:00 AM - 1:00 PM	12163	1382	16.7	11.4	111	1506	14.9	12.4	99	1345	14.2	11.1	95	851	15.9	7.0	
WKDAY 1:00 PM - 4:30 PM	16150	1852	22.4	11.5	112	2061	20.4	12.8	102	1840	19.4	11.4	97	1196	22.3	7.4	
WKDAY 4:30 PM - 7:30 PM	22463	2396	29.0	10.7	105	2728	27.0	12.1	97	2695	28.5	12.0	103	1483	27.7	6.6	
WKDAY 7:30 PM - 8:00 PM	31795	3363	40.7	10.6	104	3900	38.6	12.3	98	3933	41.5	12.4	106	2115	39.5	6.7	
WKDAY 11:00 PM - 11:30 PM	23977	2695	32.6	11.2	110	2849	28.2	11.9	95	3027	32.0	12.6	108	1695	31.7	7.1	
WKDAY 11:30 PM - 1:00 AM	7703	887	10.7	11.5	113	956	9.5	12.4	99	933	9.9	12.1	104	595	11.1	7.7	
M-SAT 8-11 PM-SUN 7-11 PM	33800	3619	43.8	10.7	105	4250	42.1	12.6	101	4143	43.8	12.3	105	2349	43.9	6.9	
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	809	9.8	12.4	121	964	9.5	14.7	118	869	9.2	13.3	114	546	10.2	8.4	
ANOTHER WORLD	N 4620	402	4.9	8.7	85	618	6.1	13.4	107	535	5.7	11.6	99	309	5.8	6.7	
AS THE WORLD TURNS	C 5614	636	7.7	11.3	111	753	7.5	13.4	108	572	6.0	10.2	87	383	7.2	6.8	
CAPITOL	C 3396	399	4.8	11.7	115	422	4.2	12.4	100	335	3.5	9.9	84	220	4.1	6.5	
CBS MORN. NEWS 1	C 1446	128	1.5	8.9	87	196	1.9	13.6	109	211	2.2	14.6	125	*69	1.3	4.8	
CBS MORN. NEWS 2	C 1207	*102	1.2	8.5	83	152	1.5	12.6	101	176	1.9	14.6	125	*54	1.0	4.5	
DAYS OF OUR LIVES	N 5877	535	6.5	9.1	89	855	8.5	14.5	117	750	7.9	12.8	109	443	8.3	7.5	
FACTS OF LIFE - DAYTIME	N 2290	177	2.1	7.7	76	228	2.3	10.0	80	249	2.6	10.9	93	102	1.9	4.5	
FAMILY FEUD	A 3023	416	5.0	13.8	135	338	3.3	11.2	90	291	3.1	9.6	82	192	3.6	6.4	
GENERAL HOSPITAL	A 6097	772	9.3	12.7	124	734	7.3	12.0	96	800	8.4	13.1	112	488	9.1	8.0	
GOOD MORNING, AMERICA-730A	A 3515	508	6.1	14.5	142	558	5.5	15.9	127	452	4.8	12.9	110	261	4.9	7.4	
GOOD MORNING, AMERICA-830A	A 2818	417	5.0	14.8	145	409	4.0	14.5	116	318	3.4	11.3	97	238	4.4	8.4	
GUIDING LIGHT	C 5339	669	8.1	12.5	123	709	7.0	13.3	106	535	5.7	10.0	86	420	7.8	7.9	
ONE LIFE TO LIVE	A 4478	554	6.7	12.4	121	499	4.9	11.1	89	528	5.6	11.8	101	368	6.9	8.2	
PRESS YOUR LUCK	C 2244	293	3.5	13.1	128	271	2.7	12.1	97	241	2.5	10.7	92	167	3.1	7.4	
PRICE IS RIGHT 1	C 4348	535	6.5	12.3	121	522	5.2	12.0	96	482	5.1	11.1	95	251	4.7	5.8	
PRICE IS RIGHT 2	C 5014	578	7.0	11.5	113	646	6.4	12.9	103	543	5.7	10.8	93	316	5.9	6.3	
RYAN'S HOPE	A 3150	352	4.3	11.2	110	460	4.6	14.6	117	327	3.5	10.4	89	326	6.1	10.3	
SALE OF THE CENTURY	N 2695	215	2.6	8.0	78	297	2.9	11.0	88	256	2.7	9.5					

	TOTAL U.S. '000	LYSOL DEODORIZING CLEANER (LIQUID)				LYSOL DISINFECTANT (LIQUID)				LYSOL DISINFECTANT SPRAY CLEANER				LYSOL PINE ACTION			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	8264	100.0	10.2	100	10104	100.0	12.5	100	9468	100.0	11.7	100	5352	100.0	6.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	2655	32.1	10.2	100	3347	33.1	12.8	103	3109	32.8	11.9	102	1590	29.7	6.1	92
NETWORK AFFILIATES - LATE	20261	2230	27.0	11.0	108	2361	23.4	11.7	93	2522	26.6	12.4	106	1398	26.1	6.9	104
INDEPENDENTS - LATE	2076	221	2.7	10.6	104	262	2.6	12.6	101	352	3.7	17.0	145	172	3.2	8.3	125
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1274	15.4	12.2	119	1160	11.5	11.1	89	1287	13.6	12.3	105	831	15.5	7.9	120
ABC MONDAY NIGHT MOVIE	A 6412	732	8.9	11.4	112	793	7.8	12.4	99	657	6.9	10.2	88	492	9.2	7.7	116
ABC SUNDAY NIGHT MOVIE	A 12407	1337	16.2	10.8	106	1607	15.9	13.0	104	1524	16.1	12.3	105	755	14.1	6.1	92
ABC WORLD NEWS TONIGHT	A 6176	666	8.1	10.8	106	825	8.2	13.4	107	760	8.0	12.3	105	451	8.4	7.3	111
AFTERMASH	C 5863	529	6.4	9.0	88	574	5.7	9.8	78	655	6.9	11.2	96	369	6.9	6.3	95
ALICE	C 9594	968	11.7	10.1	99	1203	11.9	12.5	101	992	10.5	10.3	88	545	10.2	5.7	86
AMERICAN PARADE	C 6622	559	6.8	8.4	83	786	7.8	11.9	95	725	7.7	10.9	94	358	6.7	5.4	82
BENSON	A 10886	1156	14.0	10.6	104	1347	13.3	12.4	99	1248	13.2	11.5	98	693	12.9	6.4	96
BLUE THUNDER	A 5036	564	6.8	11.2	110	729	7.2	14.5	116	696	7.4	13.8	118	418	7.8	8.3	126
CAGNEY & LACEY	C 9965	1000	12.1	10.0	98	1245	12.3	12.5	100	1276	13.5	12.8	110	799	14.9	8.0	121
CBS EVENING NEWS-DEAN	C 3491	426	5.2	12.2	120	538	5.3	15.4	124	438	4.6	12.5	107	*226	4.2	6.5	98
CBS EVENING NEWS-RATHER	C 7123	818	9.9	11.5	113	904	8.9	12.7	102	805	8.5	11.3	97	431	8.1	6.1	92
CBS SAT. NEWS-SCHIEFFER	C 3621	401	4.9	11.1	109	482	4.8	13.3	107	426	4.5	11.8	101	217	4.1	6.0	91
CBS SATURDAY NIGHT MOVIE	C 5436	547	6.6	10.1	99	753	7.5	13.9	111	620	6.5	11.4	98	374	7.0	6.9	104
CBS WEDNESDAY NIGHT MOVIE	C 6100	548	6.6	9.0	88	835	8.3	13.7	110	663	7.0	10.9	93	368	6.9	6.0	91
CHEERS	N 8889	860	10.4	9.7	95	1085	10.7	12.2	98	1118	11.8	12.6	108	677	12.6	7.6	115
DALLAS	C 22109	2385	28.9	10.8	106	2954	29.2	13.4	107	2385	25.2	10.8	92	1409	26.3	6.4	96
DIFF'RENT STROKES	N 6940	732	8.9	10.5	103	877	8.7	12.6	101	848	9.0	12.2	105	417	7.8	6.0	91
DOUBLE TROUBLE	N 7223	742	9.0	10.3	101	912	9.0	12.6	101	784	8.3	10.9	93	577	10.8	8.0	121
DUCK FACTORY	N 5595	659	8.0	11.8	115	779	7.7	13.9	112	783	8.3	14.0	120	373	7.0	6.7	101
DUKES OF HAZZARD	C 5768	608	7.4	10.5	103	723	7.2	12.5	100	688	7.3	11.9	102	339	6.3	5.9	89
DYNASTY	A 20053	2116	25.6	10.6	103	2616	25.9	13.0	105	2435	25.7	12.1	104	1381	25.8	6.9	104
FACTS OF LIFE	N 8087	753	9.1	9.3	91	943	9.3	11.7	93	1006	10.6	12.4	106	584	10.9	7.2	109
FALCON CREST	C 20046	2228	27.0	11.1	109	2720	26.9	13.6	109	2090	22.1	10.4	89	1281	23.9	6.4	97
FALL GUY	A 9084	1049	12.7	11.5	113	1169	11.6	12.9	103	1140	12.0	12.5	107	661	12.4	7.3	110
FAMILY TIES	N 7964	782	9.5	9.8	96	1033	10.2	13.0	104	908	9.6	11.4	98	575	10.7	7.2	109
FANTASY ISLAND	A 7687	861	10.4	11.2	110	1002	9.9	13.0	104	815	8.6	10.6	91	493	9.2	6.4	97
FOOLUPS,BLEEPS & BLUNDERS	A 8861	911	11.0	10.3	101	1002	9.9	11.3	91	1028	10.9	11.6	99	562	10.5	6.3	96
FOUR SEASONS	C 5095	457	5.5	9.0	88	491	4.9	9.6	77	614	6.5	12.1	103	*352	6.6	6.9	105
GIIMME A BREAK	N 8838	937	11.3	10.6	104	1122	11.1	12.7	102	955	10.1	10.8	92	646	12.1	7.3	111
HART TO HART	A 8978	834	10.1	9.3	91	976	9.7	10.9	87	1192	12.6	13.3	114	604	11.3	6.7	102
HILL STREET BLUES	N 8590	970	11.7	11.3	111	1173	11.6	13.7	109	1014	10.7	11.8	101	562	10.5	6.5	99
HOTEL	A 14085	1585	19.2	11.3	110	1792	17.7	12.7	102	1692	17.9	12.0	103	960	17.9	6.8	103
JEFFERSONS	C 9360	953	11.5	10.2	100	1206	11.9	12.9	103	1019	10.8	10.9	93	592	11.1	6.3	96
JENNIFER SLEPT HERE	N 5841	564	6.8	9.7	95	691	6.8	11.8	95	658	6.9	11.3	96	312	5.8	5.3	81
KATE & ALLIE	C 9206	917	11.1	10.0	98	1271	12.6	13.8	111	1101	11.6	12.0	102	616	11.5	6.7	101
KNIGHT RIDER	N 7076	768	9.3	10.9	106	832	8.2	11.8	94	789	8.3	11.2	95	519	9.7	7.3	111
LOVE BOAT	A 12219	1316	15.9	10.8	106	1580	15.6	12.9	104	1474	15.6	12.1	103	802	15.0	6.6	99
MAGNUM PI	C 11199	1158	14.0	10.3	101	1602	15.9	14.3	115	1462	15.4	13.1	112	781	14.6	7.0	106
MAMA'S FAMILY	N 6057	545	6.6	9.0	88	789	7.8	13.0	104	800	8.4	13.2	113	311	5.8	5.1	78
MASTER, THE	N 3598	463	5.6	12.9	126	446	4.4	12.4	99	467	4.9	13.0	111	248	4.6	6.9	104
MATT HOUSTON	A 6344	749	9.1	11.8	116	746	7.4	11.8	94	658	6.9	10.4	89	469	8.8	7.4	112
NBC MONDAY NIGHT MOVIE	N 11994	1185	14.3	9.9	97	1337	13.2	11.1	89	1228	13.0	10.2	88	673	12.6	5.6	85
NBC NIGHTLY NEWS	N 5132	372	4.5	7.2	71	599	5.9	11.7	94	579	6.1	11.3	97	284	5.3	5.5	84
NBC NIGHTLY NEWS-SAT	N 3375	283	3.4	8.4	82	406	4.0	12.0	96	280	3.0	8.3	71	*141	2.6	4.2	63
NBC NIGHTLY NEWS-SUN	N 3130	*254	3.1	8.1	80	426	4.2	13.6	109	262	2.8	8.4	72	*226	4.2	7.2	109
NBC SUNDAY NIGHT MOVIE	N 8284	962	11.6	11.6	114	1184	11.7	14.3	115	1130	11.9	13.6	117	841	15.7	10.2	154
NEWMART	C 9240	909	11.0	9.8	96	1216	12.0	13.2	105	1038	11.0	11.2	96	697	13.0	7.5	114
ONE DAY AT A TIME	C 7288	689	8.3	9.5	93	829	8.2	11.4	91	899	9.5	12.3	106	465	8.7	6.4	97
PEOPLE ARE FUNNY	N 4855	479	5.8	9.9	97	629	6.2	13.0	104	644	6.8	13.3	113	258	4.8	5.3	80
REAL PEOPLE	N 8869	877	10.6	9.9	97	993	9.8	11.2	90	1040	11.0	11.7	100	558	10.4	6.3	95
REMINGTON STEELE	N 7743	829	10.0	10.7	105	848	8.4	11.0	88	999	10.6	12.9	110	423	7.9	5.5	83
RIPLY'S BELIEVE IT - NOT	A 5345	570	6.9	10.7	105	690	6.8	12.9	103	620	6.5	11.6	99	365	6.8	6.8	103
RIPTIDE	N 6988	836	10.1	12.0	117	818	8.1	11.7	94	724	7.6	10.4	89	528	9.9	7.6	114
SCARECROW & MRS. KING	C 10002	1024	12.4	10.2	100	1246	12.3	12.5	100	1179	12.5	11.8	101	667	12.5	6.7	101
SIMON & SIMON	C 10638	986	11.9	9.3	91	1246	12.3	11.7	94	1281	13.5	12.0	103	695	13.0	6.5	99
60 MINUTES	C 13293	1268	15.3	9.5	93	1798	17.8	13.5	108	1594	16.8	12.0	103	858	16.0	6.5	98
ST. ELSEWHERE	N 7017	837	10.1	11.9	117	889	8.8	12.7	102	907	9.6	12.9	111	557	10.4	7.9	120

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOMEMAkers)

	TOTAL U.S. '000	MR. CLEAN				MURPHY'S OIL SOAP				PARSON'S AMMONIA				PINE-SOL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	80986	11872	100.0	14.7	100	6886	100.0	8.5	100	6240	100.0	7.7	100	19994	100.0	24.7	100
18 - 24	9282	962	8.1	10.4	71	*360	5.2	3.9	46	*434	7.0	4.7	61	2504	12.5	27.0	100
25 - 34	19072	2847	24.0	14.9	102	1674	24.3	8.8	103	1601	25.7	8.4	109	5240	26.2	27.5	100
35 - 44	14591	2445	20.6	16.8	114	1338	19.4	9.2	108	1090	17.5	7.5	97	3541	17.7	24.3	100
45 - 54	11345	1805	15.2	15.9	109	1163	16.9	10.3	121	901	14.4	7.9	103	2468	12.3	21.8	100
55 - 64	11635	1722	14.5	14.8	101	1188	17.3	10.2	120	1018	16.3	8.7	114	2885	14.4	24.8	100
65 OR OLDER	15061	2091	17.6	13.9	95	1162	16.9	7.7	91	1195	19.2	7.9	103	3355	16.8	22.3	100
18 - 34	28354	3809	32.1	13.4	92	2034	29.5	7.2	84	2035	32.6	7.2	93	7744	38.7	27.3	100
18 - 49	48339	7190	60.6	14.9	101	4008	58.2	8.3	98	3590	57.5	7.4	96	12630	63.2	26.1	100
25 - 54	45008	7096	59.8	15.8	108	4176	60.6	9.3	109	3592	57.6	8.0	104	11249	56.3	25.0	100
35 - 49	19985	3382	28.5	16.9	115	1974	28.7	9.9	116	1554	24.9	7.8	101	4886	24.4	24.4	100
50 OR OLDER	32647	4682	39.4	14.3	98	2878	41.8	8.8	104	2650	42.5	8.1	105	7364	36.8	22.6	100
GRADUATED COLLEGE	11155	1755	14.8	15.7	107	1067	15.5	9.6	112	988	15.8	8.9	115	2384	11.9	21.4	100
ATTENDED COLLEGE	13682	2075	17.5	15.2	103	1296	18.8	9.5	111	1370	22.0	10.0	130	3030	15.2	22.1	100
GRADUATED HIGH SCHOOL	33880	5603	47.2	16.5	113	3102	45.0	9.2	108	2522	40.4	7.4	97	9175	45.9	27.1	100
DID NOT GRADUATE HIGH SCHOOL	22270	2440	20.6	11.0	75	1421	20.6	6.4	75	1360	21.8	6.1	79	5405	27.0	24.3	100
EMPLOYED	40306	6173	52.0	15.3	104	3380	49.1	8.4	99	3035	48.6	7.5	98	9772	48.9	24.2	100
EMPLOYED FULL-TIME	32850	4945	41.7	15.1	103	2675	38.8	8.1	96	2419	38.8	7.4	96	8339	41.7	25.4	100
EMPLOYED PART-TIME	7456	1227	10.3	16.5	112	705	10.2	9.5	111	615	9.9	8.2	107	1433	7.2	19.2	100
NOT EMPLOYED	40680	5700	48.0	14.0	96	3506	50.9	8.6	101	3205	51.4	7.9	102	10222	51.1	25.1	100
PROFESSIONAL/MANAGER	10392	1564	13.2	15.1	103	1074	15.6	10.3	122	763	12.2	7.3	95	2466	12.3	23.7	100
TECH/CLERICAL/SALES	17574	2660	22.4	15.1	103	1606	23.3	9.1	107	1508	24.2	8.6	111	4098	20.5	23.3	100
PRECISION/CRAFT	985	**154	1.3	15.6	107	*336	0.5	3.7	43	**93	1.5	9.4	123	*261	1.3	26.5	100
OTHER EMPLOYED	11354	1795	15.1	15.8	108	664	9.6	5.8	69	670	10.7	5.9	77	2947	14.7	26.0	100
SINGLE	9863	1306	11.0	13.2	90	623	9.0	6.3	74	631	10.1	6.4	83	2259	11.3	22.9	100
MARRIED	51375	8030	67.6	15.6	107	4936	71.7	9.6	113	4090	65.5	8.0	103	13136	65.7	25.6	100
DIVORCED/SEPARATED/WIDOWED	19748	2536	21.4	12.8	88	1327	19.3	6.7	79	1518	24.3	7.7	100	4599	23.0	23.3	100
PARENTS	32590	4912	41.4	15.1	103	3050	44.3	9.4	110	2470	39.6	7.6	98	9351	46.8	28.7	100
WHITE	70416	10557	88.9	15.0	102	6401	93.0	9.1	107	5657	90.7	8.0	104	17077	85.4	24.3	100
BLACK	8778	1059	8.9	12.1	82	332	4.8	3.8	44	510	8.2	5.8	75	2448	12.2	27.9	100
OTHER	1791	**257	2.2	14.3	98	**154	2.2	8.6	101	**73	1.2	4.1	53	**469	2.3	26.2	100
NORTHEAST-CENSUS	17786	2916	24.6	16.4	112	3270	47.5	18.4	216	1589	25.5	8.9	116	3232	16.2	18.2	100
NORTH CENTRAL	20741	3418	28.8	16.5	112	2044	29.7	9.9	116	1302	20.9	6.3	81	4575	22.9	22.1	100
SOUTH	27775	3843	32.4	13.8	94	815	11.8	2.9	35	1886	30.2	6.8	88	7645	38.2	27.5	100
WEST	14683	1696	14.3	11.6	79	757	11.0	5.2	61	1462	23.4	10.0	129	4542	22.7	30.9	100
NORTHEAST-MKTG.	17961	3023	25.5	16.8	115	2686	39.0	15.0	176	1625	26.0	9.0	117	3070	15.4	17.1	100
EAST CENTRAL	11885	1551	13.1	13.1	89	2599	37.7	21.9	257	684	11.0	5.8	75	2239	11.2	18.8	100
WEST CENTRAL	14090	2601	21.9	18.5	126	*370	5.4	2.6	31	1030	16.5	7.3	95	3483	17.4	24.7	100
SOUTH	24081	3289	27.7	13.7	93	*483	7.0	2.0	24	1673	26.8	6.9	90	7129	35.7	29.6	100
PACIFIC	12969	1408	11.9	10.9	74	*748	10.9	5.8	68	1228	19.7	9.5	123	4072	20.4	31.4	100
COUNTY SIZE A	32439	4443	37.4	13.7	93	3182	46.2	9.8	115	2540	40.7	7.8	102	7140	35.7	22.0	100
COUNTY SIZE B	24915	3676	31.0	14.8	101	2258	32.8	9.1	107	2059	33.0	8.3	107	6775	33.9	27.2	100
COUNTY SIZE C	12930	1799	15.2	13.9	95	1082	15.7	8.4	98	1052	16.9	8.1	106	3583	17.9	27.7	100
COUNTY SIZE D	10703	1954	16.5	18.3	125	*365	5.3	3.4	40	589	9.4	5.5	71	2496	12.5	23.3	100
METRO CENTRAL CITY	24518	3194	26.9	13.0	89	1569	22.8	6.4	75	1794	28.8	7.3	95	6317	31.6	25.8	100
METRO SUBURBAN	35919	5324	44.8	14.8	101	4116	59.8	11.5	135	3207	51.4	8.9	116	8404	42.0	23.4	100
NON METRO	20549	3354	28.3	16.3	111	1201	17.4	5.8	69	1238	19.8	6.0	78	5273	26.4	25.7	100
TOP 5 ADI'S	18341	2695	22.7	14.7	100	1581	23.0	8.6	101	1282	20.5	7.0	91	4105	20.5	22.4	100
CHILD(REN) UNDER 2 YRS	25378	3439	29.0	13.6	92	2310	33.5	9.1	107	1818	29.1	7.2	93	5400	27.0	21.3	100
TOP 20 ADI'S	36488	5104	43.0	14.0	95	3581	52.0	9.8	115	2862	45.9	7.8	102	8011	40.1	22.0	100
HSHLD INC. \$50,000 OR MORE	6612	1149	9.7	17.4	119	855	12.4	12.9	152	*509	8.2	7.7	100	1615	8.1	24.4	100
\$40,000 OR MORE	12659	2138	18.0	16.9	115	1356	19.7	10.7	126	962	15.4	7.6	99	2876	14.4	22.7	100
\$30,000 OR MORE	24698	4058	34.2	16.4	112	2574	37.4	10.4	123	2137	34.2	8.7	112	5813	29.1	23.5	100
\$25,000 OR MORE	32077	5268	44.4	16.4	112	3324	48.3	10.4	122	2703	43.3	8.4	109	7780	38.9	24.3	100
\$20,000 - \$24,999	9144	1520	12.8	16.6	113	958	13.9	10.5	123	868	13.9	9.5	123	2273	11.4	24.9	100
\$15,000 - \$19,999	8728	1261	10.6	14.4	99	577	8.4	6.6	78	619	9.9	7.1	92	2165	10.8	24.8	100
\$10,000 - \$14,999	12562	1772	14.9	14.1	96	1037	15.1	8.3	97	914	14.6	7.3	94	3199	16.0	25.5	100
UNDER \$10,000	18475	2052	17.3	11.1	76	990	14.4	5.4	63	1134	18.2	6.1	80	4578	22.9	24.8	100
HOUSEHOLD OF 1 PERSON	11987	1505	12.7	12.6	86	841	12.2	7.0	83	920	14.7	7.7	100	2534	12.7	21.1	100
2 PEOPLE	26577	3722	31.4	14.0	96	2142	31.1	8.1	95	2093	33.5	7.9	102	5856	29.3	22.0	100
3 OR 4 PEOPLE	30617	4503	37.9	14.7	100	2841	41.3	9.3	109	2363	37.9	7.7	100	8383	41.9	27.4	100
5 OR MORE PEOPLE	11804	2142	18.0	18.1	124	1062	15.4	9.0	106	865	13.9	7.3	95	3222	16.1	27.3	100
NO CHILD IN HSHLD	46165	6597	55.6	14.3	97	3709	53.9	8.0	94	3653	58.5	7.9	103	10017	50.1	21.7	100
CHILD(REN) UNDER 2 YRS	5325	672	5.7	12.6	86	*450	6.5	8.5	99	**306	4.9	5.7	75	1559	7.8	29.3	100
2 - 5 YEARS	14221	2224	18.7	15.6	107	1134	16.5	8.0	94	969	15.5	6.8	88	4274	21.4	30.1	100
6 - 11 YEARS	15117	2331	19.6	15.4	105	1426	20.7	9.4	111	1229	19.7	8.1	106	4279	21.4	28.3	100
12 - 17 YEARS	16611	2778	23.4	16.7	114	1690	24.5	10.2	120	1360	21.8	8.2	106	4608	23.0	27.7	100
RESIDENCE OWNED	55884	8787	74.0	15.7	107	5513	80.1	9.9	116	4805	77.0	8.6	112	13883	69.4	24.8	100
VALUE: \$50,000 OR MORE	31744	4723	39.8	14.9	101	3210	46.6	10.1	119	2964	47.5	9.3	121	7597	38.0	23.9	100
VALUE: UNDER \$50,000	24140	4064	34.2	16.8	115	2303	33.4	9.5	112	1842	29.5	7.6	99	6286	31.4	26.0	100

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	MR. CLEAN				MURPHY'S OIL SOAP				PARSON'S AMMONIA				PINE-SOL			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	11872	100.0	14.7	100	6886	100.0	8.5	100	6240	100.0	7.7	100	19994	100.0	24.7	100
MAGAZINES	QUINTILE 1	15799	2494	21.0	15.8	108	1426	20.7	9.0	106	1550	24.8	9.8	127	4245	21.2	26.9	109
	QUINTILE 2	17259	2753	23.2	16.0	109	1716	24.9	9.9	117	1487	23.8	8.6	112	4672	23.4	27.1	110
	QUINTILE 3	13545	2075	17.5	15.3	105	1230	17.9	9.1	107	1120	17.9	8.3	107	3134	15.7	23.1	94
	QUINTILE 4	15133	2292	19.3	15.1	103	1208	17.5	8.0	94	930	14.9	6.1	80	3681	18.4	24.3	99
	QUINTILE 5	19250	2259	19.0	11.7	80	1306	19.0	6.8	80	1153	18.5	6.0	78	4262	21.3	22.1	90
NEWSPAPERS	QUINTILE 1	12413	1919	16.2	15.5	105	1624	23.6	13.1	154	1074	17.2	8.7	112	2518	12.6	20.3	82
	QUINTILE 2	24116	3706	31.2	15.4	105	2372	34.4	9.8	116	2108	33.8	8.7	113	6001	30.0	24.9	101
	QUINTILE 3	11261	1492	12.6	13.2	90	897	13.0	8.0	94	910	14.6	8.1	105	2888	14.4	25.6	104
	QUINTILE 4	20255	3097	26.1	15.3	104	1497	21.7	7.4	87	1566	25.1	7.7	100	5307	26.5	26.2	106
	QUINTILE 5	12940	1658	14.0	12.8	87	497	7.2	3.8	45	582	9.3	4.5	58	3279	16.4	25.3	103
OUTDOOR	QUINTILE 1	14852	2259	19.0	15.2	104	1280	18.6	8.6	101	1044	16.7	7.0	91	3871	19.4	26.1	106
	QUINTILE 2	15725	2382	20.1	15.1	103	1467	21.3	9.3	110	1189	19.1	7.6	98	3723	18.6	23.7	96
	QUINTILE 3	16330	2531	21.3	15.5	106	1271	18.5	7.8	92	1455	23.3	8.9	116	4247	21.2	26.0	105
	QUINTILE 4	16744	2340	19.7	14.0	95	1366	19.8	8.2	96	1268	20.3	7.6	98	4012	20.1	24.0	97
	QUINTILE 5	17334	2361	19.9	13.6	93	1502	21.8	8.7	102	1283	20.6	7.4	96	4141	20.7	23.9	97
RADIO-DRIVE TIME	QUINTILE 1	15911	2481	20.9	15.6	106	1629	23.7	10.2	120	1372	22.0	8.6	112	3880	19.4	24.4	99
	QUINTILE 2	14837	2206	18.6	14.9	101	1269	18.4	8.6	101	1034	16.6	7.0	90	3891	19.5	26.2	106
	QUINTILE 3	15339	2163	18.2	14.1	96	1089	15.8	7.1	83	1019	16.3	6.6	86	3589	18.0	23.4	95
	QUINTILE 4	16723	2513	21.2	15.0	103	1258	18.3	7.5	88	1291	20.7	7.7	100	4197	21.0	25.1	102
	QUINTILE 5	18176	2509	21.1	13.8	94	1640	23.8	9.0	106	1524	24.4	8.4	109	4437	22.2	24.4	99
RADIO-MID- DAY	TERCILE 1	21020	2998	25.3	14.3	97	2079	30.2	9.9	116	1495	24.0	7.1	92	5617	28.1	26.7	108
	TERCILE 2	21610	3710	31.3	17.2	117	1957	28.4	9.1	107	1810	29.0	8.4	109	5157	25.8	23.9	97
	TERCILE 3	38355	5164	43.5	13.5	92	2851	41.4	7.4	87	2936	47.1	7.7	99	9220	46.1	24.0	97
RADIO-TOTAL	QUINTILE 1	15988	2306	19.4	14.4	98	1654	24.0	10.3	122	1251	20.0	7.8	102	4121	20.6	25.8	104
	QUINTILE 2	15626	2391	20.1	15.3	104	1189	17.3	7.6	89	1060	17.0	6.8	88	4052	20.3	25.9	105
	QUINTILE 3	16723	2512	21.2	15.0	102	1490	21.6	8.9	105	1346	21.6	8.0	104	4068	20.3	24.3	99
	QUINTILE 4	16342	2488	21.0	15.2	104	1089	15.8	6.7	78	1340	21.5	8.2	106	3904	19.5	23.9	97
	QUINTILE 5	16306	2175	18.3	13.3	91	1465	21.3	9.0	106	1243	19.9	7.6	99	3849	19.3	23.6	96
TV-PRIME TIME	QUINTILE 1	15953	2500	21.1	15.7	107	1530	22.2	9.6	113	1315	21.1	8.2	107	4054	20.3	25.4	103
	QUINTILE 2	16137	2267	19.1	14.0	96	1424	20.7	8.8	104	1152	18.5	7.1	93	4127	20.6	25.6	104
	QUINTILE 3	16420	2476	20.9	15.1	103	1653	24.0	10.1	118	1402	22.5	8.5	111	3957	19.8	24.1	98
	QUINTILE 4	16687	2363	19.9	14.2	97	1219	17.7	7.3	86	1212	19.4	7.3	94	4051	20.3	24.3	98
	QUINTILE 5	15789	2266	19.1	14.4	98	1061	15.4	6.7	79	1158	18.6	7.3	95	3806	19.0	24.1	98
TV-DAYTIME	TERCILE 1	27736	4033	34.0	14.5	99	2271	33.0	8.2	96	2092	33.5	7.5	98	7002	35.0	25.2	102
	TERCILE 2	26489	3943	33.2	14.9	102	2298	33.4	8.7	102	2009	32.2	7.6	98	6461	32.3	24.4	99
	TERCILE 3	26761	3896	32.8	14.6	99	2318	33.7	8.7	102	2139	34.3	8.0	104	6531	32.7	24.4	99
TV-TOTAL	QUINTILE 1	16345	2199	18.5	13.5	92	1476	21.4	9.0	106	1267	20.3	7.8	101	4199	21.0	25.7	104
	QUINTILE 2	16447	2555	21.5	15.5	106	1400	20.3	8.5	100	1254	20.1	7.6	99	4029	20.2	24.5	99
	QUINTILE 3	15980	2510	21.1	15.7	107	1291	18.7	8.1	95	1281	20.5	8.0	104	4015	20.1	25.1	102
	QUINTILE 4	15887	2404	20.2	15.1	103	1537	22.3	9.7	114	1326	21.3	8.3	108	4087	20.4	25.7	104
	QUINTILE 5	16326	2204	18.6	13.5	92	1182	17.2	7.2	85	1112	17.8	6.8	88	3665	18.3	22.4	91
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	3158	26.6	15.2	104	2427	35.2	11.7	138	2156	34.6	10.4	135	5145	25.7	24.8	101
	NEWSPAPER IMPERATIVE	19186	3002	25.3	15.6	107	1314	19.1	6.8	81	1467	23.5	7.6	99	5562	27.8	29.0	117
	MAGAZINE IMPERATIVE	21899	3224	27.2	14.7	100	2093	30.4	9.6	112	1506	24.1	6.9	89	4839	24.2	22.1	90
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	2723	22.9	17.6	120	1596	23.2	10.3	121	1333	21.4	8.6	112	4248	21.2	27.5	111
	MAGAZINE IMPERATIVE	25953	3879	32.7	14.9	102	2290	33.3	8.8	104	2416	38.7	9.3	121	6527	32.6	25.1	102
	OUTDOOR IMPERATIVE	24400	3224	27.2	13.2	90	1789	26.0	7.3	86	1534	24.6	6.3	82	5549	27.8	22.7	92
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	2776	23.4	15.4	105	1683	24.4	9.3	110	1322	21.2	7.3	95	4949	24.8	27.4	111
	MAGAZINE IMPERATIVE	23571	3877	32.7	16.4	112	2183	31.7	9.3	109	2427	38.9	10.3	134	6042	30.2	25.6	104
	RADIO IMPERATIVE	23278	3361	28.3	14.4	98	1843	26.8	7.9	93	1555	24.9	6.7	87	5436	27.2	23.4	95
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	2458	20.7	15.9	108	1575	22.9	10.2	120	1428	22.9	9.2	120	4001	20.0	25.9	105
	MAGAZINE IMPERATIVE	25829	3932	33.1	15.2	104	2308	33.5	8.9	105	2223	35.6	8.6	112	6658	33.3	25.8	104
	TELEVISION IMPERATIVE	26039	3513	29.6	13.5	92	1938	28.1	7.4	88	1735	27.8	6.7	86	6145	30.7	23.6	96
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	2488	21.0	15.0	102	1822	26.5	11.0	129	1465	23.5	8.8	115	4164	20.8	25.1	102
	NEWSPAPER IMPERATIVE	26834	3977	33.5	14.8	101	2638	38.3	9.8	116	2341	37.5	8.7	113	6111	30.6	22.8	92
	OUTDOOR IMPERATIVE	23346	3595	30.3	15.4	105	1463	21.2	6.3	74	1482	23.8	6.3	82	6086	30.4	26.1	106
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	2514	21.2	14.7	100	1893	27.5	11.0	130	1343	21.5	7.8	102	4127	20.6	24.1	98
	NEWSPAPER IMPERATIVE	25892	3988	33.6	15.4	105	2562	37.2	9.9	116	2414	38.7	9.3	121	5957	29.8	23.0	93
	RADIO IMPERATIVE	23167	3468	29.2	15.0	102	1501	21.8	6.5	76	1481	23.7	6.4	83	6291	31.5	27.2	110
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	2539	21.4	14.8	101	1814	26.3	10.6	124	1389	22.3	8.1	105	3902	19.5	22.7	92
	NEWSPAPER IMPERATIVE	26214	4011	33.8	15.3	104	2708	39.3	10.3	121	2252	36.1	8.6	111	6195	31.0	23.6	96
	TELEVISION IMPERATIVE	23412	3287	27.7	14.0	96	1449	21.0	6.2	73	1591	25.5	6.8	88	6232	31.2	26.6	108
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	2585	21.8	16.9	115	1604	23.3	10.5	123	1257	20.1	8.2	107	41			

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	MR. CLEAN				MURPHY'S OIL SOAP				PARSON'S AMMONIA				PINE-SOL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	11872	100.0	14.7	100	6886	100.0	8.5	100	6240	100.0	7.7	100	19994	100.0	24.7	100
ATLANTIC MONTHLY	415	**44	0.4	10.6	72	**50	0.7	12.0	142	**28	0.4	6.7	88	**45	0.2	10.8	
BARRON'S	453	**46	0.4	10.2	69	**86	1.2	19.0	223	**99	1.6	21.9	284	**151	0.8	33.3	100
BETTER HOMES & GARDENS	16256	2809	23.7	17.3	118	1791	26.0	11.0	130	1442	23.1	8.9	115	4282	21.4	26.3	100
BON APPETIT	2535	442	3.7	17.4	119	274	4.0	10.8	127	230	3.7	9.1	118	619	3.1	24.4	
BUSINESS WEEK	1278	*155	1.3	12.1	83	*184	2.7	14.4	169	**98	1.6	7.7	100	347	1.7	27.2	
CAR AND DRIVER	378	**65	0.5	17.2	117	**20	0.3	5.3	62	**22	0.4	5.8	76	**63	0.3	16.7	
CBS MAGAZINE NETWORK (GROSS)	1498	*173	1.5	11.5	79	**89	1.3	5.9	70	**118	1.9	7.9	102	357	1.8	23.8	
CHANGING TIMES	1505	*165	1.4	11.0	75	*186	2.7	12.4	145	*196	3.1	13.0	169	368	1.8	24.5	
COLONIAL HOMES	1231	*172	1.4	14.0	95	*133	1.9	10.8	127	*93	1.5	7.6	98	370	1.9	30.1	100
CONDE NAST MAG. PKG. (GROSS)	14146	2345	19.8	16.6	113	1024	14.9	7.2	85	1286	20.6	9.1	118	3555	17.8	25.1	100
CONSUMERS DIGEST	1323	*203	1.7	15.3	105	*185	2.7	14.0	164	*196	3.1	14.8	192	369	1.8	27.9	100
COSMOPOLITAN	7102	1211	10.2	17.1	116	661	9.6	9.3	109	643	10.3	9.1	118	1782	8.9	25.1	100
COUNTRY LIVING	2481	437	3.7	17.6	120	283	4.1	11.4	134	260	4.2	10.5	136	498	2.5	20.1	
CUISINE	1472	*252	2.1	17.1	117	**112	1.6	7.6	89	*103	1.7	7.0	91	366	1.8	24.9	100
CYCLE WORLD	425	**74	0.6	17.4	119	**24	0.3	5.6	66	**46	0.7	10.8	140	**93	0.5	21.9	
DCI:CREATIVE IDEAS FOR LIV	2510	529	4.5	21.1	144	*150	2.2	6.0	70	*195	3.1	7.8	101	750	3.8	29.9	100
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1162	9.8	17.4	118	289	4.2	4.3	51	570	9.1	8.5	111	1704	8.5	25.5	100
DISCOVER	894	*131	1.1	14.7	100	**93	1.4	10.4	122	**65	1.0	7.3	94	279	1.4	31.2	
EBONY	3507	428	3.6	12.2	83	204	3.0	5.8	68	270	4.3	7.7	100	1031	5.2	29.4	100
ESQUIRE	1083	*158	1.3	14.6	100	**105	1.5	9.7	114	**83	1.3	7.7	99	316	1.6	29.2	100
ESSENCE	1830	253	2.1	13.8	94	*77	1.1	4.2	49	**91	1.5	5.0	65	634	3.2	34.6	100
FAMILY CIRCLE	15930	2577	21.7	16.2	110	1674	24.3	10.5	124	1359	21.8	8.5	111	3936	19.7	24.7	100
THE FAMILY HANDYMAN	1126	*203	1.7	18.0	123	*133	1.9	11.8	139	**124	2.0	11.0	143	259	1.3	23.0	
FAMILY WEEKLY	11468	1927	16.2	16.8	115	1266	18.4	11.0	130	1049	16.8	9.1	119	3440	17.2	30.0	100
FIELD & STREAM	2234	334	2.8	15.0	102	*167	2.4	7.5	88	**110	1.8	4.9	64	610	3.1	27.3	
FOOD & WINE	579	**102	0.9	17.6	120	**27	0.4	4.7	55	**32	0.5	5.5	72	*185	0.9	32.0	
FORBES	728	**82	0.7	11.3	77	**111	1.6	15.2	179	**113	1.8	15.5	201	*234	1.2	32.1	
FORTUNE	906	**91	0.8	10.0	69	**126	1.8	13.9	164	**111	1.8	12.3	159	*290	1.5	32.0	
GENTLEMEN'S QUARTERLY	791	**136	1.1	17.2	117	**61	0.9	7.7	91	**67	1.1	8.5	110	*209	1.0	26.4	
GLAMOUR	5265	840	7.1	16.0	109	425	6.2	8.1	95	388	6.2	7.4	96	1447	7.2	27.5	
GOLF DIGEST	636	**67	0.6	10.5	72	**66	1.0	10.4	122	**58	0.9	9.1	118	*198	1.0	31.1	
GOLF DIGEST/TENNIS (GROSS)	1186	**152	1.3	12.8	87	**119	1.7	10.0	118	**87	1.4	7.3	95	*338	1.7	28.5	
GOLF MAGAZINE	441	**35	0.3	7.9	54	**39	0.6	8.8	104	**51	0.8	11.6	150	**115	0.6	26.1	
GOLF MAGAZINE/SKI (GROSS)	922	**83	0.7	9.0	61	**47	0.7	5.1	60	**67	1.1	7.3	94	*186	0.9	20.2	
GOOD HOUSEKEEPING	16487	3025	25.5	18.3	125	1737	25.2	10.5	124	1472	23.6	8.9	116	4439	22.2	26.9	100
HARPER'S BAZAAR	2423	350	2.9	14.4	99	*182	2.6	7.5	88	*236	3.8	9.7	126	656	3.3	27.1	
HEALTH	1994	337	2.8	16.9	115	*163	2.4	8.2	96	**158	2.5	7.9	103	511	2.6	25.6	
HEARST MAG CORP. BUY (GROSS)	44101	7472	62.9	16.9	116	4293	62.3	9.7	114	3981	63.8	9.0	117	11673	58.4	26.5	100
HEARST MAN POWER (GROSS)	1993	302	2.5	15.2	103	*181	2.6	9.1	107	**114	1.8	5.7	74	525	2.6	26.3	
HEARST WOMAN POWER (GROSS)	31274	5513	46.4	17.6	120	3133	45.5	10.0	118	2809	45.0	9.0	117	8396	42.0	26.8	100
HOUSE BEAUTIFUL	3623	538	4.5	14.8	101	317	4.6	8.7	103	380	6.1	10.5	136	1017	5.1	28.1	
INC.	283	**39	0.3	13.8	94	**44	0.6	15.5	183	**41	0.7	14.5	188	**91	0.5	32.2	
JET	2928	387	3.3	13.2	90	*128	1.9	4.4	51	*198	3.2	6.8	88	865	4.3	29.5	
LADIES' HOME JOURNAL	11918	1956	16.5	16.4	112	1115	16.2	9.4	110	1157	18.5	9.7	126	3335	16.7	28.0	100
LHJ FAMILY GRP COMBO(GROSS)	16764	2717	22.9	16.2	111	1507	21.9	9.0	106	1711	27.4	10.2	132	4647	23.2	27.7	100
LIFE	4254	576	4.9	13.5	92	420	6.1	9.9	116	309	5.0	7.3	94	1010	5.1	23.7	
L.A. TIMES HOME MAGAZINE	1145	**112	0.9	9.8	67	**149	2.2	13.0	153	**60	1.0	5.2	68	385	1.9	33.6	
MADAMOISELLE	2884	428	3.6	14.8	101	*211	3.1	7.3	86	*316	5.1	11.0	142	686	3.4	23.8	
MC CALL'S	13460	2222	18.7	16.5	113	1217	17.7	9.0	106	1098	17.6	8.2	106	3339	16.7	24.8	100
MC CALL'S/WRK MOTHER (GROSS)	14606	2338	19.7	16.0	109	1268	18.4	8.7	102	1163	18.6	8.0	103	3582	17.9	24.5	100
MECHANIX ILLUSTRATED	772	**139	1.2	18.0	123	**102	1.5	13.2	155	**103	1.7	13.3	173	*203	1.0	26.3	
METROPOLITAN HOME	967	*163	1.4	16.9	115	*99	1.4	10.2	120	*158	2.5	16.3	212	239	1.2	24.7	
MONEY	1588	*184	1.5	11.6	79	*187	2.7	11.8	138	*131	2.1	8.2	107	364	1.8	22.9	
MOTHER EARTH NEWS	1002	*120	1.0	12.0	82	**83	1.2	8.3	97	**82	1.3	8.2	106	275	1.4	27.4	
MS.	825	*127	1.1	15.4	105	*116	1.7	14.1	165	**85	1.4	10.3	134	230	1.2	27.9	
NATIONAL ENQUIRER	10336	1534	12.9	14.8	101	816	11.9	7.9	93	963	15.4	9.3	121	3066	15.3	29.7	100
NATIONAL GEOGRAPHIC	9597	1297	10.9	13.5	92	917	13.3	9.6	112	1113	17.8	11.6	151	2273	11.4	23.7	100
NATIONAL SUNDAY MAGAZINE PKG	49558	7318	61.6	14.8	101	5109	74.2	10.3	121	4203	67.4	8.5	110	12235	61.2	24.7	100
NATURAL HISTORY	573	**53	0.4	9.2	63	**62	0.9	10.8	127	**25	0.4	4.4	57	*94	0.5	16.4	
NEW WOMAN	1699	330	2.8	19.4	132	*127	1.8	7.5	88	*192	3.1	11.3	147	363	1.8	21.4	
NEW YORK INCLUDING CUE	443	**30	0.3	6.8	46	**12	0.2	2.7	32	**20	0.3	4.5	59	**77	0.4	17.4	
THE NEW YORKER	1270	*173	1.5	13.6	93	*112	1.6	8.8	104	**90	1.4	7.1	92	*228	1.1	18.0	
NEWSWEEK	6277	1000	8.4	15.9	109	643	9.3	10.2	120	565	9.1	9.0	117	1200	6.0	19.1	100
THE N.Y. TIMES DAILY EDITION	1205	*240	2.0	19.9	136	*128	1.9	10.6	125	*113	1.8	9.4	122	*215	1.1	17.8	
THE N.Y. TIMES MAGAZINE	2081	347	2.9	16.7	114	260	3.8	12.5	147	*203	3.3	9.8	127	371	1.9	17.8	
OMNI	788	**87	0.7	11.0	75	**79	1.1	10.0	118	**71	1.1	9.0	117	*224	1.1	28.4	
ON CABLE	1158	*149	1.3	12.9	88	**138	2.0	11.9	140	**196	3.1	16.9	220	313	1.6	27.0	
1001 HOME IDEAS	2852	424	3.6	14.9	101	*230	3.3	8.1	95	395	6.3	13.8	180	801	4.0	28.1	100
ORGANIC GARDENING	1658	*190	1.6	11.5	78	*160	2.3	9.7	113	*159	2.5	9.6	124	452	2.3	27.3	
OUTDOOR LIFE	896	*198	1.7	22.1	151	**50	0.7	5.6	66	**42	0.7	4.7	61	271	1.4	30.2	
PARADE MAGAZINE	24275	3213	27.1	13.2	90	2598	37.7	10.7	126	2065	33.1	8.5	110	5678	28.4	23.4	100

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	MR. CLEAN				MURPHY'S OIL SOAP				PARSON'S AMMONIA				PINE-SOL			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	11872	100.0	14.7	100	6886	100.0	8.5	100	6240	100.0	7.7	100	19994	100.0	24.7	100
PARENTS	3845	672	5.7	17.5	119	307	4.5	8.0	94	313	5.0	8.1	106	1119	5.6	29.1	118
PENTHOUSE	831	**123	1.0	14.8	101	**88	1.3	10.6	125	**70	1.1	8.4	109	*305	1.5	36.7	149
PEOPLE	11645	1770	14.9	15.2	104	1212	17.6	10.4	122	1016	16.3	8.7	113	2889	14.4	24.8	100
PLAYBOY	2006	248	2.1	12.4	84	*227	3.3	11.3	133	**138	2.2	6.9	89	526	2.6	26.2	106
POPULAR HOT RODDING	297	**69	0.6	23.2	158	**39	0.6	13.1	154	**19	0.3	6.4	83	**107	0.5	36.0	146
POPULAR MECHANICS	1018	**158	1.3	15.5	106	**90	1.3	8.8	104	**57	0.9	5.6	73	*249	1.2	24.5	99
POPULAR SCIENCE	878	**53	0.4	6.0	41	**94	1.4	10.7	126	**37	0.6	4.2	55	*179	0.9	20.4	83
PREVENTION	3913	586	4.9	15.0	102	486	7.1	12.4	146	462	7.4	11.8	153	836	4.2	21.4	87
PSYCHOLOGY TODAY	1710	*257	2.2	15.0	103	*180	2.6	10.5	124	*181	2.9	10.6	137	447	2.2	26.1	106
READER'S DIGEST	22204	3227	27.2	14.5	99	1872	27.2	8.4	99	2004	32.1	9.0	117	5713	28.6	25.7	104
REDBOOK	7684	1277	10.8	16.6	113	734	10.7	9.6	112	694	11.1	9.0	117	2175	10.9	28.3	115
ROAD & TRACK	410	**62	0.5	15.1	103	**13	0.2	3.2	37	**23	0.4	5.6	73	*154	0.8	37.6	152
ROLLING STONE	969	*138	1.2	14.2	97	**114	1.7	11.8	138	**107	1.7	11.0	143	311	1.6	32.1	130
RUNNER'S WORLD	298	**12	0.1	4.0	27	**26	0.4	8.7	103	**50	0.8	16.8	218	**111	0.6	37.2	151
SATURDAY EVENING POST	1169	*203	1.7	17.4	118	*115	1.7	9.8	116	*152	2.4	13.0	169	256	1.3	21.9	89
SCIENCE 84	587	**56	0.5	9.5	65	**51	0.7	8.7	102	**40	0.6	6.8	88	*223	1.1	38.0	154
SCIENCE DIGEST	482	**41	0.3	8.5	58	**42	0.6	8.7	102	**46	0.7	9.5	124	*122	0.6	25.3	103
SCIENTIFIC AMERICAN	594	**40	0.3	6.7	46	**61	0.9	10.3	121	**41	0.7	6.9	90	**118	0.6	19.9	80
SELF	2089	418	3.5	20.0	136	**97	1.4	4.6	55	*186	3.0	8.9	116	551	2.8	26.4	107
SEVENTEEN	2411	316	2.7	13.1	89	*157	2.3	6.5	77	*160	2.6	6.6	86	637	3.2	26.4	107
SKI	480	**47	0.4	9.8	67	**8	0.1	1.7	20	**16	0.3	3.3	43	**71	0.4	14.8	60
SMITHSONIAN	2760	364	3.1	13.2	90	245	3.6	8.9	104	253	4.1	9.2	119	547	2.7	19.8	80
SOAP OPERA DIGEST	3013	405	3.4	13.4	92	319	4.6	10.6	125	*240	3.8	8.0	103	864	4.3	28.7	116
SOUTHERN LIVING	4184	633	5.3	15.1	103	*139	2.0	3.3	39	376	6.0	9.0	117	954	4.8	22.8	92
SPORT	559	**79	0.7	14.1	96	**21	0.3	3.8	44	**19	0.3	3.4	44	*116	0.6	20.8	84
THE SPORTING NEWS	436	**114	1.0	26.1	178	**43	0.6	9.9	116	**51	0.8	11.7	152	**136	0.7	31.2	126
SPORTS AFIELD	493	**102	0.9	20.7	141	**49	0.7	9.9	117	**11	0.2	2.2	29	*154	0.8	31.2	127
SPORTS ILLUSTRATED	2758	383	3.2	13.9	95	261	3.8	9.5	111	*228	3.7	8.3	107	852	4.3	30.9	125
STAR	7456	1253	10.6	16.8	115	643	9.3	8.6	101	584	9.4	7.8	102	2003	10.0	26.9	109
SUNDAY	24936	3736	31.5	15.0	102	2790	40.5	11.2	132	1984	31.8	8.0	103	5353	26.8	21.5	87
SUNSET	2124	*297	2.5	14.0	95	**151	2.2	7.1	84	*259	4.2	12.2	158	727	3.6	34.2	139
TV GUIDE	21661	3342	28.2	15.4	105	1900	27.6	8.8	103	1799	28.8	8.3	108	5941	29.7	27.4	111
TENNIS	550	**84	0.7	15.3	104	**53	0.8	9.6	113	**29	0.5	5.3	68	**140	0.7	25.5	103
TIME	8880	1371	11.5	15.4	105	884	12.8	10.0	117	793	12.7	8.9	116	2140	10.7	24.1	98
TOHN & COUNTRY	917	*141	1.2	15.4	105	**47	0.7	5.1	60	**76	1.2	8.3	108	*194	1.0	21.2	86
TRAVEL & LEISURE	972	*176	1.5	18.1	124	**109	1.6	11.2	132	**68	1.1	7.0	91	252	1.3	25.9	105
TRUE STORY	3356	491	4.1	14.6	100	*275	4.0	8.2	96	*151	2.4	4.5	58	1076	5.4	32.1	130
U.S. NEWS & WORLD REPORT	3410	358	3.0	10.5	72	271	3.9	7.9	93	266	4.3	7.8	101	819	4.1	24.0	97
USA TODAY	1759	*184	1.5	10.5	71	251	3.6	14.3	168	*199	3.2	11.3	147	481	2.4	27.3	111
US	1873	*293	2.5	15.6	107	*179	2.6	9.6	112	*212	3.4	11.3	147	489	2.4	26.1	106
VOGUE	3909	659	5.6	16.9	115	291	4.2	7.4	88	397	6.4	10.2	132	872	4.4	22.3	90
WALL STREET JOURNAL	1886	*201	1.7	10.7	73	*250	3.6	13.3	156	*234	3.8	12.4	161	502	2.5	26.6	108
WEIGHT WATCHERS	2120	444	3.7	20.9	143	*142	2.1	6.7	79	*163	2.6	7.7	100	586	2.9	27.6	112
WOMAN'S DAY	14172	2561	21.6	18.1	123	1600	23.2	11.3	133	1377	22.1	9.7	126	3560	17.8	25.1	102
WORKING MOTHER	1146	*117	1.0	10.2	70	**51	0.7	4.5	52	**65	1.0	5.7	74	242	1.2	21.1	86
WORKING WOMAN	1322	*178	1.5	13.5	92	*158	2.3	12.0	141	**133	2.1	10.1	131	390	2.0	29.5	119
WORLD TENNIS	*163	**9	0.1	5.5	38	**33	0.5	20.2	238	**13	0.2	8.0	104	**39	0.2	23.9	97
ZIFF-DAVIS MAG NETWK (GROSS)	2532	406	3.4	16.0	109	*236	3.4	9.3	110	*197	3.2	7.8	101	524	2.6	20.7	84
BLAIR INSERTS	43657	6256	52.7	14.3	98	4395	63.8	10.1	118	3615	57.9	8.3	107	10330	51.7	23.7	96
DAILY NEWSPAPERS																	
READ ANY	51633	7950	67.0	15.4	105	4987	72.4	9.7	114	4495	72.0	8.7	113	12262	61.3	23.7	96
READ ONE	43463	6640	55.9	15.3	104	4038	58.6	9.3	109	3789	60.7	8.7	113	10656	53.3	24.5	99
READ TWO OR MORE	8170	1310	11.0	16.0	109	949	13.8	11.6	137	705	11.3	8.6	112	1606	8.0	19.7	80
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7762	65.4	14.7	101	5383	78.2	10.2	120	4374	70.1	8.3	108	12945	64.7	24.6	100
READ ONE	46126	6819	57.4	14.8	101	4451	64.6	9.6	113	3833	61.4	8.3	108	11487	57.5	24.9	101
READ TWO OR MORE	6552	943	7.9	14.4	98	931	13.5	14.2	167	541	8.7	8.3	107	1458	7.3	22.3	90
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.49				26.99				25.56				28.80			
30 DAY REACH	71455	10523	88.6	14.7	100	6014	87.3	8.4	99	5470	87.7	7.7	99	17597	88.0	24.6	100
50 SHWG - 30 DAY AV FREQ	14.56	15.02				14.18				13.61				15.07			
30 DAY REACH	67742	10011	84.3	14.8	101	5718	83.0	8.4	99	5133	82.3	7.6	98	16823	84.1	24.8	101
25 SHWG - 30 DAY AV FREQ	7.94	8.11				7.70				7.22				8.18			
30 DAY REACH	62117	9279	78.2	14.9	102	5248	76.2	8.4	99	4861	77.9	7.8	102	15536	77.7	25.0	101
CABLE TV: HOME WIRED	32077	4899	41.3	15.3	104	3702	53.8	11.5	136	2775	44.5	8.7	112	8181	40.9	25.5	103
HOME NOT WIRED	48909	6973	58.7	14.3	97	3185	46.3	6.5	77	3465	55.5	7.1	92	11813	59.1	24.2	98
HAVE PAY CABLE	15935	2556	21.5	16.0	109	1829	26.6	11.5	135	1426	22.9	8.9	116	4321	21.6	27.1	110

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	MR. CLEAN				MURPHY'S OIL SOAP				PARSON'S AMMONIA				PINE-SOL			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	11872	100.0	14.7	100	6886	100.0	8.5	100	6240	100.0	7.7	100	19994	100.0	24.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6486	54.6	14.8	101	3778	54.9	8.6	101	3558	57.0	8.1	105	10873	54.4	24.8	100
10:00 AM - 3:00 PM	30659	4811	40.5	15.7	107	2822	41.0	9.2	108	2384	38.2	7.8	101	7777	38.9	25.4	100
3:00 PM - 7:00 PM	31045	4619	38.9	14.9	101	2799	40.6	9.0	106	2388	38.3	7.7	100	7958	39.8	25.6	100
7:00 PM - MIDNIGHT	15767	2291	19.3	14.5	99	1253	18.2	7.9	93	1239	19.9	7.9	102	4023	20.1	25.5	100
MIDNIGHT - 6:00 AM	9120	1327	11.2	14.6	99	835	12.1	9.2	108	736	11.8	8.1	105	2215	11.1	24.3	100
6:00 AM - MIDNIGHT	58527	8751	73.7	15.0	102	5012	72.8	8.6	101	4614	73.9	7.9	102	14630	73.2	25.0	100
ENTIRE DAY	59311	8896	74.9	15.0	102	5081	73.8	8.6	101	4695	75.2	7.9	103	14878	74.4	25.1	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2314	19.5	14.3	98	1715	24.9	10.6	125	1411	22.6	8.7	113	4026	20.1	24.9	100
ALL NEWS	2256	367	3.1	16.3	111	299	4.3	13.3	156	*215	3.4	9.5	124	524	2.6	23.2	100
AOR/PROGRESSIVE	3874	464	3.9	12.0	82	394	5.7	10.2	120	287	4.6	7.4	96	1035	5.2	26.7	100
BEAUTIFUL MUSIC	5660	915	7.7	16.2	110	583	8.5	10.3	121	485	7.8	8.6	111	1250	6.3	22.1	100
BLACK	2204	223	1.9	10.1	69	*164	2.4	7.4	88	*152	2.4	6.9	90	736	3.7	33.4	100
CLASSICAL	1418	*240	2.0	16.9	115	*96	1.4	6.8	80	*138	2.2	9.7	126	294	1.5	20.7	100
CHR/ROCK	9538	1486	12.5	15.6	106	835	12.1	8.8	103	696	11.2	7.3	95	2570	12.9	26.9	100
COUNTRY	12648	2048	17.3	16.2	110	880	12.8	7.0	82	829	13.3	6.6	85	3304	16.5	26.1	100
GOLDEN OLDIES	1191	*113	1.0	9.5	65	*70	1.0	5.9	69	*336	0.6	3.0	39	*280	1.4	23.5	100
MOR/NOSTALGIA	4757	684	5.8	14.4	98	521	7.6	11.0	129	456	7.3	9.6	124	1207	6.0	25.4	100
NEWS/TALK	3863	637	5.4	16.5	112	374	5.4	9.7	114	393	6.3	10.2	132	757	3.8	19.6	100
RELIGIOUS	3084	492	4.1	16.0	109	*194	2.8	6.3	74	328	5.3	10.6	138	791	4.0	25.6	100
SOFT ROCK	521	*52	0.4	10.0	68	*66	1.0	12.7	149	*32	0.5	6.1	80	*124	0.6	23.8	100
URBAN CONTEMPORARY	1585	*210	1.8	13.2	90	*112	1.6	7.1	83	*147	2.4	9.3	120	335	1.7	21.1	100
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	513	4.3	15.7	107	435	6.3	13.3	157	*259	4.2	7.9	103	837	4.2	25.7	100
ABC DIRECTION	2316	459	3.9	19.8	135	271	3.9	11.7	138	*208	3.3	9.0	117	675	3.4	29.1	100
ABC ENTERTAINMENT	4834	776	6.5	16.1	110	507	7.4	10.5	123	430	6.9	8.9	115	1117	5.6	23.1	100
ABC FM	2202	269	2.3	12.2	83	*171	2.5	7.8	91	*171	2.7	7.8	101	595	3.0	27.0	100
ABC INFORMATION	5425	813	6.8	15.0	102	524	7.6	9.7	114	492	7.9	9.1	118	1189	5.9	21.9	100
ABC ROCK	1677	*192	1.6	11.4	78	*171	2.5	10.2	120	*107	1.7	6.4	83	458	2.3	27.3	100
CBS	4430	684	5.8	15.4	105	450	6.5	10.2	119	438	7.0	9.9	128	1098	5.5	24.8	100
MUTUAL	4992	901	7.6	18.0	123	620	9.0	12.4	146	438	7.0	8.8	114	1132	5.7	22.7	100
NBC	4679	693	5.8	14.8	101	576	8.4	12.3	145	372	6.0	8.0	103	1033	5.2	22.1	100
RADIORADIO	1994	390	3.3	19.6	133	*231	3.4	11.6	136	*151	2.4	7.6	98	539	2.7	27.0	100
RKO ONE	2298	316	2.7	13.8	94	*169	2.5	7.4	86	*171	2.7	7.4	97	648	3.2	28.2	100
RKO TWO	3311	464	3.9	14.0	96	298	4.3	9.0	106	249	4.0	7.5	98	853	4.3	25.8	100
THE SOURCE	2114	*227	1.9	10.7	73	*182	2.6	8.6	101	*209	3.3	9.9	128	548	2.7	25.9	100
NON-WIRED: BLAIR	8654	1314	11.1	15.2	104	574	8.3	6.6	78	707	11.3	8.2	106	2156	10.8	24.9	100
INTERNET	12025	1795	15.1	14.9	102	1287	18.7	10.7	126	1191	19.1	9.9	129	3144	15.7	26.1	100
KATZ RADIO GROUP	15359	2318	19.5	15.1	103	1447	21.0	9.4	111	1302	20.9	8.5	110	3877	19.4	25.2	100
SUPERNET	10628	1760	14.8	16.6	113	849	12.3	8.0	94	728	11.7	6.8	89	2878	14.4	27.1	100
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1321	11.1	15.3	104	799	11.6	9.2	109	735	11.8	8.5	110	2275	11.4	26.3	100
MKDAY 9:00 AM - 1:00 PM	12163	1684	14.2	13.8	94	1004	14.6	8.3	97	989	15.8	8.1	106	3092	15.5	25.4	100
MKDAY 1:00 PM - 4:30 PM	16150	2283	19.2	14.1	96	1304	18.9	8.1	95	1168	18.7	7.2	94	4038	20.2	25.0	100
MKDAY 4:30 PM - 7:30 PM	22463	3156	26.6	14.0	96	2040	29.6	9.1	107	1822	29.2	8.1	105	5411	27.1	24.1	100
MKDAY 7:30 PM - 8:00 PM	31795	4688	39.5	14.7	101	2851	41.4	9.0	105	2438	39.1	7.7	100	7842	39.2	24.7	100
MKDAY 11:00 PM - 11:30 PM	23977	3730	31.4	15.6	106	2157	31.3	9.0	106	2066	33.1	8.6	112	5974	29.9	24.9	100
MKDAY 11:30 PM - 1:00 AM	7703	1103	9.3	14.3	98	644	9.4	8.4	98	644	10.3	8.4	109	2052	10.3	26.6	100
M-SAT 8-11 PM-SUN 7-11 PM	33800	5024	42.3	14.9	101	3117	45.3	9.2	108	2687	43.1	7.9	103	8467	42.3	25.1	100
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	974	8.2	14.9	102	557	8.1	8.5	100	487	7.8	7.4	97	1728	8.6	26.4	100
ANOTHER WORLD	N 4620	584	4.9	12.6	86	352	5.1	7.6	90	276	4.4	6.0	78	1181	5.9	25.6	100
AS THE WORLD TURNS	C 5614	832	7.0	14.8	101	365	5.3	6.5	76	372	6.0	6.6	86	1342	6.7	23.9	100
CAPITOL	C 3396	502	4.2	14.8	101	211	3.1	6.2	73	246	3.9	7.2	94	714	3.6	21.0	100
CBS MORN. NEWS 1	C 1446	255	2.1	17.6	120	124	1.8	8.6	101	167	2.7	11.5	150	305	1.5	21.1	100
CBS MORN. NEWS 2	C 1207	216	1.8	17.9	122	148	2.1	12.3	144	135	2.2	11.2	145	264	1.3	21.1	100
DAYS OF OUR LIVES	N 5877	719	6.1	12.2	83	559	8.1	9.5	112	480	7.7	8.2	106	1473	7.4	25.1	100
FACTS OF LIFE - DAYTIME	N 2290	264	2.2	11.5	79	159	2.3	6.9	82	94	1.5	4.1	53	493	2.5	21.5	100
FAMILY FEUD	A 3023	311	2.6	10.3	70	204	3.0	6.7	79	243	3.9	8.0	104	794	4.0	26.3	100
GENERAL HOSPITAL	A 6097	845	7.1	13.9	95	554	8.0	9.1	107	434	7.0	7.1	92	1645	8.2	27.0	100
GOOD MORNING, AMERICA-730A	A 3515	596	5.0	17.0	116	255	3.7	7.3	85	307	4.9	8.7	113	987	4.9	28.1	100
GOOD MORNING, AMERICA-830A	A 2818	468	3.9	16.6	113	245	3.6	8.7	102	276	4.4	9.8	127	791	4.0	28.1	100
GUIDING LIGHT	C 5339	769	6.5	14.4	98	412	6.0	7.7	91	353	5.7	6.6	86	1144	5.7	21.4	100
ONE LIFE TO LIVE	A 4478	602	5.1	13.4	92	273	4.0	6.1	72	395	6.3	8.8	114	1280	6.4	28.6	100
PRESS YOUR LUCK	C 2244	423	3.6	18.9	129	238	3.5	10.6	125	249	4.0	11.1	144	516	2.6	23.0	100
PRICE IS RIGHT 1	C 4348	656	5.5	15.1	103	310	4.5	7.1	84	376	6.0	8.6	112	1000	5.0	23.0	100
PRICE IS RIGHT 2	C 5014	752	6.3	15.0	102	408	5.9	8.1	96	455	7.3	9.1	118	1168	5.8	23.3	100
RYAN'S HOPE	A 3150	365	3.1	11.6	79	311	4.5	9.9	116	237	3.8	7.5	98	781	3.9	24.8	100
SALE OF THE CENTURY	N 2695	339	2.9	12.6	86	272	4.0	10.1	119	189	3.0	7.0	91	614	3.1	22.8	100
SEARCH FOR TOMORROW	N 2319	248	2.1	10.7	73	202	2.9	8.7	102	221	3.5	9.5	124	488	2.4	21.0	100
TODAY SHOW 1	N 2693	385	3.2	14.3	98	331	4.8	12.3	145	222	3.6	8.2	107	601	3.0	22.3	100
TODAY SHOW 2	N 2498	251	2.1	10.0	69	322	4.7	12.9	152	205	3.3	8.2	107	473	2.4	18.9	100
\$25,000 PYRAMID	C 2753	418	3.5	15.2	104	334	4.9	12.1	143	278	4.5	10.1	131	540	2.7	19.6	100
WHEEL OF FORTUNE	N 4388	666	5.6	15.2	104	415	6.0	9.5	111	394	6.3	9.0	117	1179	5.9	26.9	100
YOUNG AND THE RESTLESS	C 5695	866	7.3	15.2	104	318	4.6	5.6	66	360	5.8	6.3	82	1425	7.1	25.0	

	TOTAL U.S. '000	MR. CLEAN				MURPHY'S OIL SOAP				PARSON'S AMMONIA				PINE-SOL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	11872	100.0	14.7	100	6886	100.0	8.5	100	6240	100.0	7.7	100	19994	100.0	24.7	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3612	30.4	13.9	95	2449	35.6	9.4	111	2122	34.0	8.1	106	6321	31.6	24.3	98
NETWORK AFFILIATES - LATE	20261	3100	26.1	15.3	104	1851	26.9	9.1	107	1788	28.7	8.8	115	5066	25.3	25.0	101
INDEPENDENTS - LATE	2076	325	2.7	15.7	107	209	3.0	10.1	118	193	3.1	9.3	121	454	2.3	21.9	89
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 10453	1554	13.1	14.9	101	992	14.4	9.5	112	696	11.2	6.7	86	2789	13.9	26.7	108
ABC MONDAY NIGHT MOVIE	A 6412	1071	9.0	16.7	114	567	8.2	8.8	104	548	8.8	8.5	111	1736	8.7	27.1	110
ABC SUNDAY NIGHT MOVIE	A 12407	1801	15.2	14.5	99	1078	15.7	8.7	102	1007	16.1	8.1	105	3038	15.2	24.5	99
ABC WORLD NEWS TONIGHT	A 6176	963	8.1	15.6	106	592	8.6	9.6	113	499	8.0	8.1	105	1572	7.9	25.5	101
AFTERMASH	C 5863	887	7.5	15.1	103	554	8.0	9.4	111	469	7.5	8.0	104	1520	7.6	25.9	105
ALICE	C 9594	1441	12.1	15.0	102	877	12.7	9.1	108	656	10.5	6.8	89	2423	12.1	25.3	102
AMERICAN PARADE	C 6622	883	7.4	13.3	91	644	9.4	9.7	114	535	8.6	8.1	105	1638	8.2	24.7	100
BENSON	A 10886	1583	13.3	14.5	99	1014	14.7	9.3	110	898	14.4	8.2	107	2781	13.9	25.5	103
BLUE THUNDER	A 5036	768	6.5	15.3	104	426	6.2	8.5	99	339	5.4	6.7	87	1573	7.9	31.2	127
CAGNEY & LACEY	C 9965	1486	12.5	14.9	102	1073	15.6	10.8	127	829	13.3	8.3	108	2715	13.6	27.2	110
CBS EVENING NEWS-DEAN	C 3491	457	3.8	13.1	89	382	5.5	10.9	129	329	5.3	9.4	122	739	3.7	21.2	86
CBS EVENING NEWS-RATHER	C 7123	1083	9.1	15.2	104	626	9.1	8.8	103	623	10.0	8.7	114	1541	7.7	21.6	88
CBS SAT. NEWS-SCHIEFFER	C 3621	578	4.9	16.0	109	310	4.5	8.6	101	394	6.3	10.9	141	844	4.2	23.3	94
CBS SATURDAY NIGHT MOVIE	C 5436	812	6.8	14.9	102	515	7.5	9.5	111	467	7.5	8.6	111	1348	6.7	24.8	100
CBS WEDNESDAY NIGHT MOVIE	C 6100	813	6.8	13.3	91	565	8.2	9.3	109	436	7.0	7.1	93	1598	8.0	26.2	106
CHEERS	N 8889	1319	11.1	14.8	101	1063	15.4	12.0	141	759	12.2	8.5	111	2098	10.5	23.6	96
DALLAS	C 22109	3618	30.5	16.4	112	1955	28.4	8.8	104	1805	28.9	8.2	106	5390	27.0	24.4	99
DIFF'RENT STROKES	N 6940	970	8.2	14.0	95	526	7.6	7.6	89	407	6.5	5.9	76	1665	8.3	24.0	97
DOUBLE TROUBLE	N 7223	1129	9.5	15.6	107	583	8.5	8.1	95	525	8.4	7.3	94	1928	9.6	26.7	108
DUCK FACTORY	N 5595	889	7.5	15.9	108	700	10.2	12.5	147	467	7.5	8.3	108	1333	6.7	23.8	97
DUKES OF HAZZARD	C 5768	839	7.1	14.5	99	508	7.4	8.8	104	410	6.6	7.1	92	1353	6.8	23.5	95
DYNASTY	A 20053	2648	22.3	13.2	90	1655	24.0	8.3	97	1724	27.6	8.6	112	5191	26.0	25.9	105
FACTS OF LIFE	N 8087	1291	10.9	16.0	109	623	9.0	7.7	91	480	7.7	5.9	77	2054	10.3	25.4	103
FALCON CREST	C 20046	3227	27.2	16.1	110	1797	26.1	9.0	105	1577	25.3	7.9	102	4849	24.3	24.2	98
FALL GUY	A 9084	1222	10.3	13.5	92	769	11.2	8.5	100	676	10.8	7.4	97	2400	12.0	26.4	107
FAMILY TIES	N 7964	1110	9.3	13.9	95	728	10.6	9.1	108	538	8.6	6.8	88	1997	10.0	25.1	102
FANTASY ISLAND	A 7687	1061	8.9	13.8	94	635	9.2	8.3	97	493	7.9	6.4	83	1783	8.9	23.2	94
FOULUPS,BLEEPS & BLUNDERS	A 8861	1309	11.0	14.8	101	747	10.8	8.4	99	658	10.5	7.4	96	2196	11.0	24.8	100
FOUR SEASONS	C 5095	843	7.1	16.5	113	479	7.0	9.4	111	*399	6.4	7.8	102	1416	7.1	27.8	113
GIMME A BREAK	N 8838	1214	10.2	13.7	94	748	10.9	8.5	100	532	8.5	6.0	78	2228	11.1	25.2	102
HART TO HART	A 8978	1413	11.9	15.7	107	686	10.0	7.6	90	645	10.3	7.2	93	2182	10.9	24.3	98
HILL STREET BLUES	N 8590	1379	11.6	16.1	110	889	12.9	10.3	122	850	13.6	9.9	128	2104	10.5	24.5	99
HOTEL	A 14085	1952	16.4	13.9	95	1172	17.0	8.3	98	1299	20.8	9.2	120	3568	17.8	25.3	103
JEFFERSONS	C 9360	1324	11.2	14.1	96	793	11.5	8.5	100	776	12.4	8.3	108	2327	11.6	24.9	101
JENNIFER SLEPT HERE	N 5841	876	7.4	15.0	102	496	7.2	8.5	100	355	5.7	6.1	79	1395	7.0	23.9	97
KATE & ALLIE	C 9206	1275	10.7	13.8	94	1009	14.7	11.0	129	631	10.1	6.9	89	2248	11.2	24.4	99
KNIGHT RIDER	N 7076	991	8.3	14.0	96	665	9.7	9.4	111	453	7.3	6.4	83	1820	9.1	25.7	104
LOVE BOAT	A 12219	1729	14.6	14.2	97	1020	14.8	8.3	98	985	15.8	8.1	105	2940	14.7	24.1	97
MAGNUM PI	C 11199	1614	13.6	14.4	98	969	14.1	8.7	102	805	12.9	7.2	93	3039	15.2	27.1	110
MAMA'S FAMILY	N 6057	824	6.9	13.6	93	479	7.0	7.9	93	417	6.7	6.9	89	1402	7.0	23.1	94
MASTER, THE	N 3598	529	4.5	14.7	100	376	5.5	10.5	123	*201	3.2	5.6	73	900	4.5	25.0	101
MATT HOUSTON	A 6344	824	6.9	13.0	89	555	8.1	8.7	103	495	7.9	7.8	101	1688	8.4	26.6	108
NBC MONDAY NIGHT MOVIE	N 11994	1739	14.6	14.5	99	1078	15.7	9.0	106	900	14.4	7.5	97	2778	13.9	23.2	94
NBC NIGHTLY NEWS	N 5132	708	6.0	13.8	94	586	8.5	11.4	134	419	6.7	8.2	106	1174	5.9	22.9	93
NBC NIGHTLY NEWS-SAT	N 3375	440	3.7	13.0	89	380	5.5	11.3	132	286	4.6	8.5	110	755	3.8	22.4	91
NBC NIGHTLY NEWS-SUN	N 3130	420	3.5	13.4	92	394	5.7	12.6	148	*179	2.9	5.7	74	753	3.8	24.1	97
NBC SUNDAY NIGHT MOVIE	N 8284	1151	9.7	13.9	95	816	11.9	9.9	116	655	10.5	7.9	103	2088	10.4	25.2	102
NEWHART	C 9240	1275	10.7	13.8	94	941	13.7	10.2	120	657	10.5	7.1	92	2450	12.3	26.5	107
ONE DAY AT A TIME	C 7288	1011	8.5	13.9	95	505	7.3	6.9	81	457	7.3	6.3	81	1704	8.5	23.4	95
PEOPLE ARE FUNNY	N 4855	747	6.3	15.4	105	332	4.8	6.8	80	369	5.9	7.6	99	1128	5.6	23.2	94
REAL PEOPLE	N 8869	1272	10.7	14.3	98	771	11.2	8.7	102	602	9.6	6.8	88	2168	10.8	24.4	99
REMINGTON STEELE	N 7743	1109	9.3	14.3	98	855	12.4	11.0	130	617	9.9	8.0	103	1758	8.8	22.7	92
RIPLY'S BELIEVE IT - NOT	A 5345	885	7.5	16.6	113	490	7.1	9.2	108	401	6.4	7.5	97	1480	7.4	27.7	112
RIPTIDE	N 6988	1038	8.7	14.9	101	706	10.3	10.1	119	465	7.5	6.7	86	1904	9.5	27.2	110
SCARECROW & MRS. KING	C 10002	1387	11.7	13.9	95	974	14.1	9.7	115	777	12.5	7.8	101	2482	12.4	24.8	101
SIMON & SIMON	C 10638	1598	13.5	15.0	102	858	12.5	8.1	95	809	13.0	7.6	99	2945	14.7	27.7	112
60 MINUTES	C 13293	1757	14.8	13.2	90	1334	19.4	10.0	118	1274	20.4	9.6	124	3169	15.8	23.8	97
ST. ELSEWHERE	N 7017	1113	9.4	15.9	108	677	9.8	9.6	113	593	9.5	8.5	110	1637	8.2	23.3	94
THREE'S COMPANY	A 101																

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	SOFT SCRUB				SPIC & SPAN				TILEX MILDEN STAIN REMOVER				TOP JOB			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	13532	100.0	16.7	100	20018	100.0	24.7	100	5782	100.0	7.1	100	10859	100.0	13.4	
18 - 24	9282	1266	9.4	13.6	82	1443	7.2	15.5	63	*479	8.3	5.2	72	909	8.4	9.8	
25 - 34	19072	3662	27.1	19.2	115	4570	22.8	24.0	97	1722	29.8	9.0	126	2622	24.1	13.7	
35 - 44	14591	2605	19.3	17.9	107	3726	18.6	25.5	103	1227	21.2	8.4	118	1932	17.8	13.2	
45 - 54	11345	2194	16.2	19.3	116	3113	15.6	27.4	111	994	17.2	8.8	123	1797	16.5	15.8	
55 - 64	11635	1998	14.8	17.2	103	3508	17.5	30.2	122	817	14.1	7.0	98	1703	15.7	14.4	
65 OR OLDER	15061	1808	13.4	12.0	72	3659	18.3	24.3	98	*543	9.4	3.6	50	1895	17.5	12.6	
18 - 34	28354	4928	36.4	17.4	104	6014	30.0	21.2	86	2201	38.1	7.8	109	3531	32.5	12.5	
18 - 49	48339	8643	63.9	17.9	107	11225	56.1	23.2	94	3959	68.5	8.2	115	6282	57.9	13.0	
25 - 54	45008	8460	62.5	18.8	112	11409	57.0	25.3	103	3943	68.2	8.8	123	6352	58.5	14.1	
35 - 49	19985	3715	27.5	18.6	111	5211	26.0	26.1	105	1758	30.4	8.8	123	2751	25.3	13.8	
50 OR OLDER	32647	4889	36.1	15.0	90	8794	43.9	26.9	109	1823	31.5	5.6	78	4576	42.1	14.0	
GRADUATED COLLEGE	11155	2119	15.7	19.0	114	3145	15.7	28.2	114	1172	20.3	10.5	147	1193	11.0	10.7	
ATTENDED COLLEGE	13682	2648	19.6	19.4	116	3495	17.5	25.5	103	1176	20.3	8.6	120	1438	13.2	10.5	
GRADUATED HIGH SCHOOL	33880	6363	47.0	18.8	112	8836	44.1	26.1	106	2478	42.9	7.3	102	4885	45.0	14.4	
DID NOT GRADUATE HIGH SCHOOL	22270	2402	17.8	10.8	65	4543	22.7	20.4	83	957	16.6	4.3	60	3344	30.8	15.0	
EMPLOYED	40306	7389	54.6	18.3	110	9964	49.8	24.7	100	3265	56.5	8.1	113	5157	47.5	12.8	
EMPLOYED FULL-TIME	32850	5923	43.8	18.0	108	8188	40.9	24.9	101	2686	46.5	8.2	115	4154	38.3	12.6	
EMPLOYED PART-TIME	7456	1466	10.8	19.7	118	1775	8.9	23.8	96	578	10.0	7.8	109	1003	9.2	13.5	
NOT EMPLOYED	40680	6143	45.4	15.1	90	10055	50.2	24.7	100	2518	43.5	6.2	87	5702	52.5	14.0	
PROFESSIONAL/MANAGER	10392	2092	15.5	20.1	120	2994	15.0	28.8	117	1150	19.9	11.1	155	1106	10.2	10.6	
TECH/CLERICAL/SALES	17574	3430	25.3	19.5	117	4312	21.5	24.5	99	1588	27.5	9.0	127	2179	20.1	12.4	
PRECISION/CRAFT	985	**131	1.0	13.3	80	**265	1.3	26.9	109	**65	1.1	6.6	92	**154	1.4	15.6	
OTHER EMPLOYED	11354	1736	12.8	15.3	92	2392	11.9	21.1	85	*462	8.0	4.1	57	1718	15.8	15.1	
SINGLE	9863	1368	10.1	13.9	83	2126	10.6	21.6	87	628	10.9	6.4	89	1294	11.9	13.1	
MARRIED	51375	9635	71.2	18.8	112	13281	66.3	25.9	105	4363	75.5	8.5	119	6988	64.4	13.6	
DIVORCED/SEPARATED/WIDOWED	19748	2529	18.7	12.8	77	4612	23.0	23.4	94	791	13.7	4.0	56	2577	23.7	13.0	
PARENTS	32590	5860	43.3	18.0	108	7951	39.7	24.4	99	2891	50.0	8.9	124	4730	43.6	14.5	
WHITE	70416	12390	91.6	17.6	105	18254	91.2	25.9	105	5340	92.4	7.6	106	9359	86.2	13.3	
BLACK	8778	757	5.6	8.6	52	1341	6.7	15.3	62	*352	6.1	4.0	56	1297	11.9	14.8	
OTHER	1791	**386	2.9	21.6	129	**423	2.1	23.6	96	**90	1.6	5.0	70	**203	1.9	11.3	
NORTHEAST-CENSUS	17786	3026	22.4	17.0	102	5105	25.5	28.7	116	1224	21.2	6.9	96	3686	33.9	20.7	
NORTH CENTRAL	20741	4606	34.0	22.2	133	5992	29.9	28.9	117	1231	21.3	5.9	83	2939	27.1	14.2	
SOUTH	27775	3744	27.7	13.5	81	5268	26.3	19.0	77	2144	37.1	7.7	108	3475	32.0	12.5	
WEST	14683	2157	15.9	14.7	88	3654	18.3	24.9	101	1184	20.5	8.1	113	759	7.0	5.2	
NORTHEAST-MKTG.	17961	2930	21.7	16.3	98	4601	23.0	25.6	104	1278	22.1	7.1	100	3454	31.8	19.2	
EAST CENTRAL	11885	2365	17.5	19.9	119	3749	18.7	31.5	128	795	13.7	6.7	94	1846	17.0	15.5	
WEST CENTRAL	14090	3159	23.3	22.4	134	3924	19.6	27.8	113	781	13.5	5.5	78	1974	18.2	14.0	
SOUTH	24081	3277	24.2	13.6	81	4531	22.6	18.8	76	1858	32.1	7.7	108	3038	28.0	12.6	
PACIFIC	12969	1802	13.3	13.9	83	3215	16.1	24.8	100	1071	18.5	8.3	116	*547	5.0	4.2	
COUNTY SIZE A	32439	5217	38.6	16.1	96	8226	41.1	25.4	103	2743	47.4	8.5	118	4144	38.2	12.8	
COUNTY SIZE B	24915	4333	32.0	17.4	104	6379	31.9	25.6	104	1899	32.8	7.6	107	3769	34.7	15.1	
COUNTY SIZE C	12930	2287	16.9	17.7	106	2949	14.7	22.8	92	765	13.2	5.9	83	1422	13.1	11.0	
COUNTY SIZE D	10703	1696	12.5	15.8	95	2465	12.3	23.0	93	*375	6.5	3.5	49	1524	14.0	14.2	
METRO CENSUS CITY	24518	3716	27.5	15.2	91	5772	28.8	23.5	95	1947	33.7	7.9	111	3262	30.0	13.3	
METRO SUBURBAN	35919	6609	48.8	18.4	110	9604	48.0	26.7	108	2999	51.9	8.3	117	4934	45.4	13.7	
NON METRO	20549	3207	23.7	15.6	93	4643	23.2	22.6	91	836	14.5	4.1	57	2663	24.5	13.0	
TOP 5 ADI'S	18341	3100	22.9	16.9	101	4677	23.4	25.5	103	1511	26.1	8.2	115	2611	24.0	14.2	
TOP 10 ADI'S	25378	4093	30.2	16.1	97	5926	29.6	23.4	94	2095	36.2	8.3	116	3217	29.6	12.7	
TOP 20 ADI'S	36488	5927	43.8	16.2	97	9179	45.9	25.2	102	2919	50.5	8.0	112	4644	42.8	12.7	
HSOLD INC. \$50,000 OR MORE	6612	1358	10.0	20.5	123	1937	9.7	29.3	119	774	13.4	11.7	164	870	8.0	13.4	
\$40,000 OR MORE	12659	2533	18.7	20.0	120	3469	17.3	27.4	111	1469	25.4	11.6	163	1701	15.7	13.4	
\$30,000 OR MORE	24698	5068	37.5	20.5	123	6921	34.6	28.0	113	2696	46.6	10.9	153	3341	30.8	13.5	
\$25,000 OR MORE	32077	6541	48.3	20.4	122	8765	43.8	27.3	111	3376	58.4	10.5	147	4477	41.2	14.0	
\$20,000 - \$24,999	9144	1525	11.3	16.7	100	2515	12.6	27.5	111	*611	10.6	6.7	94	1139	10.5	12.5	
\$15,000 - \$19,999	8728	1403	10.4	16.1	96	2224	11.1	25.5	103	*528	9.1	6.0	85	1009	9.3	11.6	
\$10,000 - \$14,999	12562	2041	15.1	16.2	97	2745	13.7	21.9	88	667	11.5	5.3	74	1679	15.5	13.4	
UNDER \$10,000	18475	2023	14.9	10.9	66	3770	18.8	20.4	83	601	10.4	3.3	46	2555	23.5	13.8	
HOUSEHOLD OF 1 PERSON	11987	1637	12.1	13.7	82	2902	14.5	24.2	98	449	7.8	3.7	52	1315	12.1	11.0	
2 PEOPLE	26577	4356	32.2	16.4	98	6542	32.7	24.6	100	1818	31.4	6.8	96	3237	29.8	12.2	
3 OR 4 PEOPLE	30617	5431	40.1	17.7	106	7630	38.1	24.9	101	2459	42.5	8.0	112	4389	40.4	14.3	
5 OR MORE PEOPLE	11804	2109	15.6	17.9	107	2944	14.7	24.9	101	1057	18.3	9.0	125	1918	17.7	16.2	
NO CHILD IN HSOLD	46165	7361	54.4	15.9	95	11542	57.7	25.0	101	2761	47.8	6.0	84	5868	54.0	12.7	
CHILD(REN) UNDER 2 YRS	5325	845	6.2	15.9	95	1251	6.2	23.5	95	*420	7.3	7.9	110	773	7.1	14.5	
2 - 5 YEARS	14221	2289	16.9	16.1	96	3301	16.5	23.2	94	1305	22.6	9.2	129	2174	20.0	15.3	
6 - 11 YEARS	15117	2839	21.0	18.8	112	3416	17.1	22.6	91	1103	19.1	7.3	102	2260	20.8	15.0	
12 - 17 YEARS	16611	3095	22.9	18.6	112	4222	21.1	25.4	103	1547	26.8	9.3	130	2538	23.4	15.3	
RESIDENCE OWNED	55884	10075	74.5	18.0	108	15043	75.1	26.9	109	4352	75.3	7.8	109	7869	72.5	14.1	
VALUE: \$50,000 OR MORE	31744	5897	43.6	18.6	111	8836	44.1	27.8	113	3098	53.6	9.8	137	4214	38.8	13.3	
VALUE: UNDER \$50,000	24140	4179	30.9	17.3	104	6207	31.0	25.7	104	1255	21.7	5.2	73	3655	33.7	15.1	

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	SOFT SCRUB				SPIC & SPAN				TILEX MILDEN STAIN REMOVER				TOP JOB			
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS		80986	13532	100.0	16.7	100	20018	100.0	24.7	100	5782	100.0	7.1	100	10859	100.0	13.4	100
MAGAZINES	QUINTILE 1	15799	2963	21.9	18.8	112	4175	20.9	26.4	107	1439	24.9	9.1	128	2740	25.2	17.3	129
	QUINTILE 2	17259	3331	24.6	19.3	116	5146	25.7	29.8	121	1285	22.2	7.4	104	2053	18.9	11.9	89
	QUINTILE 3	13545	2412	17.8	17.8	107	3334	16.7	24.6	100	866	15.0	6.4	90	1978	18.2	14.6	109
	QUINTILE 4	15133	2141	15.8	14.1	85	3288	16.4	21.7	88	1293	22.4	8.5	120	1875	17.3	12.4	92
	QUINTILE 5	19250	2685	19.8	13.9	83	4075	20.4	21.2	86	900	15.6	4.7	65	2213	20.4	11.5	86
NEWSPAPERS	QUINTILE 1	12413	2051	15.2	16.5	99	3750	18.7	30.2	122	1079	18.7	8.7	122	1792	16.5	14.4	108
	QUINTILE 2	24116	4282	31.6	17.8	106	6189	30.9	25.7	104	1987	34.4	8.2	115	3555	32.7	14.7	110
	QUINTILE 3	11261	2108	15.6	18.7	112	2879	14.4	25.6	103	854	14.8	7.6	106	1491	13.7	13.2	99
	QUINTILE 4	20255	3563	26.3	17.6	105	4522	22.6	22.3	90	1190	20.6	5.9	82	2505	23.1	12.4	92
	QUINTILE 5	12940	1527	11.3	11.8	71	2679	13.4	20.7	84	673	11.6	5.2	73	1516	14.0	11.7	87
OUTDOOR	QUINTILE 1	14852	2603	19.2	17.5	105	3522	17.6	23.7	96	1199	20.7	8.1	113	2007	18.5	13.5	101
	QUINTILE 2	15725	2336	17.3	14.9	89	4383	21.9	27.9	113	1172	20.3	7.5	104	2078	19.1	13.2	99
	QUINTILE 3	16330	3211	23.7	19.7	118	4111	20.5	25.2	102	1220	21.1	7.5	105	2352	21.7	14.4	107
	QUINTILE 4	16744	2700	20.0	16.1	97	4090	20.4	24.4	99	1284	22.2	7.7	107	2200	20.3	13.1	98
	QUINTILE 5	17334	2682	19.8	15.5	93	3912	19.5	22.6	91	908	15.7	5.2	73	2223	20.5	12.8	96
RADIO-DRIVE TIME	QUINTILE 1	15911	2750	20.3	17.3	103	4123	20.6	25.9	105	1233	21.3	7.7	109	2455	22.6	15.4	115
	QUINTILE 2	14837	2768	20.5	18.7	112	3408	17.0	23.0	93	1272	22.0	8.6	120	1795	16.5	12.1	90
	QUINTILE 3	15339	2312	17.1	15.1	90	3747	18.7	24.4	99	872	15.1	5.7	80	2089	19.2	13.6	102
	QUINTILE 4	16723	2844	21.0	17.0	102	4228	21.1	25.3	102	1194	20.7	7.1	100	2293	21.1	13.7	102
	QUINTILE 5	18176	2858	21.1	15.7	94	4513	22.5	24.8	100	1211	20.9	6.7	93	2227	20.5	12.3	91
RADIO-MID- DAY	TERCILE 1	21020	3582	26.5	17.0	102	5293	26.4	25.2	102	1561	27.0	7.4	104	3291	30.3	15.7	117
	TERCILE 2	21610	4035	29.8	18.7	112	5705	28.5	26.4	107	1514	26.2	7.0	98	3075	28.3	14.2	106
	TERCILE 3	38355	5914	43.7	15.4	92	9020	45.1	23.5	95	2707	46.8	7.1	99	4494	41.4	11.7	87
RADIO-TOTAL	QUINTILE 1	15988	2702	20.0	16.9	101	3889	19.4	24.3	98	1043	18.0	6.5	91	2390	22.0	14.9	111
	QUINTILE 2	15626	2780	20.5	17.8	106	3943	19.7	25.2	102	1222	21.1	7.8	110	2179	20.1	13.9	104
	QUINTILE 3	16723	2788	20.6	16.7	100	4244	21.2	25.4	103	1465	25.3	8.8	123	2136	19.7	12.8	95
	QUINTILE 4	16342	2947	21.8	18.0	108	4123	20.6	25.2	102	1003	17.3	6.1	86	2342	21.6	14.3	107
	QUINTILE 5	16306	2316	17.1	14.2	85	3820	19.1	23.4	95	1050	18.2	6.4	90	1812	16.7	11.1	83
TV-PRIME TIME	QUINTILE 1	15953	2248	16.6	14.1	84	4360	21.8	27.3	111	1083	18.7	6.8	95	2509	23.1	15.7	117
	QUINTILE 2	16137	3088	22.8	19.1	115	3690	18.4	22.9	93	1305	22.6	8.1	113	2178	20.1	13.5	101
	QUINTILE 3	16420	2952	21.8	18.0	108	4237	21.2	25.8	104	1133	19.6	6.9	97	2221	20.5	13.5	101
	QUINTILE 4	16687	2593	19.2	15.5	93	4165	20.8	25.0	101	1318	22.8	7.9	111	2148	19.8	12.9	96
	QUINTILE 5	15789	2651	19.6	16.8	100	3566	17.8	22.6	91	944	16.3	6.0	84	1803	16.6	11.4	85
TV-DAYTIME	TERCILE 1	27736	4294	31.7	15.5	93	6632	33.1	23.9	97	1753	30.3	6.3	89	4295	39.6	15.5	115
	TERCILE 2	26489	4485	33.1	16.9	101	6489	32.4	24.5	99	1859	32.2	7.0	98	3484	32.1	13.2	98
	TERCILE 3	26761	4754	35.1	17.8	106	6897	34.5	25.8	104	2170	37.5	8.1	114	3080	28.4	11.5	86
TV-TOTAL	QUINTILE 1	16345	2271	16.8	13.9	83	4114	20.6	25.2	102	1100	19.0	6.7	94	2799	25.8	17.1	128
	QUINTILE 2	16447	3012	22.3	18.3	110	3850	19.2	23.4	95	1106	19.1	6.7	94	2411	22.2	14.7	109
	QUINTILE 3	15980	2886	21.3	18.1	108	3969	19.8	24.8	100	1146	19.8	7.2	100	1873	17.2	11.7	87
	QUINTILE 4	15887	2728	20.2	17.2	103	4081	20.4	25.7	104	1373	23.7	8.6	121	1984	18.3	12.5	93
	QUINTILE 5	16326	2635	19.5	16.1	97	4004	20.0	24.5	99	1057	18.3	6.5	91	1791	16.5	11.0	82
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	3963	29.3	19.1	114	5912	29.5	28.5	115	1747	30.2	8.4	118	3154	29.0	15.2	114
	NEWSPAPER IMPERATIVE	19186	3629	26.8	18.9	113	4956	24.8	25.8	105	1418	24.5	7.4	104	2547	23.5	13.3	99
		21899	3397	25.1	15.5	93	5478	27.4	25.0	101	1674	29.0	7.6	107	2970	27.4	13.6	101
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	2997	22.1	19.4	116	4469	22.3	28.9	117	1457	25.2	9.4	132	2055	18.9	13.3	99
	OUTDOOR IMPERATIVE	25953	4885	36.1	18.8	113	6680	33.4	25.7	104	1816	31.4	7.0	98	3849	35.4	14.8	111
		24400	3647	27.0	14.9	89	5567	27.8	22.8	92	1448	25.0	5.9	83	3266	30.1	13.4	100
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	3393	25.1	18.8	113	4668	23.3	25.9	105	1354	23.4	7.5	105	2765	25.5	15.3	114
	RADIO IMPERATIVE	23571	4363	32.2	18.5	111	6672	33.3	28.3	115	1916	33.1	8.1	114	3273	30.1	13.9	104
		23278	3749	27.7	16.1	96	5361	26.8	23.0	93	1673	28.9	7.2	101	2956	27.2	12.7	95
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	2852	21.1	18.4	110	4184	20.9	27.1	109	1199	20.7	7.8	109	2598	23.9	16.8	125
	TELEVISION IMPERATIVE	25829	4917	36.3	19.0	114	7131	35.6	27.6	112	2124	36.7	8.2	115	3261	30.0	12.6	94
		26039	3794	28.0	14.6	87	5770	28.8	22.2	90	1592	27.5	6.1	86	3525	32.5	13.5	101
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	3115	23.0	18.8	112	4846	24.2	29.2	118	1343	23.2	8.1	113	2507	23.1	15.1	113
	OUTDOOR IMPERATIVE	26834	4636	34.3	17.3	103	6869	34.3	25.6	104	2169	37.5	8.1	113	3823	35.2	14.2	106
		23346	3693	27.3	15.8	95	5332	26.6	22.8	92	1599	27.7	6.8	96	2919	26.9	12.5	93
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	3035	22.4	17.7	106	4530	22.6	26.4	107	1430	24.7	8.3	117	2581	23.8	15.1	112
	RADIO IMPERATIVE	25892	4582	33.9	17.7	106	7010	35.0	27.1	110	2054	35.5	7.9	111	3601	33.2	13.9	104
		23167	3927	29.0	17.0	101	5382	26.9	23.2	94	1609	27.8	6.9	97	3024	27.8	13.1	97
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	3260	24.1	19.0	114	4446	22.2	25.9	105	1381	23.9	8.0	113	2679	24.7	15.6	116
	TELEVISION IMPERATIVE	26214	4468	33.0	17.0	102	7105	35.5	27.1	110	2227	38.5	8.5	119	3363	31.0	12.8	96
		23412	3430	25.3	14.7	88	5220	26.1	22.3	90	1254	21.7	5.4	75	3370	31.0	14.4	107
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	2587	19.1	16.9	101	3903	19.5	25.5	103	1240	2						

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	SOFT SCRUB				SPIC & SPAN				TILEX MILDEN STAIN REMOVER				TOP JOB		
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS
TOTAL FEMALE HOME MAKERS	80986	13532	100.0	16.7	100	20018	100.0	24.7	100	5782	100.0	7.1	100	10859	100.0	13.4
ATLANTIC MONTHLY	415	**77	0.6	18.6	111	*134	0.7	32.3	131	**48	0.8	11.6	162	**84	0.8	20.2
BARRON'S	453	**118	0.9	26.0	156	**106	0.5	23.4	95	**26	0.4	5.7	80	**62	0.6	13.7
BETTER HOMES & GARDENS	16256	3332	24.6	20.5	123	4706	23.5	28.9	117	1202	20.8	7.4	104	2414	22.2	14.8
BON APPETIT	2535	433	3.2	17.1	102	762	3.8	30.1	122	265	4.6	10.5	146	332	3.1	13.1
BUSINESS WEEK	1278	*186	1.4	14.6	87	381	1.9	29.8	121	**148	2.6	11.6	162	*186	1.7	14.6
CAR AND DRIVER	378	**52	0.4	13.8	82	**68	0.3	18.0	73	**13	0.2	3.4	48	**62	0.6	16.4
CBS MAGAZINE NETWORK (GROSS)	1498	336	2.5	22.4	134	307	1.5	20.5	83	**130	2.2	8.7	122	364	3.4	24.3
CHANGING TIMES	1505	351	2.6	23.3	140	429	2.1	28.5	115	**122	2.1	8.1	114	*179	1.6	11.9
COLONIAL HOMES	1231	291	2.2	23.6	141	346	1.7	28.1	114	*155	2.7	12.6	176	*197	1.8	16.0
CONDE NAST MAG. PKG. (GROSS)	14146	2613	19.3	18.5	111	3557	17.8	25.1	102	1233	21.3	8.7	122	2039	18.8	14.4
CONSUMERS DIGEST	1323	*222	1.6	16.8	100	406	2.0	30.7	124	**91	1.6	6.9	96	*293	2.7	22.1
COSMOPOLITAN	7102	1251	9.2	17.6	105	1729	8.6	24.3	98	520	9.0	7.3	103	1014	9.3	14.3
COUNTRY LIVING	2481	432	3.2	17.4	104	737	3.7	29.7	120	*195	3.4	7.9	110	525	4.8	21.2
CUISINE	1472	*223	1.6	15.1	91	393	2.0	26.7	108	*138	2.4	9.4	131	*245	2.3	16.6
CYCLE WORLD	425	**122	0.9	28.7	172	**141	0.7	33.2	134	**35	0.6	8.2	115	**108	1.0	25.4
DCI:CREATIVE IDEAS FOR LIV	2510	496	3.7	19.8	118	554	2.8	22.1	89	*193	3.3	7.7	108	451	4.2	18.0
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1385	10.2	20.7	124	1581	7.9	23.6	96	597	10.3	8.9	125	1026	9.4	15.3
DISCOVER	894	*177	1.3	19.8	118	218	1.1	24.4	99	**72	1.2	8.1	113	*145	1.3	16.2
EBONY	3507	433	3.2	12.3	74	580	2.9	16.5	67	*202	3.5	5.8	81	615	5.7	17.5
ESQUIRE	1083	*192	1.4	17.7	106	218	1.1	20.1	81	**25	0.4	2.3	32	*158	1.5	14.6
ESSENCE	1830	241	1.8	13.2	79	316	1.6	17.3	70	**88	1.5	4.8	67	327	3.0	17.9
FAMILY CIRCLE	15930	2952	21.8	18.5	111	4438	22.2	27.9	113	1263	21.8	7.9	111	2425	22.3	15.2
THE FAMILY HANDYMAN	1126	251	1.9	22.3	133	364	1.8	32.3	131	*72	1.2	6.4	90	*272	2.5	24.2
FAMILY WEEKLY	11468	2143	15.8	18.7	112	3127	15.6	27.3	110	672	11.6	5.9	82	1585	14.6	13.8
FIELD & STREAM	2234	397	2.9	17.8	106	651	3.3	29.1	118	*172	3.0	7.7	108	472	4.3	21.1
FOOD & WINE	579	**60	0.4	10.4	62	*166	0.8	28.7	116	**40	0.7	6.9	97	**107	1.0	18.5
FORBES	728	*169	1.2	23.2	139	*155	0.8	21.3	86	**99	1.7	13.6	190	**77	0.7	10.6
FORTUNE	906	*149	1.1	16.4	98	266	1.3	29.4	119	*122	2.1	13.5	189	**128	1.2	14.1
GENTLEMEN'S QUARTERLY	791	**94	0.7	11.9	71	*150	0.7	19.0	77	**48	0.8	6.1	85	**95	0.9	12.0
GLAMOUR	5265	1092	8.1	20.7	124	1301	6.5	24.7	100	447	7.7	8.5	119	741	6.8	14.1
GOLF DIGEST	636	*225	1.7	35.4	212	*238	1.2	37.4	151	**92	1.6	14.5	203	**60	0.6	9.4
GOLF DIGEST/TENNIS (GROSS)	1186	342	2.5	28.8	173	368	1.8	31.0	126	**126	2.2	10.6	149	**115	1.1	9.7
GOLF MAGAZINE	441	**119	0.9	27.0	161	**144	0.7	32.7	132	**53	0.9	12.0	168	**24	0.2	5.4
GOLF MAGAZINE/SKI (GROSS)	922	*233	1.7	25.3	151	*195	1.0	21.1	86	**98	1.7	10.6	149	**83	0.8	9.0
GOOD HOUSEKEEPING	16487	3243	24.0	19.7	118	4598	23.0	27.9	113	1395	24.1	8.5	119	2456	22.6	14.9
HARPER'S BAZAAR	2423	389	2.9	16.1	96	666	3.3	27.5	111	*260	4.5	10.7	150	389	3.6	16.1
HEALTH	1994	366	2.7	18.4	110	583	2.9	29.2	118	*171	3.0	8.6	120	351	3.2	17.6
HEARST MAG CORP. BUY (GROSS)	44101	8299	61.3	18.8	113	11886	59.4	27.0	109	3694	63.9	8.4	117	7013	64.6	15.9
HEARST MAN POWER (GROSS)	1993	286	2.1	14.4	86	683	3.4	34.3	139	*172	3.0	8.6	121	356	3.3	17.9
HEARST WOMAN POWER (GROSS)	31274	6091	45.0	19.5	117	8384	41.9	26.8	108	2589	44.8	8.3	116	4728	43.5	15.1
HOUSE BEAUTIFUL	3623	620	4.6	17.1	102	822	4.1	22.7	92	*260	4.5	7.2	101	621	5.7	17.1
INC.	283	**56	0.4	19.8	118	**39	0.2	13.8	56	**43	0.7	15.2	213	**41	0.4	14.5
JET	2928	341	2.5	11.6	70	446	2.2	15.2	62	*140	2.4	4.8	67	441	4.1	15.1
LADIES' HOME JOURNAL	11918	2273	16.8	19.1	114	3102	15.5	26.0	105	859	14.9	7.2	101	1729	15.9	14.5
LHJ FAMILY GRP COMBO(GROSS)	16764	3170	23.4	18.9	113	4408	22.0	26.3	106	1249	21.6	7.5	104	2577	23.7	15.4
LIFE	4254	638	4.7	15.0	90	1006	5.0	23.6	96	361	6.2	8.5	119	516	4.8	12.1
L.A. TIMES HOME MAGAZINE	1145	**145	1.1	12.7	76	339	1.7	29.6	120	*172	3.0	15.0	210	**8	0.1	0.7
MADAMOISELLE	2884	508	3.8	17.6	105	642	3.2	22.3	90	*137	2.4	4.8	67	401	3.7	13.9
MC CALL'S	13460	2560	18.9	19.0	114	3673	18.3	27.3	110	993	17.2	7.4	103	2086	19.2	15.5
MC CALL'S/WRK MOTHER (GROSS)	14606	2806	20.7	19.2	115	3951	19.7	27.1	109	1078	18.6	7.4	103	2372	21.8	16.2
MECHANIX ILLUSTRATED	772	**123	0.9	15.9	95	*268	1.3	34.7	140	**38	0.7	4.9	69	*164	1.5	21.2
METROPOLITAN HOME	967	*185	1.4	19.1	114	264	1.3	27.3	110	*154	2.7	15.9	223	*221	2.0	22.9
MONEY	1588	314	2.3	19.8	118	495	2.5	31.2	126	*175	3.0	11.0	154	236	2.2	14.9
MOTHER EARTH NEWS	1002	*180	1.3	18.0	108	*295	1.5	29.4	119	*87	1.5	8.7	122	**142	1.3	14.2
MS.	825	*131	1.0	15.9	95	*192	1.0	23.3	94	**65	1.1	7.9	110	*138	1.3	16.7
NATIONAL ENQUIRER	10336	1687	12.5	16.3	98	2566	12.8	24.8	100	552	9.5	5.3	75	1752	16.1	17.0
NATIONAL GEOGRAPHIC	9597	1807	13.4	18.8	113	2988	14.9	31.1	126	930	16.1	9.7	136	1128	10.4	11.8
NATIONAL SUNDAY MAGAZINE PKG	49558	9042	66.8	18.2	109	13027	65.1	26.3	106	4037	69.8	8.1	114	6821	62.8	13.8
NATURAL HISTORY	573	**108	0.8	18.8	113	*186	0.9	32.5	131	**23	0.4	4.0	56	**74	0.7	12.9
NEW WOMAN	1699	306	2.3	18.0	108	427	2.1	25.1	102	*167	2.9	9.8	138	*179	1.6	10.5
NEW YORK INCLUDING CUE	443	**75	0.6	16.9	101	*98	0.5	22.1	89	**28	0.5	6.3	89	**66	0.6	14.9
THE NEW YORKER	1270	*215	1.6	16.9	101	378	1.9	29.8	120	*141	2.4	11.1	156	*199	1.8	15.7
NESWEEK	6277	1255	9.3	20.0	120	1748	8.7	27.8	113	573	9.9	9.1	128	847	7.8	13.5
THE N.Y. TIMES DAILY EDITION	1205	231	1.7	19.2	115	399	2.0	33.1	134	*92	1.6	7.6	107	212	2.0	17.6
THE N.Y. TIMES MAGAZINE	2081	347	2.6	16.7	100	714	3.6	34.3	139	*123	2.1	5.9	83	394	3.6	18.9
OMNI	788	*143	1.1	18.1	109	248	1.2	31.5	127	**113	2.0	14.3	201	**94	0.9	11.9
ON CABLE	1158	*197	1.5	17.0	102	299	1.5	25.8	104	**124	2.1	10.7	150	*153	1.4	13.2
1001 HOME IDEAS	2852	530	3.9	18.6	111	723	3.6	25.4	103	*219	3.8	7.7	108	497	4.6	17.4
ORGANIC GARDENING	1658	333	2.5	20.1	120	533	2.8	33.4	135	*156	2.7	9.4	132	*244	2.2	14.7
OUTDOOR LIFE	896	*172	1.3	19.2	115	*237	1.2	26.5	107	*57	1.0	6.4	89	*196	1.8	21.9
PARADE MAGAZINE	24275	4327	32.0	17.8	107	6277	31.4	25.9	105	1954	33.8	8.0	113	3453	31.8	14.2

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	SOFT SCRUB				SPIC & SPAN				TILEX MILDEW STAIN REMOVER				TOP JOB			
		A '000	B DOWN	C ACROSS %	D % INDX	A '000	B DOWN	C ACROSS %	D % INDX	A '000	B DOWN	C ACROSS %	D % INDX	A '000	B DOWN	C ACROSS %	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	13532	100.0	16.7	100	20018	100.0	24.7	100	5782	100.0	7.1	100	10859	100.0	13.4	100
PARENTS	3845	711	5.3	18.5	111	860	4.3	22.4	90	369	6.4	9.6	134	626	5.8	16.3	121
PENTHOUSE	831	**117	0.9	14.1	84	*171	0.9	20.6	83	**70	1.2	8.4	118	**171	1.6	20.6	153
PEOPLE	11645	2059	15.2	17.7	106	2815	14.1	24.2	98	994	17.2	8.5	120	1624	15.0	13.9	104
PLAYBOY	2006	328	2.4	16.4	98	501	2.5	25.0	101	*244	4.2	12.2	170	*237	2.2	11.8	88
POPULAR HOT RODDING	297	**73	0.5	24.6	147	**69	0.3	23.2	94	**14	0.2	4.7	66	**66	0.6	22.2	166
POPULAR MECHANICS	1018	**121	0.9	11.9	71	*402	2.0	39.5	160	**74	1.3	7.3	102	*198	1.8	19.4	145
POPULAR SCIENCE	878	*117	0.9	13.3	80	*243	1.2	27.7	112	**105	1.8	12.0	168	**123	1.1	14.0	104
PREVENTION	3913	700	5.2	17.9	107	1242	6.2	31.7	128	318	5.5	8.1	114	579	5.3	14.8	110
PSYCHOLOGY TODAY	1710	322	2.4	18.8	113	453	2.3	26.5	107	*79	1.4	4.6	65	303	2.8	17.7	132
READER'S DIGEST	22204	3949	29.2	17.8	106	6351	31.7	28.6	116	1656	28.6	7.5	104	3143	28.9	14.2	106
REDBOOK	7684	1597	11.8	20.8	124	2057	10.3	26.8	108	674	11.7	8.8	123	1257	11.6	16.4	122
ROAD & TRACK	410	**126	0.9	30.7	184	**59	0.3	14.4	58	**24	0.4	5.9	82	**48	0.4	11.7	87
ROLLING STONE	969	*183	1.4	18.9	113	316	1.6	32.6	132	*89	1.5	9.2	129	*165	1.5	17.0	127
RUNNER'S WORLD	298	**45	0.3	15.1	90	*145	0.7	48.7	197	*13	0.2	4.4	61	*52	0.5	17.4	130
SATURDAY EVENING POST	1169	*180	1.3	15.4	92	338	1.7	28.9	117	*66	1.1	5.6	79	*196	1.8	16.8	125
SCIENCE 84	587	**59	0.4	10.1	60	*189	0.9	32.2	130	**64	1.1	10.9	153	**74	0.7	12.6	94
SCIENCE DIGEST	482	**72	0.5	14.9	89	*136	0.7	28.2	114	**40	0.7	8.3	116	**70	0.6	14.5	108
SCIENTIFIC AMERICAN	594	**56	0.4	9.4	56	*153	0.8	25.8	104	*87	1.5	14.6	205	**65	0.6	10.9	82
SELF	2089	354	2.6	16.9	101	595	3.0	28.5	115	*219	3.8	10.5	147	327	3.0	15.7	117
SEVENTEEN	2411	370	2.7	15.3	92	536	2.7	22.2	90	*224	3.9	9.3	130	415	3.8	17.2	128
SKI	480	**114	0.8	23.8	142	**51	0.3	10.6	43	*44	0.8	9.2	128	**59	0.5	12.3	92
SMITHSONIAN	2760	437	3.2	15.8	95	791	4.0	28.7	116	*323	5.6	11.7	164	364	4.4	13.2	98
SOAP OPERA DIGEST	3013	545	4.0	18.1	108	721	3.6	23.9	97	*203	3.5	6.7	94	453	4.2	15.0	112
SOUTHERN LIVING	4184	889	6.6	21.2	127	1027	5.1	24.5	99	404	7.0	9.7	135	575	5.3	13.7	102
SPORT	559	**23	0.2	4.1	25	*148	0.7	26.5	107	*88	1.5	15.7	220	**105	1.0	18.8	140
THE SPORTING NEWS	436	**57	0.4	13.1	78	**203	1.0	46.6	188	**40	0.7	9.2	129	**148	1.4	33.9	253
SPORTS AFIELD	493	**94	0.7	19.1	114	*145	0.7	29.4	119	**58	1.0	11.8	165	**88	0.8	17.8	133
SPORTS ILLUSTRATED	2758	466	3.4	16.9	101	750	3.7	27.2	110	313	5.4	11.3	159	448	4.1	16.2	121
STAR	7456	1256	9.3	16.8	101	1733	8.7	23.2	94	537	9.3	7.2	101	1465	13.5	19.6	147
SUNDAY	24936	4465	33.0	17.9	107	6698	33.5	26.9	109	2175	37.6	8.7	122	3583	33.0	14.4	107
SUNSET	2124	357	2.6	16.8	101	716	3.6	33.7	136	*213	3.7	10.0	140	**117	1.1	5.5	41
TV GUIDE	21661	3577	26.4	16.5	99	5137	25.7	23.7	96	1527	26.4	7.0	99	3516	32.4	16.2	121
TENNIS	550	**117	0.9	21.3	127	**130	0.6	23.6	96	**34	0.6	6.2	87	**55	0.5	10.0	75
TIME	8880	1633	12.1	18.4	110	2245	11.2	25.3	102	731	12.6	8.2	115	1261	11.6	14.2	106
TOWN & COUNTRY	917	*161	1.2	17.6	105	241	1.2	26.3	106	*63	1.1	6.9	96	*158	1.5	17.2	129
TRAVEL & LEISURE	972	*197	1.5	20.3	121	*215	1.1	22.1	89	*86	1.5	8.8	124	*160	1.5	16.5	123
TRUE STORY	3356	531	3.9	15.8	95	826	4.1	24.6	100	*135	2.3	4.0	56	621	5.7	18.5	138
U.S. NEWS & WORLD REPORT	3410	580	4.3	17.0	102	796	4.0	23.3	94	*249	4.3	7.3	102	416	3.8	12.2	91
USA TODAY	1759	378	2.8	21.5	129	574	2.9	32.6	132	*243	4.2	13.8	193	335	3.1	19.0	142
US	1873	305	2.3	16.3	97	532	2.7	28.4	115	*158	2.7	8.4	118	*215	2.0	11.5	86
VOGUE	3909	660	4.9	16.9	101	1019	5.1	26.1	105	430	7.4	11.0	154	570	5.2	14.6	109
WALL STREET JOURNAL	1886	386	2.9	20.5	122	585	2.9	31.0	125	*196	3.4	10.4	146	*253	2.3	13.4	100
WEIGHT WATCHERS	2120	318	2.3	15.0	90	572	2.9	27.0	109	**116	2.0	5.5	77	335	3.1	15.8	118
WOMAN'S DAY	14172	2731	20.2	19.3	115	4027	20.1	28.4	115	1153	19.9	8.1	114	2207	20.3	15.6	116
WORKING MOTHER	1146	*247	1.8	21.6	129	278	1.4	24.3	98	*86	1.5	7.5	105	*286	2.6	25.0	186
WORKING WOMAN	1322	*268	2.0	20.3	121	301	1.5	22.8	92	**155	2.7	11.7	164	*201	1.9	15.2	113
WORLD TENNIS	*163	**22	0.2	13.5	81	**20	0.1	12.3	50	*30	0.5	18.4	258	*24	0.2	14.7	110
ZIFF-DAVIS MAG NETWK (GROSS)	2532	480	3.5	19.0	113	615	3.1	24.3	98	*226	3.9	8.9	125	437	4.0	17.3	129
BLAIR INSERTS	43657	8008	59.2	18.3	110	11505	57.5	26.4	107	3727	64.5	8.5	120	6190	57.0	14.2	106
DAILY NEWSPAPERS																	
READ ANY	51633	9090	67.2	17.6	105	13631	68.1	26.4	107	4087	70.7	7.9	111	7270	66.9	14.1	105
READ ONE	43463	7574	56.0	17.4	104	11222	56.1	25.8	104	3371	58.3	7.8	109	6171	56.8	14.2	106
READ TWO OR MORE	8170	1516	11.2	18.6	111	2409	12.0	29.5	119	715	12.4	8.8	123	1099	10.1	13.5	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	9400	69.5	17.8	107	13806	69.0	26.2	106	4189	72.4	8.0	111	7371	67.9	14.0	104
READ ONE	46126	8262	61.1	17.9	107	11765	58.8	25.5	103	3689	63.8	8.0	112	6378	58.7	13.8	103
READ TWO OR MORE	6552	1138	8.4	17.4	104	2041	10.2	31.2	126	501	8.7	7.6	107	994	9.2	15.2	113
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.75				26.84				29.93				28.53			
30 DAY REACH	71455	12054	89.1	16.9	101	17799	88.9	24.9	101	5305	91.8	7.4	104	9503	87.5	13.3	99
50 SHWG - 30 DAY AV FREQ	14.56	14.45				14.04				15.62				15.09			
30 DAY REACH	67742	11572	85.5	17.1	102	17027	85.1	25.1	102	5083	87.9	7.5	105	8995	82.8	13.3	99
25 SHWG - 30 DAY AV FREQ	7.94	7.83				7.61				8.35				8.03			
30 DAY REACH	62117	10656	78.7	17.2	103	15712	78.5	25.3	102	4762	82.4	7.7	107	8489	78.2	13.7	102
CABLE TV: HOME WIRED	32077	5740	42.4	17.9	107	8060	40.3	25.1	102	3022	52.3	9.4	132	4791	44.1	14.9	111
HOME NOT WIRED	48909	7792	57.6	15.9	95	11959	59.7	24.5	99	2760	47.7	5.6	79	6068	55.9	12.4	93
HAVE PAY CABLE	15935	2860	21.1	17.9	107	4294	21.5	26.9	109	1706	29.5	10.7	150	2408	22.2	15.1	113

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	SOFT SCRUB				SPIC & SPAN				TILEX MILDEM STAIN REMOVER				TOP JOB		
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS
TOTAL FEMALE HOMEOWNERS	80986	13532	100.0	16.7	100	20018	100.0	24.7	100	5782	100.0	7.1	100	10859	100.0	13.4
RADIO AVG. DAILY (M-F) CUME																
6:00 AM - 10:00 AM	43921	7688	56.8	17.5	105	11086	55.4	25.2	102	3296	57.0	7.5	105	6039	55.6	13.7
10:00 AM - 3:00 PM	30659	5547	41.0	18.1	108	7862	39.3	25.6	104	2249	38.9	7.3	103	4624	42.6	15.1
3:00 PM - 7:00 PM	31045	5354	39.6	17.2	103	7820	39.1	25.2	102	2472	42.8	8.0	112	4100	37.8	13.2
7:00 PM - MIDNIGHT	15767	2698	19.9	17.1	102	4048	20.2	25.7	104	959	16.6	6.1	85	2131	19.6	13.5
MIDNIGHT - 6:00 AM	9120	1882	12.4	18.4	110	2447	12.2	26.8	109	747	12.9	8.2	115	1150	10.6	12.4
6:00 AM - MIDNIGHT	58527	10285	76.0	17.6	105	14717	73.5	25.1	102	4382	75.8	7.5	105	8075	74.4	13.8
ENTIRE DAY	59311	10398	76.8	17.5	105	14892	74.4	25.1	102	4460	77.1	7.5	105	8212	75.6	13.8
AVG DAILY M-F CUME: 6AM-MDNT																
FORMATS: ADULT CONTEMPORARY	16172	2942	21.7	18.2	109	4550	22.7	28.1	114	1277	22.1	7.9	111	2101	19.3	13.0
ALL NEWS	2256	364	2.7	16.1	97	580	2.9	25.7	104	*183	3.2	8.1	114	307	2.8	13.6
AOR/PROGRESSIVE	3874	701	5.2	18.1	108	994	5.0	25.7	104	*307	5.3	7.9	111	491	4.5	12.7
BEAUTIFUL MUSIC	5660	945	7.0	16.7	100	1382	6.9	24.4	99	495	8.6	8.7	122	794	7.3	14.0
BLACK	2204	296	2.2	13.4	80	387	1.9	17.6	71	*115	2.0	5.2	73	294	2.7	13.3
CLASSICAL	1418	*197	1.5	13.9	83	407	2.0	28.7	116	*98	1.7	6.9	97	*222	2.0	15.7
CHR/ROCK	9538	1789	13.2	18.8	112	2435	12.2	25.5	103	981	17.0	10.3	144	1296	11.9	13.6
COUNTRY	12648	2071	15.3	16.4	98	2818	14.1	22.3	90	846	14.6	6.7	94	1840	16.9	14.5
GOLDEN OLDIES	1191	*205	1.5	17.2	103	*319	1.6	26.8	108	*74	1.3	6.2	87	*185	1.7	15.5
MOR/NOSTALGIA	4757	1002	7.4	21.1	126	1319	6.6	27.7	112	*240	4.2	5.0	71	695	6.4	14.6
NEWS/TALK	3863	790	5.8	20.5	122	1146	5.7	29.7	120	349	6.0	9.0	127	488	4.5	12.6
RELIGIOUS	3084	496	3.7	16.1	96	670	3.3	21.7	88	*210	3.6	6.8	95	368	3.4	11.9
SOFT ROCK	521	*77	0.6	14.8	88	*173	0.9	33.2	134	*24	0.4	4.6	65	*71	0.7	13.6
URBAN CONTEMPORARY	1585	*191	1.4	12.1	72	303	1.5	19.1	77	*139	2.4	8.8	123	274	2.5	17.3
WIRED NETWORKS:																
ABC CONTEMPORARY	3261	648	4.8	19.9	119	920	4.6	28.2	114	*301	5.2	9.2	129	519	4.8	15.9
ABC DIRECTION	2316	415	3.1	17.9	107	680	3.4	29.4	119	*95	1.6	4.1	57	447	4.1	19.3
ABC ENTERTAINMENT	4834	833	6.2	17.2	103	1269	6.3	26.3	106	284	4.9	5.9	82	706	6.5	14.6
ABC FM	2202	462	3.4	21.0	126	471	2.4	21.4	87	*178	3.1	8.1	113	247	2.3	11.2
ABC INFORMATION	5425	1049	7.8	19.3	116	1573	7.9	29.0	117	446	7.7	8.2	115	744	6.9	13.7
ABC ROCK	1677	341	2.5	20.3	122	462	2.3	27.5	111	*170	2.9	10.1	142	*237	2.2	14.1
CBS	4430	749	5.5	16.9	101	1348	6.7	30.4	123	332	5.7	7.5	105	497	4.6	11.2
MUTUAL	4992	934	6.9	18.7	112	1374	6.9	27.5	111	366	6.3	7.3	103	934	8.6	18.7
NBC	4679	918	6.8	19.6	117	1198	6.0	25.6	104	378	6.5	8.1	113	602	5.5	12.9
RADIORADIO	1994	365	2.7	18.3	110	595	3.0	29.8	121	*203	3.5	10.2	143	351	3.2	17.6
RKO ONE	2298	362	2.7	15.8	94	489	2.4	21.3	86	*185	3.2	8.1	113	*243	2.2	10.6
RKO TWO	3311	572	4.2	17.3	103	809	4.0	24.4	99	272	4.7	8.2	115	464	4.3	14.0
THE SOURCE	2114	462	3.4	21.9	131	483	2.4	22.8	92	*198	3.4	9.4	131	*258	2.4	12.2
NON-WIRED: BLAIR	8654	1458	10.8	16.8	101	2251	11.2	26.0	105	778	13.5	9.0	126	1122	10.3	13.0
INTERNET	12025	2110	15.6	17.5	105	2821	14.1	23.5	95	1057	18.3	8.8	123	1636	15.1	13.6
KATZ RADIO GROUP	15359	2903	21.5	18.9	113	4295	21.5	28.0	113	1302	22.5	8.5	119	2149	19.8	14.0
SUPERNET	10628	1711	12.6	16.1	96	2800	14.0	26.3	107	746	12.9	7.0	98	1481	13.6	13.9
TELEVISION AVG. HALF HOUR																
MKDAY 7:00 AM - 9:00 AM	8659	1354	10.0	15.6	94	2196	11.0	25.4	103	660	11.4	7.6	107	1297	11.9	15.0
MKDAY 9:00 AM - 1:00 PM	12163	1904	14.1	15.7	94	2815	14.1	23.1	94	801	13.9	6.6	92	1826	16.8	15.0
MKDAY 1:00 PM - 4:30 PM	16150	2496	18.4	15.5	92	3747	18.7	23.2	94	1000	17.3	6.2	87	2555	23.5	15.8
MKDAY 4:30 PM - 7:30 PM	22463	3469	25.6	15.4	92	5496	27.5	24.5	99	1554	26.9	6.9	97	3273	30.1	14.6
MKDAY 7:30 PM - 8:00 PM	31795	5152	38.1	16.2	97	8014	40.0	25.2	102	2257	39.0	7.1	99	4534	41.8	14.3
MKDAY 11:00 PM - 11:30 PM	23977	4128	30.5	17.2	103	6292	31.4	26.2	106	1594	27.6	6.6	93	3652	33.6	15.2
MKDAY 11:30 PM - 1:00 AM	7703	1385	10.3	18.0	108	2030	10.1	26.4	107	521	9.0	6.8	95	1270	11.7	16.5
M-SAT 8-11 PM-SUN 7-11 PM	33800	5637	41.7	16.7	100	8633	43.1	25.5	103	2466	42.6	7.3	102	4804	44.2	14.2
MKDY DAYTIME NTKM 7AM-4:30PM																
ALL MY CHILDREN	A 6538	1074	7.9	16.4	98	1486	7.4	22.7	92	492	8.5	7.5	105	976	9.0	14.9
ANOTHER WORLD	N 4620	827	6.1	17.9	107	979	4.9	21.2	86	242	4.2	5.2	73	595	5.5	12.9
AS THE WORLD TURNS	C 5614	854	6.3	15.2	91	1141	5.7	20.3	82	250	4.3	4.5	62	953	8.8	17.0
CAPITOL	C 3396	479	3.5	14.1	84	774	3.9	22.8	92	152	2.6	4.5	63	674	6.2	19.8
CBS MORN. NEWS 1	C 1446	232	1.7	16.0	96	388	1.9	26.8	109	*72	1.2	5.0	70	227	2.1	15.7
CBS MORN. NEWS 2	C 1207	160	1.2	13.3	79	318	1.6	26.3	107	*75	1.3	6.2	87	197	1.8	16.3
DAYS OF OUR LIVES	N 5877	998	7.4	17.0	102	1297	6.5	22.1	89	335	5.8	5.7	80	758	7.0	12.9
FACTS OF LIFE - DAYTIME	N 2290	330	2.4	14.4	86	405	2.0	17.7	72	167	2.9	7.3	102	302	2.8	13.2
FAMILY FEUD	A 3023	478	3.5	15.8	95	580	2.9	19.2	78	183	3.2	6.1	85	346	3.2	11.4
GENERAL HOSPITAL	A 6097	876	6.5	14.4	86	1477	7.4	24.2	98	440	7.6	7.2	101	1034	9.5	17.0
GOOD MORNING, AMERICA-730 A	A 3515	645	4.8	18.3	110	819	4.1	23.3	94	335	5.8	9.5	133	545	5.0	15.5
GOOD MORNING, AMERICA-830 A	A 2818	492	3.6	17.5	104	711	3.6	25.2	102	286	4.9	10.1	142	453	4.2	16.1
GUIDING LIGHT	C 5339	763	5.6	14.3	86	1109	5.5	20.8	84	255	4.4	4.8	67	1076	9.9	20.2
ONE LIFE TO LIVE	A 4478	683	5.0	15.3	91	1069	5.3	23.9	97	316	5.5	7.1	99	694	6.4	15.5
PRESS YOUR LUCK	C 2244	433	3.2	19.3	115	609	3.0	27.1	110	188	3.3	8.4	117	326	3.0	14.5
PRICE IS RIGHT 1	C 4348	692	5.1	15.9	95	1009	5.0	23.2	94	225	3.9	5.2	72	680	6.3	15.6
PRICE IS RIGHT 2	C 5014	807	6.0	16.1	96	1194	6.0	23.8	96	269	4.7	5.4	75	796	7.3	15.9
RYAN'S HOPE	A 3150	621	4.6	19.7	118	700	3.5	22.2	90	298	5.2	9.5	133	495	4.6	15.7
SALE OF THE CENTURY	N 2695	395	2.9	14.7	88	555	2.8	20.6	83	176	3.0	6.5	91	429	4.0	15.9
SEARCH FOR TOMORROW	N 2319	400	3.0	17.2	103	479	2.4	20.7	84	*169	2.9	7.3	102	298	2.7	12.9
TODAY SHOW 1	N 2693	376	2.8	14.0	84	646	3.2	24.0	97	162	2.8	6.0	84	406	3.7	15.1
TODAY SHOW 2	N 2498	310	2.3	12.4	74	655	3.3	26.2	106	150	2.6	6.0	84	308	2.8	12.3
\$25,000 PYRAMID	C 2753	430	3.2	15.6	93	678	3.4	24.6	100	216	3.7	7.8	110	426	3.9	15.5
WHEEL OF FORTUNE	N 4388	706	5.2	16.1	96	1097	5.5	25.0	101	291	5.0	6.6	93	742	6.8	16.9
YOUNG AND THE RESTLESS	C 5695	838	6.2	14.7	88	1219	6.1	21.4	87	322	5.6	5.7	79	897	8.3	15.8
WEEKEND DAYTIME NTKM PRE 6PM																
ABC WIDE WORLD-SPORTS SAT A	A 1760	238	1.8	13.5	81	442	2.2	25.1	102	*118	2.0	6.7	94	236	2.2	13.4
NBA PLAYOFF GAME -1	C 1136	183	1.4	16.1	96	162	0.8	14.3	58	*41	0.7	3.6	51	200	1.8	17.6
NBA MAJOR LEAGUE PRE-GAME N	N 953	*89	0.7	9.3	56	*122	0.6	11.8	48	*58	1.0	6.1	85	*93		

		TOTAL U.S. '000	SOFT SCRUB				SPIC & SPAN				TILEX MILDEN STAIN REMOVER				TOP JOB			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS																		
		80986	13532	100.0	16.7	100	20018	100.0	24.7	100	5782	100.0	7.1	100	10859	100.0	13.4	100
WKDAY LOCAL EVENING TV NEWS																		
		26063	4209	31.1	16.1	97	6470	32.3	24.8	100	1774	30.7	6.8	95	3815	35.1	14.6	109
		20261	3522	26.0	17.4	104	5349	26.7	26.4	107	1347	23.3	6.6	93	3070	28.3	15.2	113
		2076	319	2.4	15.4	92	550	2.7	26.5	107	205	3.5	9.9	138	320	2.9	15.4	115
TV EVENING NTHK 6 PM - 2 AM																		
		10453	1735	12.8	16.6	99	2779	13.9	26.6	108	824	14.3	7.9	110	1760	16.2	16.8	126
		6412	1009	7.5	15.7	94	1664	8.3	26.0	105	476	8.2	7.4	104	812	7.5	12.7	94
		12407	1995	14.7	16.1	96	3180	15.9	25.6	104	1034	17.9	8.3	117	1588	14.6	12.8	99
		6176	1023	7.6	16.6	99	1636	8.2	26.5	107	400	6.9	6.5	91	955	8.8	15.5	111
		5863	1248	9.2	21.3	127	1381	6.9	23.6	95	*418	7.2	7.1	100	915	8.4	15.6	116
		9594	1740	12.9	18.1	109	2267	11.3	23.6	96	587	10.2	6.1	86	1313	12.1	13.7	102
		6622	914	6.8	13.8	83	1695	8.5	25.6	104	374	6.5	5.6	79	981	9.0	14.8	110
		10886	1922	14.2	17.7	106	2781	13.9	25.5	103	678	11.7	6.2	87	1407	13.0	12.9	96
		5036	836	6.2	16.6	99	1474	7.4	29.3	118	275	4.8	5.5	76	735	6.8	14.6	109
		9965	1781	13.2	17.9	107	2757	13.8	27.7	112	644	11.1	6.5	91	1630	15.0	16.4	122
		3491	580	4.3	16.6	99	897	4.5	25.7	104	*144	2.5	4.1	58	485	4.5	13.9	104
		7123	1181	8.7	16.6	99	1871	9.3	26.3	106	494	8.5	6.9	97	1036	9.5	14.5	108
		3621	630	4.7	17.4	104	933	4.7	25.8	104	253	4.4	7.0	98	440	4.1	12.2	91
		5436	879	6.5	16.2	97	1356	6.8	24.9	101	405	7.0	7.5	104	732	6.7	13.5	100
		6100	917	6.8	15.0	90	1588	7.9	26.0	105	349	6.0	5.7	80	797	7.3	13.1	97
		8889	1694	12.5	19.1	114	2389	11.9	26.9	109	759	13.1	8.5	120	1485	13.7	16.7	125
		22109	4022	29.7	18.2	109	5649	28.2	25.6	103	1659	28.7	7.5	105	3195	29.4	14.5	108
		6940	1099	8.1	15.8	95	1396	7.0	20.1	81	501	8.7	7.2	101	1092	10.1	15.7	117
		7223	1305	9.6	18.1	108	1833	9.2	25.4	103	514	8.9	7.1	100	1157	10.7	16.0	119
		5595	994	7.3	17.8	106	1513	7.6	27.0	109	529	9.1	9.5	132	949	8.7	17.0	126
		5768	773	5.7	13.4	80	1393	7.0	24.2	98	328	5.7	5.7	80	695	6.4	12.0	90
		20053	3094	22.9	15.4	92	4901	24.5	24.4	99	1529	26.4	7.6	107	2591	23.9	12.9	96
		8087	1496	11.1	18.5	111	2045	10.2	25.3	102	588	10.2	7.3	102	1269	11.7	15.7	117
		20046	3567	26.4	17.8	106	4974	24.8	24.8	100	1542	26.7	7.7	108	2871	26.4	14.3	107
		9084	1607	11.9	17.7	106	2496	12.5	27.5	111	617	10.7	6.8	95	1314	12.1	14.5	108
		7964	1334	9.9	16.8	100	2024	10.1	25.4	103	568	9.8	7.1	100	1300	12.0	16.3	122
		7687	1096	8.1	14.3	85	1751	8.7	22.8	92	481	8.3	6.3	88	955	8.8	12.4	93
		8861	1480	10.9	16.7	100	2287	11.4	25.8	104	714	12.3	8.1	113	1311	12.1	14.8	110
		5095	976	7.2	19.2	115	1294	6.5	25.4	103	*388	6.7	7.6	107	783	7.2	15.4	115
		8838	1343	9.9	15.2	91	2072	10.4	23.4	95	502	8.7	5.7	80	1452	13.4	16.4	123
		8978	1378	10.2	15.3	92	2048	10.2	22.8	92	556	9.6	6.2	87	1174	10.8	13.1	98
		8590	1515	11.2	17.6	106	2271	11.3	26.4	107	671	11.6	7.8	109	1259	11.6	14.7	109
		14085	2208	16.3	15.7	94	3525	17.6	25.0	101	915	15.8	6.5	91	2141	19.7	15.2	113
		9360	1621	12.0	17.3	104	2343	11.7	25.0	101	668	11.6	7.1	100	1291	11.9	13.8	103
		5841	995	7.4	17.0	102	1263	6.3	21.6	87	354	6.1	6.1	85	836	7.7	14.3	107
		9206	1798	13.3	19.5	117	2497	12.5	27.1	110	578	10.0	6.3	88	1447	13.3	15.7	117
		7076	1087	8.0	15.4	92	1879	9.4	26.6	107	503	8.7	7.1	100	999	9.2	14.1	105
		12219	1878	13.9	15.4	92	2860	14.3	23.4	95	850	14.7	7.0	97	1579	14.5	12.9	96
		11199	1990	14.7	17.8	106	2916	14.6	26.0	105	867	15.0	7.7	108	1507	13.9	13.5	100
		6057	899	6.6	14.8	89	1502	7.5	24.8	100	455	7.9	7.5	105	1040	9.6	17.2	128
		3598	516	3.8	14.3	86	873	4.4	24.3	98	229	4.0	6.4	89	562	5.2	15.6	116
		6344	1006	7.4	15.9	95	1756	8.8	27.7	112	345	6.0	5.4	76	934	8.6	14.7	110
		11994	2077	15.3	17.3	104	3056	15.3	25.5	103	909	15.7	7.6	106	1574	14.5	13.1	98
		5132	814	6.0	15.9	95	1288	6.4	25.1	102	416	7.2	8.1	114	729	6.7	14.2	106
		3375	544	4.0	16.1	96	836	4.2	24.8	100	*273	4.7	8.1	113	434	4.0	12.9	96
		3130	570	4.2	18.2	109	808	4.0	25.8	104	*296	5.1	9.5	132	385	3.5	12.3	92
		8284	1477	10.9	17.8	107	2041	10.2	24.6	100	593	10.3	7.2	100	1284	11.8	15.5	116
		9240	1734	12.8	18.8	112	2596	13.0	28.1	114	665	11.5	7.2	101	1546	14.2	16.7	125
		7288	1356	10.0	18.6	111	1533	7.7	21.0	85	575	9.9	7.9	111	1071	9.9	14.7	110
		4855	650	4.8	13.4	80	1160	5.8	23.9	97	352	6.1	7.3	102	738	6.8	15.2	113
		8869	1662	12.3	18.7	112	2295	11.5	25.9	105	639	11.1	7.2	101	1311	12.1	14.8	110
		7743	1199	8.9	15.5	93	2035	10.2	26.3	106	406	7.0	5.2	73	1136	10.5	14.7	109
		5345	945	7.0	17.7	106	1425	7.1	26.7	108	442	7.6	8.3	116	703	6.5	13.2	98
		6988	1133	8.4	16.2	97	1919	9.6	27.5	111	501	8.7	7.2	100	1065	9.8	15.2	114
		10002	1563	11.6	15.6	94	2614	13.1	26.1	106	664	11.5	6.6	93	1513	13.9	15.1	113
		10638	1930	14.3	18.1	109	2809	14.0	26.4	107	716	12.4	6.7	94	1449	13.3	13.6	102
		13293	2216	16.4	16.7	100	3415	17.1	25.7	104	969	16.8	7.3	102	1785	16.4	13.4	100
		7017	1393	10.3	19.9	119	1906	9.5	27.2	110	486	8.4	6.9	97	1112	10.2	15.8	118
		10917	1865	13.8	17.1	102	2709	13.5	24.8	100	777	13.4	7.1	100	1515	14.0	13.9	103
		9204	1337															

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	13452	100.0	16.6	100	22922	100.0	28.3	100	30865	100.0	38.1	100				
18 - 24	9282	1826	13.6	19.7	118	2531	11.0	27.3	96	3529	11.4	38.0	100				
25 - 34	19072	2949	21.9	15.5	93	4929	21.5	25.8	91	7907	25.6	41.5	109				
35 - 44	14591	2225	16.5	15.2	92	4371	19.1	30.0	106	4958	16.1	34.0	89				
45 - 54	11345	1611	12.0	14.2	85	3689	16.1	32.5	115	4392	14.2	38.7	102				
55 - 64	11635	2075	15.4	17.8	107	3401	14.8	29.2	103	4556	14.8	39.2	103				
65 OR OLDER	15061	2768	20.6	18.4	111	4002	17.5	26.6	94	5524	17.9	36.7	96				
18 - 34	28354	4774	35.5	16.8	101	7460	32.5	26.3	93	11436	37.1	40.3	106				
18 - 49	48339	7878	58.6	16.3	98	13662	59.6	28.3	100	18480	59.9	38.2	100				
25 - 54	45008	6784	50.4	15.1	91	12989	56.7	28.9	102	17256	55.9	38.3	101				
35 - 49	19985	3103	23.1	15.5	93	6202	27.1	31.0	110	7044	22.8	35.2	92				
50 OR OLDER	32647	5575	41.4	17.1	103	9260	40.4	28.4	100	12386	40.1	37.9	100				
GRADUATED COLLEGE	11155	1803	13.4	16.2	97	3488	15.2	31.3	110	4649	15.1	41.7	109				
ATTENDED COLLEGE	13682	2131	15.8	15.6	94	4026	17.6	29.4	104	5856	19.0	42.8	112				
GRADUATED HIGH SCHOOL	33880	5704	42.4	16.8	101	9750	42.5	28.8	102	12701	41.2	37.5	98				
DID NOT GRADUATE HIGH SCHOOL	22270	3815	28.4	17.1	103	5658	24.7	25.4	90	7660	24.8	34.4	90				
EMPLOYED	40306	6374	47.4	15.8	95	11607	50.6	28.8	102	15502	50.2	38.5	101				
EMPLOYED FULL-TIME	32850	5294	39.4	16.1	97	9295	40.6	28.3	100	12555	40.7	38.2	100				
EMPLOYED PART-TIME	7456	1079	8.0	14.5	87	2312	10.1	31.0	110	2947	9.5	39.5	104				
NOT EMPLOYED	40680	7079	52.6	17.4	105	11315	49.4	27.8	98	15364	49.8	37.8	99				
PROFESSIONAL/MANAGER	10392	1631	12.1	15.7	94	3293	14.4	31.7	112	4498	14.6	43.3	114				
TECH/CLERICAL/SALES	17574	2495	18.5	14.2	85	5137	22.4	29.2	103	6625	21.5	37.7	99				
PRECISION/CRAFT	985	**218	1.6	22.1	133	**242	1.1	24.6	87	*467	1.5	47.4	124				
OTHER EMPLOYED	11354	2030	15.1	17.9	108	2936	12.8	25.9	91	3912	12.7	34.5	90				
SINGLE	9863	1558	11.6	15.8	95	2532	11.0	25.7	91	3769	12.2	38.2	100				
MARRIED	51375	8233	61.2	16.0	96	15389	67.1	30.0	106	19699	63.8	38.3	101				
DIVORCED/SEPARATED/WIDOWED	19748	3660	27.2	18.5	112	5001	21.8	25.3	89	7397	24.0	37.5	98				
PARENTS	32590	5764	42.8	17.7	106	9245	40.3	28.4	100	12256	39.7	37.6	99				
WHITE	70416	11009	81.8	15.6	94	20713	90.4	29.4	104	27322	88.5	38.8	102				
BLACK	8778	2081	15.5	23.7	143	1791	7.8	20.4	72	2912	9.4	33.2	87				
OTHER	1791	**362	2.7	20.2	122	**418	1.8	23.3	82	*631	2.0	35.2	92				
NORTHEAST-CENSUS	17786	2850	21.2	16.0	96	6028	26.3	33.9	120	6715	21.8	37.8	99				
NORTH CENTRAL	20741	2999	22.3	14.5	87	5894	25.7	28.4	100	7770	25.2	37.5	98				
SOUTH	27775	5002	37.2	18.0	108	7281	31.8	26.2	93	10532	34.1	37.9	99				
WEST	14683	2601	19.3	17.7	107	3720	16.2	25.3	90	5849	19.0	39.8	105				
NORTHEAST-MKTG.	17961	2857	21.2	15.9	96	5870	25.6	32.7	115	6816	22.1	37.9	100				
EAST CENTRAL	11885	1556	11.6	13.1	79	3842	16.8	32.3	114	4045	13.1	34.0	89				
WEST CENTRAL	14090	2209	16.4	15.7	94	3683	16.1	26.1	92	5404	17.5	38.4	101				
SOUTH	24081	4547	33.8	18.9	114	6250	27.3	26.0	92	9408	30.5	39.1	103				
PACIFIC	12969	2283	17.0	17.6	106	3277	14.3	25.3	89	5192	16.8	40.0	105				
COUNTY SIZE A	32439	5317	39.5	16.4	99	9442	41.2	29.1	103	12111	39.2	37.3	98				
COUNTY SIZE B	24915	4739	35.2	19.0	115	7204	31.4	28.9	102	9999	32.4	40.1	105				
COUNTY SIZE C	12930	1818	13.5	14.1	85	3764	16.4	29.1	103	4814	15.6	37.2	98				
COUNTY SIZE D	10703	1578	11.7	14.7	89	2512	11.0	23.5	83	3941	12.8	36.8	97				
METRO CENTRAL CITY	24518	4767	35.4	19.4	117	6043	26.4	24.6	87	9263	30.0	37.8	99				
METRO SUBURBAN	35919	5570	41.4	15.5	93	11437	49.9	31.8	112	13920	45.1	38.8	102				
NON METRO	20549	3115	23.2	15.2	91	5443	23.7	26.5	94	7683	24.9	37.4	98				
TOP 5 ADI'S	18341	3317	24.7	18.1	109	5618	24.5	30.6	108	6984	22.6	38.1	100				
TOP 10 ADI'S	25378	4129	30.7	16.3	98	7452	32.5	29.4	104	9641	31.2	38.0	100				
TOP 20 ADI'S	36488	5880	43.7	16.1	97	10477	45.7	28.7	101	13625	44.1	37.3	98				
HSGLD INC. \$50,000 OR MORE	6612	1111	8.3	16.8	101	2233	9.7	33.8	119	2531	8.2	38.3	100				
\$40,000 OR MORE	12659	2064	15.3	16.3	98	4046	17.7	32.0	113	5071	16.4	40.1	105				
\$30,000 OR MORE	24698	3929	29.2	15.9	96	7859	34.3	31.8	112	9592	31.1	38.8	102				
\$25,000 OR MORE	32077	4985	37.1	15.5	94	10348	45.1	32.3	114	12390	40.1	38.6	101				
\$20,000 - \$24,999	9144	1505	11.2	16.5	99	2831	12.4	31.0	109	3558	11.5	38.9	102				
\$15,000 - \$19,999	8728	1589	11.8	18.2	110	2272	9.9	26.0	92	3462	11.2	39.7	104				
\$10,000 - \$14,999	12562	1855	13.8	14.8	89	3387	14.8	27.0	95	5143	16.7	40.9	107				
UNDER \$10,000	18475	3519	26.2	19.0	115	4085	17.8	22.1	78	6312	20.5	34.2	90				
HOUSEHOLD OF 1 PERSON	11987	1933	14.4	16.1	97	2842	12.4	23.7	84	4485	14.5	37.4	98				
2 PEOPLE	26577	4069	30.2	15.3	92	7723	33.7	29.1	103	10068	32.6	37.9	99				
3 OR 4 PEOPLE	30617	5169	38.4	16.9	102	8698	37.9	28.4	100	11739	38.0	38.3	101				
5 OR MORE PEOPLE	11804	2282	17.0	19.3	116	3659	16.0	31.0	110	4574	14.8	38.7	102				
NO CHILD IN HSHLD	46165	7362	54.7	15.9	96	13137	57.3	28.5	101	17712	57.4	38.4	101				
CHILD(REN) UNDER 2 YRS	5325	999	7.4	18.8	113	1334	5.8	25.1	89	2215	7.2	41.6	109				
2 - 5 YEARS	14221	2725	20.3	19.2	115	3982	17.4	28.0	99	5874	19.0	41.3	108				
6 - 11 YEARS	15117	2637	19.6	17.4	105	4364	19.0	28.9	102	5828	18.9	38.6	101				
12 - 17 YEARS	16611	2829	21.0	17.0	103	4968	21.7	29.9	106	5610	18.2	33.8	89				
RESIDENCE OWNED	55884	9101	67.7	16.3	98	16957	74.0	30.3	107	22121	71.7	39.6	104				
VALUE: \$50,000 OR MORE	31744	5222	38.8	16.5	99	10134	44.2	31.9	113	12746	41.3	40.2	105				
VALUE: UNDER \$50,000	24140	3879	28.8	16.1	97	6823	29.8	28.3	100	9375	30.4	38.8	102				

HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL AJAX				ALL FANTASTIK				ALL LYSOL							
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	13452	100.0	16.6	100	22922	100.0	28.3	100	30865	100.0	38.1	100				
MAGAZINES	QUINTILE 1	15799	2993	22.2	18.9	114	4818	21.0	30.5	108	6802	22.0	43.1	113				
	QUINTILE 2	17259	2848	21.2	16.5	99	5630	24.6	32.6	115	6772	21.9	39.2	103				
	QUINTILE 3	13545	1883	14.0	13.9	84	3807	16.6	28.1	99	5424	17.6	40.0	105				
	QUINTILE 4	15133	2498	18.6	16.5	99	4055	17.7	26.8	95	5402	17.5	35.7	94				
	QUINTILE 5	19250	3230	24.0	16.8	101	4611	20.1	24.0	85	6466	20.9	33.6	88				
NEWSPAPERS	QUINTILE 1	12413	2233	16.6	18.0	108	4047	17.7	32.6	115	5090	16.5	41.0	108				
	QUINTILE 2	24116	3611	26.8	15.0	90	6687	29.2	27.7	98	9292	30.1	38.5	101				
	QUINTILE 3	11261	1960	14.6	17.4	105	3475	15.2	30.9	109	4401	14.3	39.1	103				
	QUINTILE 4	20255	3548	26.4	17.5	105	5577	24.3	27.5	97	7690	24.9	38.0	100				
	QUINTILE 5	12940	2100	15.6	16.2	98	3137	13.7	24.2	86	4393	14.2	33.9	89				
OUTDOOR	QUINTILE 1	14852	2324	17.3	15.6	94	4332	18.9	29.2	103	5675	18.4	38.2	100				
	QUINTILE 2	15725	2643	19.6	16.8	101	4556	19.9	29.0	102	6299	20.4	40.1	105				
	QUINTILE 3	16330	3088	23.0	18.9	114	4896	21.4	30.0	106	6507	21.1	39.8	105				
	QUINTILE 4	16744	2768	20.6	16.5	100	4437	19.4	26.5	94	6227	20.2	37.2	98				
	QUINTILE 5	17334	2629	19.5	15.2	91	4701	20.5	27.1	96	6158	20.0	35.5	93				
RADIO-DRIVE TIME	QUINTILE 1	15911	2697	20.0	17.0	102	4803	21.0	30.2	107	6456	20.9	40.6	106				
	QUINTILE 2	14837	2569	19.1	17.3	104	4416	19.3	29.8	105	5739	18.6	38.7	101				
	QUINTILE 3	15339	2525	18.8	16.5	99	4217	18.4	27.5	97	5713	18.5	37.2	98				
	QUINTILE 4	16723	2939	21.8	17.6	106	4732	20.6	28.3	100	6042	19.6	36.1	95				
	QUINTILE 5	18176	2722	20.2	15.0	90	4755	20.7	26.2	92	6916	22.4	38.1	100				
RADIO-MID- DAY	TERCILE 1	21020	3555	26.4	16.9	102	6576	28.7	31.3	111	8579	27.8	40.8	107				
	TERCILE 2	21610	3956	29.4	18.3	110	6714	29.3	31.1	110	8592	27.8	39.8	104				
	TERCILE 3	38355	5942	44.2	15.5	93	9633	42.0	25.1	89	13694	44.4	35.7	94				
RADIO-TOTAL	QUINTILE 1	15988	2885	21.4	18.0	109	4923	21.5	30.8	109	6504	21.1	40.7	107				
	QUINTILE 2	15626	2597	19.3	16.6	100	4492	19.6	28.7	102	6084	19.7	38.9	102				
	QUINTILE 3	16723	2844	21.1	17.0	102	5117	22.3	30.6	108	6373	20.6	38.1	100				
	QUINTILE 4	16342	2732	20.3	16.7	101	4306	18.8	26.3	93	5934	19.2	36.3	95				
	QUINTILE 5	16306	2394	17.8	14.7	88	4084	17.8	25.0	88	5970	19.3	36.6	96				
TV-PRIME TIME	QUINTILE 1	15953	2580	19.2	16.2	97	4816	21.0	30.2	107	6137	19.9	38.5	101				
	QUINTILE 2	16137	2722	20.2	16.9	102	4645	20.3	28.8	102	5992	19.4	37.1	97				
	QUINTILE 3	16420	2946	21.9	17.9	108	4844	21.1	29.5	104	6927	22.4	42.2	111				
	QUINTILE 4	16687	2477	18.4	14.8	89	4674	20.4	28.0	99	5918	19.2	35.5	93				
	QUINTILE 5	15789	2727	20.3	17.3	104	3943	17.2	25.0	88	5892	19.1	37.3	98				
TV-DAYTIME	TERCILE 1	27736	5163	38.4	18.6	112	7495	32.7	27.0	95	10294	33.4	37.1	97				
	TERCILE 2	26489	4309	32.0	16.3	98	7703	33.6	29.1	103	10209	33.1	38.5	101				
	TERCILE 3	26761	3980	29.6	14.9	90	7725	33.7	28.9	102	10362	33.6	38.7	102				
TV-TOTAL	QUINTILE 1	16345	2948	21.9	18.0	109	4385	19.1	26.8	95	5911	19.2	36.2	95				
	QUINTILE 2	16447	2898	21.5	17.6	106	4669	20.4	28.4	100	5877	19.0	35.7	94				
	QUINTILE 3	15980	2666	19.8	16.7	100	4646	20.3	29.1	103	6841	22.2	42.8	112				
	QUINTILE 4	15887	2511	18.7	15.8	95	4762	20.8	30.0	106	6287	20.4	39.6	104				
	QUINTILE 5	16326	2430	18.1	14.9	90	4459	19.5	27.3	96	5951	19.3	36.5	96				
MAGAZINES-NEWSPAPERS: DUAL		20721	3452	25.7	16.7	100	6426	28.0	31.0	110	8661	28.1	41.8	110				
MAGAZINE IMPERATIVE		19186	3356	24.9	17.5	105	5937	25.9	30.9	109	7776	25.2	40.5	106				
NEWSPAPER IMPERATIVE		21899	3383	25.1	15.4	93	6137	26.8	28.0	99	8070	26.1	36.9	97				
MAGAZINES-OUTDOOR: DUAL		15451	2602	19.3	16.8	101	4900	21.4	31.7	112	6477	21.0	41.9	110				
MAGAZINE IMPERATIVE		25953	4309	32.0	16.6	100	7812	34.1	30.1	106	10469	33.9	40.3	106				
OUTDOOR IMPERATIVE		24400	4006	29.8	16.4	99	6365	27.8	26.1	92	8847	28.7	36.3	95				
MAGAZINES-RADIO: DUAL		18049	3342	24.8	18.5	111	5764	25.1	31.9	113	7510	24.3	41.6	109				
MAGAZINE IMPERATIVE		23571	3693	27.5	15.7	94	7049	30.8	29.9	106	9493	30.8	40.3	106				
RADIO IMPERATIVE		23278	3867	28.7	16.6	100	6364	27.8	27.3	97	8588	27.8	36.9	97				
MAGAZINES-TELEVISION: DUAL		15459	2789	20.7	18.0	109	4733	20.6	30.6	108	6188	20.0	40.0	105				
MAGAZINE IMPERATIVE		25829	4065	30.2	15.7	95	7955	34.7	30.8	109	10616	34.4	41.1	108				
TELEVISION IMPERATIVE		26039	4394	32.7	16.9	102	6713	29.3	25.8	91	9140	29.6	35.1	92				
NEWSPAPERS-OUTDOOR: DUAL		16605	2639	19.6	15.9	96	5170	22.6	31.1	110	6403	20.7	38.6	101				
NEWSPAPER IMPERATIVE		26834	4471	33.2	16.7	100	7631	33.3	28.4	100	10531	34.1	39.2	103				
OUTDOOR IMPERATIVE		23346	4213	31.3	18.0	109	6535	28.5	28.0	99	9212	29.8	39.5	104				
NEWSPAPERS-RADIO: DUAL		17133	2921	21.7	17.0	103	5200	22.7	30.4	107	6700	21.7	39.1	103				
NEWSPAPER IMPERATIVE		25892	4052	30.1	15.6	94	7463	32.6	28.8	102	10039	32.5	38.8	102				
RADIO IMPERATIVE		23167	4148	30.8	17.9	108	6820	29.8	29.4	104	9145	29.6	39.5	104				
NEWSPAPERS-TELEVISION: DUAL		17159	2987	22.2	17.4	105	4889	21.3	28.5	101	6232	20.2	36.3	95				
NEWSPAPER IMPERATIVE		26214	3846	28.6	14.7	88	7792	34.0	29.7	105	10806	35.0	41.2	108				
TELEVISION IMPERATIVE		23412	4266	31.7	18.2	110	6360	27.7	27.2	96	8726	28.3	37.3	98				
OUTDOOR-RADIO: DUAL		15303	2796	20.8	18.3	110	4866	21.2	31.8	112	6206	20.1	40.6	106				
OUTDOOR IMPERATIVE		24901	3960	29.4	15.9	96	6812	29.7	27.4	97	9360	30.3	37.6	99				
RADIO IMPERATIVE		26492	4490	33.4	16.9	102	7607	33.2	28.7	101	10204	33.1	38.5	101				
OUTDOOR-TELEVISION: DUAL		14794	2648	19.7	17.9	108	4387	19.1	29.7	105	5755	18.6	38.9	102				
OUTDOOR IMPERATIVE		25437	4122	30.6	16.2	98	7537	32.9	29.6	105	10320	33.4	40.6	106				
TELEVISION IMPERATIVE		27877	4917	36.6	17.6	106	7418	32.4	26.6	94	10402	33.7	37.3	98				
RADIO-TELEVISION: DUAL		15996	3091	23.0	19.3	116	4819	21.0	30.1	106	6088	19.7	38.1	100				
RADIO IMPERATIVE		25478	4037	30.0	15.8	95	7672	33.5	30.1	106	10406	33.7	40.8	107				
TELEVISION IMPERATIVE		26573	4247	31.6	16.0	96	7114	31.0	26.8	95	9666	31.3	36.4	95				

	TOTAL U.S. '000	A '000	ALL AJAX B % DOWN	C ACROSS % INDX	D	A '000	ALL FANTASTIK B % DOWN	C ACROSS % INDX	D	A '000	ALL LYSOL B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D
TOTAL FEMALE HOMEMAKERS	80986	13452	100.0	16.6	100	22922	100.0	28.3	100	30865	100.0	38.1	100				
ATLANTIC MONTHLY	415	**64	0.5	15.4	93	*140	0.6	33.7	119	*129	0.4	31.1	82				
BARRON'S	453	**88	0.7	19.4	117	**136	0.6	30.0	106	**123	0.4	27.2	71				
BETTER HOMES & GARDENS	16256	2898	21.5	17.8	107	5031	21.9	30.9	109	6753	21.9	41.5	109				
BON APPETIT	2535	473	3.5	18.7	112	800	3.5	31.6	111	1176	3.8	46.4	122				
BUSINESS WEEK	1278	*214	1.6	16.7	101	353	1.5	27.6	98	429	1.4	33.6	88				
CAR AND DRIVER	378	**64	0.5	16.9	102	**68	0.3	18.0	64	*183	0.6	48.4	127				
CBS MAGAZINE NETWORK (GROSS)	1498	311	2.3	20.8	125	404	1.8	27.0	95	687	2.2	45.9	120				
CHANGING TIMES	1505	302	2.2	20.1	121	467	2.0	31.0	110	550	1.8	36.5	96				
COLONIAL HOMES	1231	*194	1.4	15.8	95	431	1.9	35.0	124	515	1.7	41.8	110				
CONDE NAST MAG. PKG. (GROSS)	14146	2598	19.3	18.4	111	4261	18.6	30.1	106	6020	19.5	42.6	112				
CONSUMERS DIGEST	1323	*273	2.0	20.6	124	326	1.4	24.6	87	623	2.0	47.1	124				
COSMOPOLITAN	7102	1320	9.8	18.6	112	2267	9.9	31.9	113	3183	10.3	44.8	118				
COUNTRY LIVING	2481	446	3.3	18.0	108	738	3.2	29.7	105	976	3.2	39.3	103				
CUISINE	1472	268	2.0	18.2	110	376	1.6	25.5	90	645	2.1	43.8	115				
CYCLE WORLD	425	**65	0.5	15.3	92	**162	0.7	38.1	135	*228	0.7	53.6	141				
DCI:CREATIVE IDEAS FOR LIV	2510	446	3.3	17.8	107	754	3.3	30.0	106	1042	3.4	41.5	109				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1100	8.2	16.4	99	2117	9.2	31.6	112	2837	9.2	42.4	111				
DISCOVER	894	*166	1.2	18.6	112	250	1.1	28.0	99	408	1.3	45.6	120				
EBONY	3507	851	6.3	24.3	146	852	3.7	24.3	86	1311	4.2	37.4	98				
ESQUIRE	1083	264	2.0	24.4	147	254	1.1	23.5	83	392	1.3	36.2	95				
ESSENCE	1830	552	4.1	30.2	182	540	2.4	29.5	104	583	1.9	31.9	84				
FAMILY CIRCLE	15930	2659	19.8	16.7	100	4861	21.2	30.5	108	6499	21.1	40.8	107				
THE FAMILY HANDYMAN	1126	*219	1.6	19.4	117	298	1.3	26.5	94	505	1.6	44.8	118				
FAMILY WEEKLY	11468	1872	13.9	16.3	98	3298	14.4	28.8	102	4601	14.9	40.1	105				
FIELD & STREAM	2234	317	2.4	14.2	85	540	2.4	24.2	85	938	3.0	42.0	110				
FOOD & WINE	579	*118	0.9	20.4	123	*181	0.8	31.3	110	207	0.7	35.8	94				
FORBES	728	*137	1.0	18.8	113	224	1.0	30.8	109	262	0.8	36.0	94				
FORTUNE	906	*126	0.9	13.9	84	259	1.1	28.6	101	392	1.3	43.3	114				
GENTLEMEN'S QUARTERLY	791	*229	1.7	29.0	174	*201	0.9	25.4	90	296	1.0	37.4	98				
GLAMOUR	5265	885	6.6	16.8	101	1567	6.8	29.8	105	2229	7.2	42.3	111				
GOLF DIGEST	636	**79	0.6	12.4	75	*258	1.1	40.6	143	284	0.9	44.7	117				
GOLF DIGEST/TENNIS (GROSS)	1186	*198	1.5	16.7	101	431	1.9	36.3	128	521	1.7	43.9	115				
GOLF MAGAZINE	441	**55	0.4	12.5	75	**133	0.6	30.2	107	*200	0.6	45.4	119				
GOLF MAGAZINE/SKI (GROSS)	922	*193	1.4	20.9	126	306	1.3	33.2	117	367	1.2	39.8	104				
GOOD HOUSEKEEPING	16487	2531	18.8	15.4	92	5215	22.8	31.6	112	6901	22.4	41.9	110				
HARPER'S BAZAAR	2423	524	3.9	21.6	130	803	3.5	33.1	117	1065	3.5	44.0	115				
HEALTH	1994	445	3.3	22.3	134	539	2.4	27.0	96	845	2.7	42.4	111				
HEARST MAG CORP. BUY (GROSS)	44101	7427	55.2	16.8	101	13962	60.9	31.7	112	18584	60.2	42.1	111				
HEARST MAN POWER (GROSS)	1993	444	3.3	22.3	134	654	2.9	32.8	116	824	2.7	41.3	108				
HEARST WOMAN POWER (GROSS)	31274	4941	36.7	15.8	95	9904	43.2	31.7	112	13380	43.4	42.8	112				
HOUSE BEAUTIFUL	3623	655	4.9	18.1	109	1046	4.6	28.9	102	1407	4.6	38.8	102				
INC.	283	**50	0.4	17.7	106	**59	0.3	20.8	74	*121	0.4	42.8	112				
JET	2928	748	5.6	25.5	154	749	3.3	25.6	90	1024	3.3	35.0	92				
LADIES' HOME JOURNAL	11918	1943	14.4	16.3	98	3693	16.1	31.0	109	4882	15.8	41.0	107				
LHJ FAMILY GRP COMBO(GROSS)	16764	2872	21.3	17.1	103	5155	22.5	30.8	109	6845	22.2	40.8	107				
LIFE	4254	830	6.2	19.5	117	1296	5.7	30.5	108	1673	5.4	39.3	103				
L.A. TIMES HOME MAGAZINE	1145	254	1.9	22.2	134	252	1.1	22.0	78	510	1.7	44.5	117				
MADAMEMOISELLE	2884	468	3.5	16.2	98	853	3.7	29.6	104	1203	3.9	41.7	109				
MC CALL'S	13460	2256	16.8	16.8	101	4032	17.6	30.0	106	5919	19.2	44.0	115				
MC CALL'S/WRK MOTHER (GROSS)	14606	2528	18.8	17.3	104	4340	18.9	29.7	105	6395	20.7	43.8	115				
MECHANIX ILLUSTRATED	772	*168	1.2	21.8	131	321	1.4	41.6	147	382	1.2	49.5	130				
METROPOLITAN HOME	967	*292	2.2	30.2	182	368	1.6	38.1	134	402	1.3	41.6	109				
MONEY	1588	255	1.9	16.1	97	435	1.9	27.4	97	618	2.0	38.9	102				
MOTHER EARTH NEWS	1002	**72	0.5	7.2	43	*224	1.0	22.4	79	291	0.9	29.0	76				
MS.	825	*177	1.3	21.5	129	274	1.2	33.2	117	329	1.1	39.9	105				
NATIONAL ENQUIRER	10336	1864	13.9	18.0	109	3127	13.6	30.3	107	4146	13.4	40.1	105				
NATIONAL GEOGRAPHIC	9597	1476	11.0	15.4	93	2968	12.9	30.9	109	3902	12.6	40.7	107				
NATIONAL SUNDAY MAGAZINE PKG	49558	8177	60.8	16.5	99	14640	63.9	29.5	104	19607	63.5	39.6	104				
NATURAL HISTORY	573	**97	0.7	16.9	102	*199	0.9	34.7	123	231	0.7	40.3	106				
NEW WOMAN	1699	317	2.4	18.7	112	481	2.1	28.3	100	679	2.2	40.0	105				
NEW YORK INCLUDING CUE	443	*103	0.8	23.3	140	*143	0.6	32.3	114	*134	0.4	30.2	79				
THE NEW YORKER	1270	207	1.5	16.3	98	463	2.0	36.5	129	483	1.6	38.0	100				
NEWSWEEK	6277	1022	7.6	16.3	98	1903	8.3	30.3	107	2713	8.8	43.2	113				
THE N.Y. TIMES DAILY EDITION	1205	314	2.3	26.1	157	514	2.2	42.7	151	547	1.8	45.4	119				
THE N.Y. TIMES MAGAZINE	2081	482	3.6	23.2	139	892	3.9	42.9	151	886	2.9	42.6	112				
OMNI	788	*139	1.0	17.6	106	265	1.2	33.6	119	316	1.0	40.1	105				
ON CABLE	1158	*179	1.3	15.5	93	301	1.3	26.0	92	396	1.3	34.2	90				
1001 HOME IDEAS	2852	484	3.6	17.0	102	923	4.0	32.4	114	1118	3.6	39.2	103				
ORGANIC GARDENING	1658	*215	1.6	13.0	78	613	2.7	37.0	131	720	2.3	43.4	114				
OUTDOOR LIFE	896	*182	1.4	20.3	122	264	1.2	29.5	104	384	1.2	42.9	112				
PARADE MAGAZINE	24275	3986	29.6	16.4	99	7373	32.2	30.4	107	9740	31.6	40.1	105				

	TOTAL U.S. '000	ALL AJAX				ALL FANTASTIK				ALL LYSOL				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	13452	100.0	16.6	100	22922	100.0	28.3	100	30865	100.0	38.1	100				
PARENTS	3845	722	5.4	18.8	113	1072	4.7	27.9	99	1608	5.2	41.8	110				
PENTHOUSE	831	*283	2.1	34.1	205	*247	1.1	29.7	105	323	1.0	38.9	102				
PEOPLE	11645	1899	14.1	16.3	98	3471	15.1	29.8	105	4863	15.8	41.8	110				
PLAYBOY	2006	325	2.4	16.2	98	576	2.5	28.7	101	757	2.5	37.7	99				
POPULAR HOT RODDING	297	**88	0.7	29.6	178	**68	0.3	22.9	81	*143	0.5	48.1	126				
POPULAR MECHANICS	1018	*226	1.7	22.2	134	418	1.8	41.1	145	449	1.5	44.1	116				
POPULAR SCIENCE	878	*161	1.2	18.3	110	*272	1.2	31.0	109	413	1.3	47.0	123				
PREVENTION	3913	603	4.5	15.4	93	1120	4.9	28.6	101	1698	5.5	43.4	114				
PSYCHOLOGY TODAY	1710	327	2.4	19.1	115	544	2.4	31.8	112	817	2.6	47.8	125				
READER'S DIGEST	22204	3606	26.8	16.2	98	6670	29.1	30.0	106	8937	29.0	40.2	106				
REDBOOK	7684	1090	8.1	14.2	85	2422	10.6	31.5	111	3296	10.7	42.9	113				
ROAD & TRACK	410	**59	0.4	14.4	87	**104	0.5	25.4	90	*219	0.7	53.4	140				
ROLLING STONE	969	283	2.1	29.2	176	361	1.6	37.3	132	430	1.4	44.4	116				
RUNNER'S WORLD	298	**71	0.5	23.8	143	**93	0.4	31.2	110	*155	0.5	52.0	136				
SATURDAY EVENING POST	1169	*148	1.1	12.7	76	330	1.4	28.2	100	449	1.5	38.4	101				
SCIENCE 84	587	**53	0.4	9.0	54	*195	0.9	33.2	117	237	0.8	40.4	106				
SCIENCE DIGEST	482	*96	0.7	19.9	120	*106	0.5	22.0	78	218	0.7	45.2	119				
SCIENTIFIC AMERICAN	594	**146	1.1	24.6	148	*198	0.9	33.3	118	*242	0.8	40.7	107				
SELF	2089	363	2.7	17.4	105	621	2.7	29.7	105	952	3.1	45.6	120				
SEVENTEEN	2411	348	2.6	14.4	87	682	3.0	28.3	100	943	3.1	39.1	103				
SKI	480	**138	1.0	28.8	173	*173	0.8	36.0	127	*167	0.5	34.8	91				
SMITHSONIAN	2760	540	4.0	19.6	118	837	3.7	30.3	107	1009	3.3	36.6	96				
SOAP OPERA DIGEST	3013	634	4.7	21.0	127	920	4.0	30.5	108	1133	3.7	37.6	99				
SOUTHERN LIVING	4184	654	4.9	15.6	94	1363	5.9	32.6	115	1795	5.8	42.9	113				
SPORT	559	**107	0.8	19.1	115	**161	0.7	28.8	102	*199	0.6	35.6	93				
THE SPORTING NEWS	436	**101	0.8	23.2	139	**89	0.4	20.4	72	*176	0.6	40.4	106				
SPORTS AFIELD	493	**123	0.9	24.9	150	*131	0.6	26.6	94	*157	0.5	31.8	84				
SPORTS ILLUSTRATED	2758	718	5.3	26.0	157	904	3.9	32.8	116	1220	4.0	44.2	116				
STAR	7456	1321	9.8	17.7	107	2347	10.2	31.5	111	2858	9.3	38.3	101				
SUNDAY	24936	3913	29.1	15.7	94	7279	31.8	29.2	103	9663	31.3	38.8	102				
SUNSET	2124	344	2.6	16.2	98	530	2.3	25.0	88	956	3.1	45.0	118				
TV GUIDE	21661	3450	25.6	15.9	96	6223	27.1	28.7	102	8372	27.1	38.7	101				
TENNIS	550	**119	0.9	21.6	130	*173	0.8	31.5	111	*237	0.8	43.1	113				
TIME	8880	1580	11.7	17.8	107	2666	11.6	30.0	106	3642	11.8	41.0	108				
TOWN & COUNTRY	917	*215	1.6	23.4	141	326	1.4	35.6	126	351	1.1	38.3	100				
TRAVEL & LEISURE	972	*205	1.5	21.1	127	336	1.5	34.6	122	329	1.1	33.8	89				
TRUE STORY	3356	692	5.1	20.6	124	935	4.1	27.9	98	1262	4.1	37.6	99				
U.S. NEWS & WORLD REPORT	3410	686	5.1	20.1	121	997	4.3	29.2	103	1362	4.4	39.9	105				
USA TODAY	1759	232	1.7	13.2	79	643	2.8	36.6	129	781	2.5	44.4	117				
US	1873	306	2.3	16.3	98	627	2.7	33.5	118	758	2.5	40.5	106				
VOGUE	3909	882	6.6	22.6	136	1220	5.3	31.2	110	1637	5.3	41.9	110				
WALL STREET JOURNAL	1886	301	2.2	16.0	96	521	2.3	27.6	98	667	2.2	35.4	93				
WEIGHT WATCHERS	2120	410	3.0	19.3	116	522	2.3	24.6	87	883	2.9	41.7	109				
WOMAN'S DAY	14172	2354	17.5	16.6	100	4318	18.8	30.5	108	5906	19.1	41.7	109				
WORKING MOTHER	1146	272	2.0	23.7	143	308	1.3	26.9	95	475	1.5	41.4	109				
WORKING WOMAN	1322	248	1.8	18.8	113	432	1.9	32.7	115	606	2.0	45.8	120				
WORLD TENNIS	*163	**62	0.5	38.0	229	**43	0.2	26.4	93	*24	0.1	14.7	39				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	412	3.1	16.3	98	688	3.0	27.2	96	1105	3.6	43.6	115				
BLAIR INSERTS	43657	7471	55.5	17.1	103	13094	57.1	30.0	106	17117	55.5	39.2	103				
DAILY NEWSPAPERS																	
READ ANY	51633	8557	63.6	16.6	100	15093	65.8	29.2	103	20191	65.4	39.1	103				
READ ONE	43463	7126	53.0	16.4	99	12509	54.6	28.8	102	16732	54.2	38.5	101				
READ TWO OR MORE	8170	1431	10.6	17.5	105	2583	11.3	31.6	112	3459	11.2	42.3	111				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8658	64.4	16.4	99	15518	67.7	29.5	104	20569	66.6	39.0	102				
READ ONE	46126	7572	56.3	16.4	99	13177	57.5	28.6	101	17977	58.2	39.0	102				
READ TWO OR MORE	6552	1086	8.1	16.6	100	2341	10.2	35.7	126	2592	8.4	39.6	104				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.10				27.99				27.41							
30 DAY REACH	71455	12178	90.5	17.0	103	20345	88.8	28.5	101	27393	88.8	38.3	101				
50 SHWG - 30 DAY AV FREQ	14.56	14.25				14.75				14.48							
30 DAY REACH	67742	11614	86.3	17.1	103	19332	84.3	28.5	101	26005	84.3	38.4	101				
25 SHWG - 30 DAY AV FREQ	7.94	7.79				8.02				7.75							
30 DAY REACH	62117	10598	78.8	17.1	103	17790	77.6	28.6	101	24255	78.6	39.0	102				
CABLE TV: HOME WIRED	32077	5364	39.9	16.7	101	9876	43.1	30.8	109	12453	40.3	38.8	102				
HOME NOT WIRED	48909	8088	60.1	16.5	100	13046	56.9	26.7	94	18413	59.7	37.6	99				
HAVE PAY CABLE	15935	2822	21.0	17.7	107	5510	24.0	34.6	122	6350	20.6	39.8	105				

	TOTAL U.S. '000	ALL AJAX				ALL FANTASTIK				ALL LYSOL				A B C D			
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	13452	100.0	16.6	100	22922	100.0	28.3	100	30865	100.0	38.1	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7350	54.6	16.7	101	12873	56.2	29.3	104	16869	54.7	38.4	101				
10:00 AM - 3:00 PM	30659	5363	39.9	17.5	105	9614	41.9	31.4	111	12344	40.0	40.3	106				
3:00 PM - 7:00 PM	31045	5320	39.5	17.1	103	9380	40.9	30.2	107	12056	39.1	38.8	102				
7:00 PM - MIDNIGHT	15767	2846	21.2	18.1	109	4473	19.5	28.4	100	5988	19.4	38.0	100				
MIDNIGHT - 6:00 AM	9120	1573	11.7	17.2	104	2453	10.7	26.9	95	3391	11.0	37.2	98				
6:00 AM - MIDNIGHT	58527	10034	74.6	17.1	103	17364	75.8	29.7	105	22663	73.4	38.7	102				
ENTIRE DAY	59311	10157	75.5	17.1	103	17555	76.6	29.6	105	23009	74.5	38.8	102				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2776	20.6	17.2	103	4856	21.2	30.0	106	6646	21.5	41.1	108				
ALL NEWS	2256	327	2.4	14.5	87	720	3.1	31.9	113	950	3.1	42.1	110				
AOR/PROGRESSIVE	3874	632	4.7	16.3	98	1121	4.9	28.9	102	1442	4.7	37.2	98				
BEAUTIFUL MUSIC	5660	1000	7.4	17.7	106	1686	7.4	29.8	105	2120	6.9	37.5	98				
BLACK	2204	537	4.0	24.4	147	586	2.6	26.6	94	796	2.6	36.1	95				
CLASSICAL	1418	289	2.1	20.4	123	472	2.1	33.3	118	565	1.8	39.8	105				
CHR/ROCK	9538	1487	11.1	15.6	94	3085	13.5	32.3	114	3770	12.2	39.5	104				
COUNTRY	12648	1917	14.3	15.2	91	3810	16.6	30.1	106	4678	15.2	37.0	97				
GOLDEN OLDIES	1191	*236	1.8	19.8	119	385	1.7	32.3	114	522	1.7	43.8	115				
MOR/NOSTALGIA	4757	880	6.5	18.5	111	1389	6.1	29.2	103	1896	6.1	39.9	105				
NEWS/TALK	3863	539	4.0	14.0	84	1043	4.6	27.0	95	1541	5.0	39.9	105				
RELIGIOUS	3084	513	3.8	16.6	100	761	3.3	24.7	87	1112	3.6	36.1	95				
SOFT ROCK	521	**146	1.1	28.0	169	*166	0.7	31.9	113	*199	0.6	38.2	100				
URBAN CONTEMPORARY	1585	418	3.1	26.4	159	439	1.9	27.7	98	600	1.9	37.9	99				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	477	3.5	14.6	88	963	4.2	29.5	104	1230	4.0	37.7	99				
ABC DIRECTION	2316	468	3.5	20.2	122	761	3.3	32.9	116	1046	3.4	45.2	119				
ABC ENTERTAINMENT	4834	789	5.9	16.3	98	1348	5.9	27.9	99	1777	5.8	36.8	96				
ABC FM	2202	479	3.6	21.8	131	686	3.0	31.2	110	1009	3.3	45.8	120				
ABC INFORMATION	5425	770	5.7	14.2	85	1479	6.5	27.3	96	2221	7.2	40.9	107				
ABC ROCK	1677	341	2.5	20.3	122	509	2.2	30.4	107	600	1.9	35.8	94				
CBS	4430	669	5.0	15.1	91	1325	5.8	29.9	106	1729	5.6	39.0	102				
MUTUAL	4992	890	6.6	17.8	107	1608	7.0	32.2	114	2124	6.9	42.5	112				
NBC	4679	728	5.4	15.6	94	1490	6.5	31.8	113	1680	5.4	35.9	94				
RADIORADIO	1994	304	2.3	15.2	92	702	3.1	35.2	124	807	2.6	40.5	106				
RKO ONE	2298	361	2.7	15.7	95	691	3.0	30.1	106	860	2.8	37.4	98				
RKO TWO	3311	539	4.0	16.3	98	926	4.0	28.0	99	1216	3.9	36.7	96				
THE SOURCE	2114	321	2.4	15.2	91	618	2.7	29.2	103	818	2.7	38.7	102				
NON-WIRED : BLAIR	8654	1433	10.7	16.6	100	2484	10.8	28.7	101	3607	11.7	41.7	109				
INTERNET	12025	2368	17.6	19.7	119	3454	15.1	28.7	101	5073	16.4	42.2	111				
KATZ RADIO GROUP	15359	2610	19.4	17.0	102	4894	21.4	31.9	113	5885	19.1	38.3	101				
SUPERNET	10628	1689	12.6	15.9	96	3616	15.8	34.0	120	3918	12.7	36.9	97				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1580	11.7	18.2	110	2278	9.9	26.3	93	3369	10.9	38.9	102				
WKDAY 9:00 AM - 1:00 PM	12163	2277	16.9	18.7	113	3155	13.8	25.9	92	4434	14.4	36.5	96				
WKDAY 1:00 PM - 4:30 PM	16150	2884	21.4	17.9	108	4252	18.5	26.3	93	5893	19.1	36.5	96				
WKDAY 4:30 PM - 7:30 PM	22463	3803	28.3	16.9	102	6255	27.3	27.8	98	8370	27.1	37.3	98				
WKDAY 7:30 PM - 8:00 PM	31795	5243	39.0	16.5	99	9052	39.5	28.5	101	11970	38.8	37.6	99				
WKDAY 11:00 PM - 11:30 PM	23977	3953	29.4	16.5	99	7087	30.9	29.6	104	9207	29.8	38.4	101				
WKDAY 11:30 PM - 1:00 AM	7703	1351	10.0	17.5	106	2198	9.6	28.5	101	2928	9.5	38.0	100				
M-SAT 8-11 PM-SUN 7-11 PM	33800	5596	41.6	16.6	100	9926	43.3	29.4	104	12990	42.1	38.4	101				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1278	9.5	19.5	118	1803	7.9	27.6	97	2736	8.9	41.8	110				
ANOTHER WORLD	N 4620	739	5.5	16.0	96	1314	5.7	28.4	100	1630	5.3	35.3	93				
AS THE WORLD TURNS	C 5614	978	7.3	17.4	105	1326	5.8	23.6	83	1944	6.3	34.6	91				
CAPITOL	C 3396	629	4.7	18.5	112	705	3.1	20.8	73	1144	3.7	33.7	88				
CBS MORN. NEWS 1	C 1446	178	1.3	12.3	74	361	1.6	25.0	88	582	1.9	40.2	106				
CBS MORN. NEWS 2	C 1207	164	1.2	13.6	82	252	1.1	20.9	74	444	1.4	36.8	97				
DAYS OF OUR LIVES	N 5877	1035	7.7	17.6	106	1734	7.6	29.5	104	2226	7.2	37.9	99				
FACTS OF LIFE - DAYTIME	N 2290	405	3.0	17.7	106	544	2.4	23.8	84	686	2.2	30.0	79				
FAMILY FEUD	A 3023	593	4.4	19.6	118	775	3.4	25.6	91	1058	3.4	35.0	92				
GENERAL HOSPITAL	A 6097	1142	8.5	18.7	113	1633	7.1	26.8	95	2289	7.4	37.5	99				
GOOD MORNING, AMERICA-730	A 3515	746	5.5	21.2	128	856	3.7	24.4	86	1447	4.7	41.2	108				
GOOD MORNING, AMERICA-830	A 2818	576	4.3	20.4	123	780	3.4	27.7	98	1103	3.6	39.1	103				
GUIDING LIGHT	C 5339	979	7.3	18.3	110	1330	5.8	24.9	88	1966	6.4	36.8	97				
ONE LIFE TO LIVE	A 4478	906	6.7	20.2	122	1111	4.8	24.8	88	1725	5.6	38.5	101				
PRESS YOUR LUCK	C 2244	338	2.5	15.1	91	594	2.6	26.5	94	795	2.6	35.4	93				
PRICE IS RIGHT 1	C 4348	795	5.9	18.3	110	1193	5.2	27.4	97	1477	4.8	34.0	89				
PRICE IS RIGHT 2	C 5014	898	6.7	17.9	108	1328	5.8	26.5	94	1724	5.6	34.4	90				
RYAN'S HOPE	A 3150	596	4.4	18.9	114	913	4.0	29.0	102	1290	4.2	41.0	107				
SALE OF THE CENTURY	N 2695	458	3.4	17.0	102	681	3.0	25.3	89	887	2.9	32.9	86				
SEARCH FOR TOMORROW	N 2319	442	3.3	19.1	115	665	2.9	28.7	101	884	2.9	38.1	100				
TODAY SHOW 1	N 2693	510	3.8	18.9	114	776	3.4	28.8	102	1009	3.3	37.5	98				
TODAY SHOW 2	N 2498	428	3.2	17.1	103	663	2.9	26.5	94	911	3.0	36.5	96				
\$25,000 PYRAMID	C 2753	398	3.0	14.5	87	765	3.3	27.8	98	995	3.2	36.1	95				
WHEEL OF FORTUNE	N 4388	788	5.9	18.0	108	1129	4.9	25.7	91	1597	5.2	36.4	95				
YOUNG AND THE RESTLESS	C 5695	1073	8.0	18.8	113	1370	6.0	24.1	85	1927	6.2	33.8	89				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	281	2.1	16.0	96	449	2.0	25.5	90	629	2.0	35.7	94				
NBA PLAYOFF GAME -1	C 1136	228	1.7	20.1	121	255	1.1	22.4	79	464	1.5	40.8	107				
NBC MAJOR LEAGUE PRE-GAME N	953	*166	1.2	17.4	105	*233	1.0	24.4	86	316	1.0	33.2	87				
SPORTSWORLD - SUN	N 1233	218	1.6	17.7	106	289	1.3	23.4	83	515	1.7	41.8	110				
SUNDAY MORNING	C 1611	233	1.7	14.5	87	412	1.8	25.6	90	615	2.0	38.2	100				

	TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13452	100.0	16.6	100	22922	100.0	28.3	100	30865	100.0	38.1	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	4280	31.8	16.4	99	7275	31.7	27.9	99	9733	31.5	37.3	98				
NETWORK AFFILIATES - LATE	20261	3288	24.4	16.2	98	5916	25.8	29.2	103	7725	25.0	38.1	100				
INDEPENDENTS - LATE	2076	336	2.5	16.2	97	634	2.8	30.5	108	827	2.7	39.8	105				
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 10453	1706	12.7	16.3	98	3185	13.9	30.5	108	3998	13.0	38.2	100				
ABC MONDAY NIGHT MOVIE	A 6412	1013	7.5	15.8	95	1799	7.8	28.1	99	2534	8.2	39.5	104				
ABC SUNDAY NIGHT MOVIE	A 12407	1969	14.6	15.9	96	3778	16.5	30.5	108	4902	15.9	39.5	104				
ABC WORLD NEWS TONIGHT	A 6176	1047	7.8	17.0	102	1685	7.4	27.3	96	2307	7.5	37.4	98				
AFTERMASH	C 5863	1199	8.9	20.5	123	1806	7.9	30.8	109	2205	7.1	37.6	99				
ALICE	C 9594	1751	13.0	18.3	110	2822	12.3	29.4	104	3684	11.9	38.4	101				
AMERICAN PARADE	C 6622	915	6.8	13.8	83	1740	7.6	26.3	93	2421	7.8	36.6	96				
BENSON	A 10886	1858	13.8	17.1	103	3190	13.9	29.3	104	4269	13.8	39.2	103				
BLUE THUNDER	A 5036	764	5.7	15.2	91	1581	6.9	31.4	111	2067	6.7	41.0	108				
CAGNEY & LACEY	C 9965	1461	10.9	14.7	88	2942	12.8	29.5	104	3976	12.9	39.9	105				
CBS EVENING NEWS-DEAN	C 3491	596	4.4	17.1	103	969	4.2	27.8	98	1370	4.4	39.2	103				
CBS EVENING NEWS-RATHER	C 7123	1229	9.1	17.3	104	2104	9.2	29.5	104	2877	9.3	40.4	106				
CBS SAT. NEWS-SCHIEFFER	C 3621	620	4.6	17.1	103	1051	4.6	29.0	103	1534	5.0	42.4	111				
CBS SATURDAY NIGHT MOVIE	C 5436	926	6.9	17.0	103	1492	6.5	27.4	97	2158	7.0	39.7	104				
CBS WEDNESDAY NIGHT MOVIE	C 6100	920	6.8	15.1	91	1548	6.8	25.4	90	2281	7.4	37.4	98				
CHEERS	N 8889	1385	10.3	15.6	94	2765	12.1	31.1	110	3596	11.7	40.5	106				
DALLAS	C 22109	3582	26.6	16.2	98	6950	30.3	31.4	111	8738	28.3	39.5	104				
DIFF'RENT STROKES	N 6940	1215	9.0	17.5	105	1814	7.9	26.1	92	2681	8.7	38.6	101				
DOUBLE TROUBLE	N 7223	1240	9.2	17.2	103	1987	8.7	27.5	97	2746	8.9	38.0	100				
DUCK FACTORY	N 5595	902	6.7	16.1	97	1754	7.7	31.3	111	2277	7.4	40.7	107				
DUKES OF HAZZARD	C 5768	883	6.6	15.3	92	1749	7.6	30.3	107	2133	6.9	37.0	97				
DYNASTY	A 20053	3330	24.8	16.6	100	5872	25.6	29.3	103	7559	24.5	37.7	99				
FACTS OF LIFE	N 8087	1389	10.3	17.2	103	2239	9.8	27.7	98	3041	9.9	37.6	99				
FALCON CREST	C 20046	3260	24.2	16.3	98	6247	27.3	31.2	110	7825	25.4	39.0	102				
FALL GUY	A 9084	1685	12.5	18.5	112	2615	11.4	28.8	102	3562	11.5	39.2	103				
FAMILY TIES	N 7964	1333	9.9	16.7	101	2402	10.5	30.2	107	2984	9.7	37.5	98				
FANTASY ISLAND	A 7687	1309	9.7	17.0	103	2067	9.0	26.9	95	2901	9.4	37.7	99				
FOULUPS, BLEEPs & BLUNDERS	A 8861	1482	11.0	16.7	101	2523	11.0	28.5	101	3426	11.1	38.7	101				
FOUR SEASONS	C 5095	990	7.4	19.4	117	1590	6.9	31.2	110	1930	6.3	37.9	99				
GIMME A BREAK	N 8838	1479	11.0	16.7	101	2475	10.8	28.0	99	3119	10.1	35.3	93				
HART TO HART	A 8978	1442	10.7	16.1	97	2459	10.7	27.4	97	3337	10.8	37.2	98				
HILL STREET BLUES	N 8590	1363	10.1	15.9	96	2668	11.6	31.1	110	3426	11.1	39.9	105				
HOTEL	A 14085	2254	16.8	16.0	96	4061	17.7	28.8	102	5297	17.2	37.6	99				
JEFFERSONS	C 9360	1707	12.7	18.2	110	2747	12.0	29.3	104	3539	11.5	37.8	99				
JENNIFER SLEPT HERE	N 5841	1114	8.3	19.1	115	1547	6.7	26.5	94	2310	7.5	39.5	104				
KATE & ALLIE	C 9206	1485	11.0	16.1	97	2651	11.6	28.8	102	3679	11.9	40.0	105				
KNIGHT RIDER	N 7076	1122	8.3	15.9	95	2131	9.3	30.1	106	2595	8.4	36.7	96				
LOVE BOAT	A 12219	1912	14.2	15.6	94	3578	15.6	29.3	103	4807	15.6	39.3	103				
MAGNUM PI	C 11199	1611	12.0	14.4	87	3481	15.2	31.1	110	4514	14.6	40.3	106				
MAMA'S FAMILY	N 6057	1080	8.0	17.8	107	1700	7.4	28.1	99	2251	7.3	37.2	98				
MASTER, THE	N 3598	530	3.9	14.7	89	988	4.3	27.5	97	1369	4.4	38.0	100				
MATT HOUSTON	A 6344	966	7.2	15.2	92	1915	8.4	30.2	107	2351	7.6	37.1	97				
NBC MONDAY NIGHT MOVIE	N 11994	1834	13.6	15.3	92	3533	15.4	29.5	104	4147	13.4	34.6	91				
NBC NIGHTLY NEWS	N 5132	733	5.4	14.3	86	1492	6.5	29.1	103	1860	6.0	36.2	95				
NBC NIGHTLY NEWS-SAT	N 3375	648	4.8	19.2	116	927	4.0	27.5	97	1133	3.7	33.6	88				
NBC NIGHTLY NEWS-SUN	N 3130	523	3.9	16.7	101	875	3.8	28.0	99	1070	3.5	34.2	90				
NBC SUNDAY NIGHT MOVIE	N 8284	1338	9.9	16.2	97	2309	10.1	27.9	98	3267	10.6	39.4	103				
NEWHART	C 9240	1422	10.6	15.4	93	2759	12.0	29.9	105	3605	11.7	39.0	102				
ONE DAY AT A TIME	C 7288	1140	8.5	15.6	94	2065	9.0	28.3	100	2710	8.8	37.2	98				
PEOPLE ARE FUNNY	N 4855	846	6.3	17.4	105	1350	5.9	27.8	98	1865	6.0	38.4	101				
REAL PEOPLE	N 8869	1580	11.7	17.8	107	2517	11.0	28.4	100	3303	10.7	37.2	98				
REMINGTON STEELE	N 7743	1114	8.3	14.4	87	2953	10.3	30.4	107	2815	9.1	36.4	95				
RIPLY'S BELIEVE IT - NOT	A 5345	781	5.8	14.6	88	1455	6.3	27.2	96	2127	6.9	39.8	104				
RIPTIDE	N 6988	1100	8.2	15.7	95	2149	9.4	30.8	109	2604	8.4	37.3	98				
SCARECROW & MRS. KING	C 10002	1402	10.4	14.0	84	2772	12.1	27.7	98	3985	12.9	39.8	105				
SIMON & SIMON	C 10638	1847	13.7	17.4	105	2925	12.8	27.5	97	3850	12.5	36.2	95				
60 MINUTES	C 13293	2362	17.6	17.8	107	3797	16.6	28.6	101	5083	16.5	38.2	100				
ST. ELSEWHERE	N 7017	1270	9.4	18.1	109	2044	8.9	29.1	103	2835	9.2	40.4	106				
THREE'S COMPANY	A 10917	1909	14.2	17.5	105	3371	14.7	30.9	109	4321	14.0	39.6	104				
T.J. HOOKER	A 9204	1449	10.8	15.7	95	2791	12.2	30.3	107	3644	11.8	39.6	104				
TONIGHT SHOW	N 2372	356	2.6	15.0	90	762	3.3	32.1	114	920	3.0	38.8	102				
TRAPPER JOHN, M.D.	C 9846	1747	13.0	17.7	107	2852	12.4	29.0	102	3732	12.1	37.9	99				
TV BLOOPERS & PRAC. JOKES	N 9105	1510	11.2	16.6	100	2917	12.7	32.0	113	3483	11.3	38.3	100				
20/20	A 9387	1529	11.4	16.3	98	2774	12.1	29.6	104	3500	11.3	37.3	98				
WEBSTER	A 11067	1877	14.0	17.0	102	3236	14.1	29.2	103	4417	14.3	39.9	105				
WORLD NEWS - SUN	A 3062	539	4.0	17.6	106	75											

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSECTICIDES

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-23

		'000	%	UNWEIGHTED							
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?											
		YES	45941	56.7	5137						
		NO	35045	43.3	4298						
		ALL		SOLE		PRIMARY		SECONDARY			
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED	
IF YES											
3B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?											
ANT & ROACH AEROSOL SPRAY		21938	27.1	12214	15.1	8376	10.3	1348	1.7	2435	
ANT, FLY & ROACH MOTEL/TAPE		3732	4.6	1146	1.4	1974	2.4	613	.8	418	
BUG TRAP		1818	2.2	619	.8	741	.9	458	.6	200	
FLYING INSECT AEROSOL SPRAY		12215	15.1	4921	6.1	6043	7.5	1252	1.5	1335	
FOGGER		5293	6.5	1151	1.4	2469	3.0	1673	2.1	572	
HOUSE & GARDEN AEROSOL SPRAY		10203	12.6	4165	5.1	4784	5.9	1255	1.5	1191	
SOLIDS/STRIPS		2722	3.4	597	.7	1135	1.4	990	1.2	300	
OTHER INSECTICIDES (LIQUID, POWDER OR SPRAY)		9036	11.2	4171	5.2	3207	4.0	1658	2.0	979	
DO NOT KNOW		1140	1.4							145	
3C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?											
BAG-A-BUG		643	.8	87	.1	433	.5	123	.2	82	
BLACK FLAG		17146	21.2	6596	8.1	8513	10.5	2038	2.5	1897	
D-CON		6062	7.5	1294	1.6	3631	4.5	1137	1.4	687	
GULF		1019	1.3	200	.2	537	.7	282	.3	107	
HOLIDAY		1222	1.5	385	.5	504	.6	333	.4	125	
HOT SHOT		4055	5.0	1066	1.3	2465	3.0	523	.6	430	
LIQUID TANKARD		164	.2	46	.1	86	.1	32	*	31	
NO PEST		3533	4.4	985	1.2	1783	2.2	765	.9	376	
RAID		25849	31.9	12698	15.7	10746	13.3	2405	3.0	2892	
REAL KILL		2936	3.6	692	.9	1730	2.1	514	.6	323	
TNT		1082	1.3	158	.2	691	.9	232	.3	126	
OTHER BRANDS		7306	9.0	3467	4.3	2390	3.0	1449	1.8	790	
DO NOT KNOW		909	1.1							108	

		'000	%	UNWEIGHTED	
3D. ABOUT HOW MANY BOXES, CANS OR PACKAGES OF INSECTICIDES WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 6 MONTHS?					
SIX OR MORE	H	1571	1.9	181	
FIVE	H	820	1.0	95	
FOUR	H	2223	2.7	227	
THREE	H	3701	4.6	422	
TWO	M	9317	11.5	978	
ONE	M	11428	14.1	1295	
LESS THAN ONE	L	13770	17.0	1587	
NONE	L	3112	3.8	352	

RODENT & PEST CONTROL SERVICES

4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?		YES	13156	16.2	1451						
		NO	67830	83.8	7984						
		ALL		SOLE		PRIMARY		SECONDARY			
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED	
IF YES											
4B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?											
TERMITE		4533	5.6	2902	3.6	1316	1.6	316	.4	500	
PEST CONTROL (BUGS,RATS,ETC.)		9364	11.6	7732	9.5	1359	1.7	273	.3	1023	
DO NOT KNOW		891	1.1							102	
4C. WHICH COMPANIES OR SERVICES ARE USED BY YOUR HOUSEHOLD?											
ORKIN		2012	2.5	1432	1.8	396	.5	52	.1	221	
SEARS		705	.9	494	.6	129	.2	37	*	75	
TERMINIX		1550	1.9	1248	1.5	176	.2	60	.1	176	
OTHER COMPANIES/SERVICES		8594	10.6	6982	8.6	1032	1.3	156	.2	926	
DO NOT KNOW		897	1.1							108	
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	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	45941	100.0	56.7	100	8314	100.0	10.3	100	20745	100.0	25.6	100	16882	100.0	20.8	100
18 - 24	9282	3952	8.6	42.6	75	738	8.9	8.0	77	1759	8.5	19.0	74	1455	8.6	15.7	75
25 - 34	19072	10752	23.4	56.4	99	2057	24.7	10.8	105	4587	22.1	24.1	94	4109	24.3	21.5	103
35 - 44	14591	8842	19.2	60.6	107	1767	21.3	12.1	118	4017	19.4	27.5	107	3058	18.1	21.0	101
45 - 54	11345	7093	15.4	62.5	110	930	11.2	8.2	80	3391	16.3	29.9	117	2772	16.4	24.4	117
55 - 64	11635	6960	15.1	59.8	105	1194	14.4	10.3	100	3288	15.8	28.3	110	2477	14.7	21.3	102
65 OR OLDER	15061	8344	18.2	55.4	98	1629	19.6	10.8	105	3704	17.9	24.6	96	3012	17.8	20.0	96
18 - 34	28354	14703	32.0	51.9	91	2794	33.6	9.9	96	6346	30.6	22.4	87	5563	33.0	19.6	94
18 - 49	48339	27022	58.8	55.9	99	5028	60.5	10.4	101	12097	58.3	25.0	98	9897	58.6	20.5	98
25 - 54	45008	26686	58.1	59.3	105	4754	57.2	10.6	103	11994	57.8	26.6	104	9938	58.9	22.1	106
35 - 49	19985	12318	26.8	61.6	109	2234	26.9	11.2	109	5752	27.7	28.8	112	4333	25.7	21.7	104
50 OR OLDER	32647	18920	41.2	58.0	102	3287	39.5	10.1	98	8648	41.7	26.5	103	6985	41.4	21.4	103
GRADUATED COLLEGE	11155	6591	14.3	59.1	104	907	10.9	8.1	79	2905	14.0	26.0	102	2780	16.5	24.9	120
ATTENDED COLLEGE	13682	7838	17.1	57.3	101	1186	14.3	8.7	84	3315	16.0	24.2	95	3337	19.8	24.4	117
GRADUATED HIGH SCHOOL	33880	19808	43.1	58.5	103	3571	43.0	10.5	103	8793	42.4	26.0	101	7445	44.1	22.0	105
DID NOT GRADUATE HIGH SCHOOL	22270	11703	25.5	52.6	93	2651	31.9	11.9	116	5732	27.6	25.7	100	3320	19.7	14.9	72
EMPLOYED	40306	23077	50.2	57.3	101	3853	46.3	9.6	93	10316	49.7	25.6	100	8909	52.8	22.1	106
EMPLOYED FULL-TIME	32850	18537	40.3	56.4	99	3291	39.6	10.0	98	8259	39.8	25.1	98	6986	41.4	21.3	102
EMPLOYED PART-TIME	7456	4540	9.9	60.9	107	562	6.8	7.5	73	2056	9.9	27.6	108	1922	11.4	25.8	124
NOT EMPLOYED	40680	22865	49.8	56.2	99	4462	53.7	11.0	107	10429	50.3	25.6	100	7973	47.2	19.6	94
PROFESSIONAL/MANAGER	10392	6052	13.2	58.2	103	783	9.4	7.5	73	2659	12.8	25.6	100	2610	15.5	25.1	120
TECH/CLERICAL/SALES	17574	10006	21.8	56.9	100	1561	18.8	8.9	87	4472	21.6	25.4	99	3973	23.5	22.6	108
PRECISION/CRAFT	985	615	1.3	62.4	110	**187	2.2	19.0	185	**211	1.0	21.4	84	**217	1.3	22.0	106
OTHER EMPLOYED	11354	6404	13.9	56.4	99	1321	15.9	11.6	113	2973	14.3	26.2	102	2109	12.5	18.6	89
SINGLE	9863	4575	10.0	46.4	82	1047	12.6	10.6	103	1953	9.4	19.8	77	1575	9.3	16.0	77
MARRIED	51375	30847	67.1	60.0	106	4947	59.5	9.6	94	14305	69.0	27.8	109	11595	68.7	22.6	108
DIVORCED/SEPARATED/WIDOWED	19748	10520	22.9	53.3	94	2321	27.9	11.8	114	4488	21.6	22.7	89	3712	22.0	18.8	90
PARENTS	32590	18937	41.2	58.1	102	3954	47.6	12.1	118	8732	42.1	26.8	105	6251	37.0	19.2	92
WHITE	70416	40056	87.2	56.9	100	6727	80.9	9.6	93	17958	86.6	25.5	100	15371	91.0	21.8	105
BLACK	8778	4941	10.8	56.3	99	1423	17.1	16.2	158	2300	11.1	26.2	102	1218	7.2	13.9	67
OTHER	1791	*945	2.1	52.8	93	**165	2.0	9.2	90	**487	2.3	27.2	106	**293	1.7	16.4	78
NORTHEAST-CENSUS	17786	8949	19.5	50.3	89	1567	18.8	8.8	86	3974	19.2	22.3	87	3408	20.2	19.2	92
NORTH CENTRAL	20741	12102	26.3	58.3	103	1594	19.2	7.7	75	5411	26.1	26.1	102	5097	30.2	24.6	118
SOUTH	27775	16784	36.5	60.4	107	3883	46.7	14.0	136	7746	37.3	27.9	109	5154	30.5	18.6	89
WEST	14683	8107	17.6	55.2	97	1271	15.3	8.7	84	3614	17.4	24.6	96	3222	19.1	21.9	105
NORTHEAST-MKTG.	17961	8987	19.6	50.0	88	1575	18.9	8.8	85	4120	19.9	22.9	90	3292	19.5	18.3	88
EAST CENTRAL	11885	6730	14.6	56.6	100	885	10.6	7.4	73	3131	15.1	26.3	103	2714	16.1	22.8	110
WEST CENTRAL	14090	8359	18.2	59.3	105	1054	12.7	7.5	73	3720	17.9	26.4	103	3586	21.2	25.5	122
SOUTH	24081	14691	32.0	61.0	108	3620	43.5	15.0	146	6591	31.8	27.4	107	4480	26.5	18.6	89
PACIFIC	12969	7175	15.6	55.3	98	1181	14.2	9.1	89	3182	15.3	24.5	96	2811	16.7	21.7	104
COUNTY SIZE A	32439	17220	37.5	53.1	94	3141	37.8	9.7	94	7802	37.6	24.1	94	6277	37.2	19.4	93
COUNTY SIZE B	24915	14110	30.7	56.6	100	2460	29.6	9.9	96	6079	29.3	24.4	95	5571	33.0	22.4	107
COUNTY SIZE C	12930	7758	16.9	60.0	106	1449	17.4	11.2	109	3508	16.9	27.1	106	2801	16.6	21.7	104
COUNTY SIZE D	10703	6854	14.9	64.0	113	1265	15.2	11.8	115	3356	16.2	31.4	122	2233	13.2	20.9	100
METRO CENTRAL CITY	24518	12868	28.0	52.5	93	2638	31.7	10.8	105	5713	27.5	23.3	91	4518	26.8	18.4	88
METRO SUBURBAN	35919	20187	43.9	56.2	99	3226	38.8	9.0	87	8740	42.1	24.3	95	8221	48.7	22.9	110
NON METRO	20549	12886	28.0	62.7	111	2451	29.5	11.9	116	6292	30.3	30.6	120	4143	24.5	20.2	97
TOP 5 ADI'S	18341	9609	20.9	52.4	92	1726	20.8	9.4	92	4303	20.7	23.5	92	3581	21.2	19.5	94
TOP 10 ADI'S	25378	12861	28.0	50.7	89	2259	27.2	8.9	87	5768	27.8	22.7	89	4834	28.6	19.0	91
TOP 20 ADI'S	36488	19112	41.6	52.4	92	3515	42.3	9.6	94	8464	40.8	23.2	91	7133	42.3	19.5	94
HSHLD INC. \$50,000 OR MORE	6612	4284	9.3	64.8	114	*585	7.0	8.8	86	1739	8.4	26.3	103	1961	11.6	29.7	142
\$40,000 OR MORE	12659	7568	16.5	59.8	105	1069	12.9	8.4	82	3213	15.5	25.4	99	3286	19.5	26.0	125
\$30,000 OR MORE	24698	14409	31.4	58.3	103	2094	25.2	8.5	83	6243	30.1	25.3	99	6072	36.0	24.6	118
\$25,000 OR MORE	32077	19053	41.5	59.4	105	2885	34.7	9.0	88	8248	39.8	25.7	100	7920	46.9	24.7	118
\$20,000 - \$24,999	9144	5145	11.2	56.3	99	805	9.7	8.8	86	2156	10.4	23.6	92	2184	12.9	23.9	115
\$15,000 - \$19,999	8728	4694	10.2	53.8	95	783	9.4	9.0	87	2254	10.9	25.8	101	1657	9.8	19.0	91
\$10,000 - \$14,999	12562	7289	15.9	58.0	102	1415	17.0	11.3	110	3595	17.3	28.6	112	2279	13.5	18.1	87
UNDER \$10,000	18475	9761	21.2	52.8	93	2427	29.2	13.1	128	4491	21.6	24.3	95	2843	16.8	15.4	74
HOUSEHOLD OF 1 PERSON	11987	5951	13.0	49.6	88	949	11.4	7.9	77	2450	11.8	20.4	80	2552	15.1	21.3	102
2 PEOPLE	26577	15128	32.9	56.9	100	2351	28.3	8.8	86	6924	33.4	26.1	102	5854	34.7	22.0	106
3 OR 4 PEOPLE	30617	17609	38.3	57.5	101	3286	39.5	10.7	105	8048	38.8	26.3	103	6276	37.2	20.5	98
5 OR MORE PEOPLE	11804	7253	15.8	61.4	108	1729	20.8	14.6	143	3324	16.0	28.2	110	2200	13.0	18.6	89
NO CHILD IN HSHLD	46165	25664	55.9	55.6	98	3933	47.3	8.5	83	11400	55.0	24.7	96	10332	61.2	22.4	107
CHILD(REN) UNDER 2 YRS	5325	2905	6.3	54.6	96	*546	6.6	10.3	100	1278	6.2	24.0	94	1081	6.4	20.3	97
2 - 5 YEARS	14221	7845	17.1	55.2	97	1851	22.3	13.0	127	3403	16.4	23.9	93	2592	15.4	18.2	87
6 - 11 YEARS	15117	9451	20.6	62.5	110	2108	25.4	13.9	136	4327	20.9	28.6	112	3017	17.9	20.0	96
12 - 17 YEARS	16611	10235	22.3	61.6	109	2349	28.3	14.1	138	4770	23.0	28.7	112	3116	18.5	18.8	90
RESIDENCE OWNED	55884	34073	74.2	61.0	107	5329	64.1	9.5	93	15598	75.2	27.9	109	13146	77.9	23.5	113
VALUE: \$50,000 OR MORE	31744	19130	41.6	60.3	106	2737	32.9	8.6	84	8470	40.8	26.7	104	7924	46.9	25.0	120
VALUE: UNDER \$50,000	24140	14943	32.5	61.9	109	2593	31.2	10.7	105	7128	34.4	29.5	115	5222	30.9	21.6	104

INSECTICIDES: USAGE IN LAST 6 MONTHS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	45941	100.0	56.7	100	8314	100.0	10.3	100	20745	100.0	25.6	100	16882	100.0	20.8	100
MAGAZINES	QUINTILE 1	15799	9678	21.1	61.3	108	1841	22.1	11.7	114	4446	22.4	29.4	115	3191	18.9	20.2	97
	QUINTILE 2	17259	10410	22.7	60.3	106	1805	21.7	10.5	102	4733	22.8	27.4	107	3872	22.9	22.4	108
	QUINTILE 3	13545	7743	16.9	57.2	101	1401	16.9	10.3	101	3266	15.7	24.1	94	3076	18.2	22.7	109
	QUINTILE 4	15133	8427	18.3	55.7	98	1679	20.2	11.1	108	3588	17.3	23.7	93	3160	18.7	20.9	100
	QUINTILE 5	19250	9683	21.1	50.3	89	1589	19.1	8.3	80	4512	21.7	23.4	92	3583	21.2	18.6	89
NEWSPAPERS	QUINTILE 1	12413	7018	15.3	56.5	100	1130	13.6	9.1	89	2874	13.9	23.2	90	3014	17.9	24.3	116
	QUINTILE 2	24116	14123	30.7	58.6	103	2518	30.3	10.4	102	6507	31.4	27.0	105	5098	30.2	21.1	101
	QUINTILE 3	11261	6729	14.6	59.8	105	1510	18.2	13.4	131	3001	14.5	26.6	104	2218	13.1	19.7	94
	QUINTILE 4	20255	11268	24.5	55.6	98	1827	22.0	9.0	88	5343	25.8	26.4	103	4098	24.3	20.2	97
	QUINTILE 5	12940	6804	14.8	52.6	93	1329	16.0	10.3	100	3021	14.6	23.3	91	2454	14.5	19.0	91
OUTDOOR	QUINTILE 1	14852	8114	17.7	54.6	96	1403	16.9	9.4	92	3617	17.4	24.4	95	3094	18.3	20.8	100
	QUINTILE 2	15725	9102	19.8	57.9	102	1571	18.9	10.0	97	4007	19.3	25.5	99	3525	20.9	22.4	108
	QUINTILE 3	16330	9404	20.5	57.6	102	1649	19.8	10.1	98	4178	20.1	25.6	100	3577	21.2	21.9	105
	QUINTILE 4	16744	9562	20.8	57.1	101	1901	22.9	11.4	111	4268	20.6	25.5	100	3394	20.1	20.3	97
	QUINTILE 5	17334	9759	21.2	56.3	99	1790	21.5	10.3	101	4676	22.5	27.0	105	3292	19.5	19.0	91
RADIO-DRIVE TIME	QUINTILE 1	15911	9648	21.0	60.6	107	1759	21.2	11.1	108	4287	20.7	26.9	105	3403	21.3	22.6	109
	QUINTILE 2	14837	8451	18.4	57.0	100	1586	19.1	10.7	104	3723	17.9	25.1	98	3141	18.6	21.2	102
	QUINTILE 3	15339	8447	18.4	55.1	97	1611	19.4	10.5	102	3922	18.9	25.6	100	2914	17.3	19.0	91
	QUINTILE 4	16723	9144	19.9	54.7	96	1756	21.1	10.5	102	4118	19.9	24.6	96	3270	19.4	19.6	94
	QUINTILE 5	18176	10251	22.3	56.4	99	1602	19.3	8.8	86	4696	22.6	25.8	101	3953	23.4	21.7	104
RADIO-MID- DAY	TERCILE 1	21020	12223	26.6	58.1	103	2286	27.5	10.9	106	5458	26.4	26.0	102	4469	26.5	21.3	102
	TERCILE 2	21610	12832	27.9	59.4	105	2381	28.6	11.0	107	6063	29.2	28.1	110	4387	26.0	20.3	97
	TERCILE 3	38355	20887	45.5	54.5	96	3647	43.9	9.5	93	9214	44.4	24.0	94	8026	47.5	20.9	100
RADIO-TOTAL	QUINTILE 1	15988	9447	20.6	59.1	104	1860	22.4	11.6	113	4204	20.3	26.3	103	3383	20.0	21.2	102
	QUINTILE 2	15626	9038	19.7	57.8	102	1693	20.4	10.8	106	4107	19.8	26.3	103	3239	19.2	20.7	99
	QUINTILE 3	16723	9648	21.0	57.7	102	1746	21.0	10.4	102	4392	21.2	26.3	103	3510	20.8	21.0	101
	QUINTILE 4	16342	8798	19.2	53.8	95	1564	18.8	9.6	93	3879	18.7	23.7	93	3356	19.9	20.5	99
	QUINTILE 5	16306	9011	19.6	55.3	97	1452	17.5	8.9	87	4164	20.1	25.5	100	3396	20.1	20.8	100
TV-PRIME TIME	QUINTILE 1	15953	9221	20.1	57.8	102	2031	24.4	12.7	124	3951	19.0	24.8	97	3239	19.2	20.3	97
	QUINTILE 2	16137	8931	19.4	55.3	98	1658	19.9	10.3	100	3983	19.2	24.7	96	3289	19.5	20.4	98
	QUINTILE 3	16420	9526	20.7	58.0	102	1598	19.2	9.7	95	4357	21.0	26.5	104	3572	21.2	21.8	104
	QUINTILE 4	16687	9227	20.1	55.3	97	1564	18.8	9.4	91	4313	20.8	25.8	101	3350	19.8	20.1	96
	QUINTILE 5	15789	9038	19.7	57.2	101	1464	17.6	9.3	90	4141	20.0	26.2	102	3432	20.3	21.7	104
TV-DAYTIME	TERCILE 1	27736	15779	34.3	56.9	100	3628	43.6	13.1	127	7076	34.1	25.5	100	5074	30.1	18.3	88
	TERCILE 2	26489	15040	32.7	56.8	100	2404	28.9	9.1	88	6907	33.3	26.1	102	5730	33.9	21.6	104
	TERCILE 3	26761	15123	32.9	56.5	100	2283	27.5	8.5	83	6762	32.6	25.3	99	6078	36.0	22.7	109
TV-TOTAL	QUINTILE 1	16345	9156	19.9	56.0	99	2309	27.8	14.1	138	3987	19.2	24.4	95	2860	16.9	17.5	84
	QUINTILE 2	16447	9671	21.1	58.8	104	1774	21.3	10.8	105	4371	21.1	26.6	104	3526	20.9	21.4	103
	QUINTILE 3	15980	9196	20.0	57.5	101	1591	19.1	10.0	97	4051	19.5	25.4	99	3553	21.0	22.2	107
	QUINTILE 4	15887	8830	19.2	55.6	98	1255	15.1	7.9	77	4455	21.5	28.0	109	3120	18.5	19.6	94
	QUINTILE 5	16326	9089	19.8	55.7	98	1385	16.7	8.5	83	3881	18.7	23.8	93	3823	22.6	23.4	112
MAGAZINES-NEWSPAPERS: DUAL		20721	12584	27.4	60.7	107	2223	26.7	10.7	105	5663	27.3	27.3	107	4699	27.4	22.7	109
MAGAZINE IMPERATIVE		19186	11368	24.7	59.3	104	2202	26.5	11.5	112	5378	25.9	28.0	109	3789	22.8	19.7	95
NEWSPAPER IMPERATIVE		21899	12076	26.3	55.1	97	2297	27.6	10.5	102	5121	24.7	23.4	91	4659	27.6	21.3	102
MAGAZINES-OUTDOOR: DUAL		15451	9427	20.5	61.0	108	1597	19.2	10.3	101	4185	20.2	27.1	106	3645	21.6	23.6	113
MAGAZINE IMPERATIVE		25953	15550	33.8	59.9	106	2962	35.6	11.4	111	7207	34.7	27.8	108	5381	31.9	20.7	99
OUTDOOR IMPERATIVE		24400	12767	27.8	52.3	92	2176	26.2	8.9	87	5614	27.1	23.0	90	4978	29.5	20.4	98
MAGAZINES-RADIO: DUAL		18049	11362	24.7	63.0	111	2111	25.4	11.7	114	5312	25.6	29.4	115	3939	23.3	21.8	105
MAGAZINE IMPERATIVE		23571	13669	29.8	58.0	102	2363	28.4	10.0	98	4263	30.2	26.6	104	5044	29.9	21.4	103
RADIO IMPERATIVE		23278	12692	27.6	54.5	96	2435	29.3	10.5	102	5433	26.2	23.3	91	4824	28.6	20.7	99
MAGAZINES-TELEVISION: DUAL		15459	9498	20.7	61.4	108	1960	23.6	12.7	124	4406	21.2	28.5	111	3132	18.6	20.3	97
MAGAZINE IMPERATIVE		25829	15137	32.9	58.6	103	2380	28.6	9.2	90	7025	33.9	27.2	106	5733	34.0	22.2	106
TELEVISION IMPERATIVE		26039	14027	30.5	53.9	95	2946	35.4	11.3	110	5910	28.5	22.7	89	5172	30.6	19.9	95
NEWSPAPERS-OUTDOOR: DUAL		16605	9790	21.3	59.0	104	1430	17.2	8.6	84	4334	20.9	26.1	102	4025	23.8	24.2	116
NEWSPAPER IMPERATIVE		26834	15617	34.0	58.2	103	3031	36.5	11.3	110	7058	34.0	26.3	103	5528	32.7	20.6	99
OUTDOOR IMPERATIVE		23346	12656	27.5	54.2	96	2368	28.5	10.1	99	5678	27.4	24.3	95	4611	27.3	19.8	95
NEWSPAPERS-RADIO: DUAL		17133	10189	22.2	59.5	105	2051	24.7	12.0	117	4271	20.6	24.9	97	3866	22.9	22.6	108
NEWSPAPER IMPERATIVE		25892	14810	32.2	57.2	101	2435	29.3	9.4	92	6798	32.8	26.3	102	5578	33.0	21.5	103
RADIO IMPERATIVE		23167	13332	29.0	57.5	101	2535	30.5	10.9	107	6128	29.5	26.5	103	4668	27.7	20.1	97
NEWSPAPERS-TELEVISION: DUAL		17159	10109	22.0	58.9	104	2285	27.5	13.3	130	4196	20.2	24.5	95	3628	21.5	21.1	101
NEWSPAPER IMPERATIVE		26214	14988	32.6	57.2	101	2182	26.2	8.3	81	6827	32.9	26.0	102	5979	35.4	22.8	109
TELEVISION IMPERATIVE		23412	13005	28.3	55.5	98	2692	34.2	11.5	112	6003	28.9	25.6	100	4310	25.5	18.4	88
OUTDOOR-RADIO: DUAL		15303	9035	19.7	59.0	104	1736	20.9	11.3	111	3977	19.2	26.0	101	3322	19.7	21.7	104
OUTDOOR IMPERATIVE		24901	13655	29.7	54.8	97	2188	26.3	8.8	86	6136	29.6	24.6	96	5330	31.6	21.4	103
RADIO IMPERATIVE		26492	15413	33.5	58.2	103	2946	35.4	11.1	108	6932	33.4	26.2	102	5536	32.8	20.9	10

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	45941	100.0	56.7	100	8314	100.0	10.3	100	20745	100.0	25.6	100	16882	100.0	20.8	100
ATLANTIC MONTHLY	415	*237	0.5	57.1	101	**15	0.2	3.6	35	**146	0.7	35.2	137	**75	0.4	18.1	87
BARRON'S	453	*284	0.6	62.7	111	**49	0.6	10.8	105	**123	0.6	27.2	106	**112	0.7	24.7	119
BETTER HOMES & GARDENS	16256	9951	21.7	61.2	108	1503	18.1	9.2	90	4576	22.1	28.1	110	3872	22.9	23.8	114
BON APPETIT	2535	1464	3.2	57.8	102	*128	1.5	5.0	49	701	3.4	27.7	108	634	3.8	25.0	120
BUSINESS WEEK	1278	681	1.5	53.3	94	*187	2.2	14.6	143	278	1.3	21.8	85	216	1.3	16.9	81
CAR AND DRIVER	378	*259	0.6	68.5	121	**50	0.6	13.2	129	**127	0.6	33.6	131	**82	0.5	21.7	104
CBS MAGAZINE NETWORK (GROSS)	1498	978	2.1	65.3	115	*192	2.3	12.8	125	538	2.6	35.9	140	248	1.5	16.6	79
CHANGING TIMES	1505	919	2.0	61.1	108	*222	2.7	14.8	144	358	1.7	23.8	93	339	2.0	22.5	108
COLONIAL HOMES	1231	768	1.7	62.4	110	**142	1.7	11.5	112	376	1.8	30.5	119	251	1.5	20.4	98
CONDE NAST MAG. PKG. (GROSS)	14146	7730	16.8	54.6	96	1633	19.6	11.5	112	3081	14.9	21.8	85	3016	17.9	21.3	102
CONSUMERS DIGEST	1323	844	1.8	63.8	112	*203	2.4	15.3	149	372	1.8	28.1	110	269	1.6	20.3	98
COSMOPOLITAN	7102	3789	8.2	53.4	94	893	10.7	12.6	122	1723	8.3	24.3	95	1173	6.9	16.5	79
COUNTRY LIVING	2481	1559	3.4	62.8	111	*273	3.3	11.0	107	566	2.7	22.8	89	720	4.3	29.0	139
CUISINE	1472	886	1.9	60.2	106	**158	1.9	10.7	105	407	2.0	27.6	108	322	1.9	21.9	105
CYCLE WORLD	425	367	0.8	86.4	152	**84	1.0	19.8	193	**194	0.9	45.6	178	**89	0.5	20.9	100
DCI:CREATIVE IDEAS FOR LIV	2510	1627	3.5	64.8	114	329	4.0	13.1	128	871	4.2	34.7	135	427	2.5	17.0	82
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4313	9.4	64.4	114	650	7.8	9.7	95	2247	10.8	33.6	131	1416	8.4	21.2	101
DISCOVER	894	512	1.1	57.3	101	*148	1.8	16.6	161	*186	0.9	20.8	81	*178	1.1	19.9	96
EBONY	3507	1947	4.2	55.5	98	650	7.8	18.5	181	882	4.3	25.1	98	415	2.5	11.8	57
ESQUIRE	1083	662	1.4	61.1	108	*231	2.8	21.3	208	250	1.2	23.1	90	*182	1.1	16.8	81
ESSENCE	1830	1092	2.4	59.7	105	315	3.8	17.2	168	534	2.6	29.2	114	243	1.4	13.3	64
FAMILY CIRCLE	15930	9364	20.4	58.8	104	1659	20.0	10.4	101	4285	20.7	26.9	105	3419	20.3	21.5	103
THE FAMILY HANDYMAN	1126	729	1.6	64.7	114	*151	1.8	13.4	131	268	1.3	23.8	93	309	1.8	27.4	132
FAMILY WEEKLY	11468	6848	14.9	59.7	105	1358	16.3	11.8	115	3043	14.7	26.5	104	2447	14.5	21.3	102
FIELD & STREAM	2234	1409	3.1	63.1	111	*271	3.3	12.1	118	701	3.4	31.4	122	436	2.6	19.5	94
FOOD & WINE	579	394	0.9	68.0	120	**69	0.8	11.9	116	*141	0.7	24.4	95	*184	1.1	31.8	152
FORBES	728	485	1.1	66.6	117	**95	1.1	13.0	127	*192	0.9	26.4	103	*199	1.2	27.3	131
FORTUNE	906	557	1.2	61.5	108	**130	1.6	14.3	140	*197	0.9	21.7	85	*230	1.4	25.4	122
GENTELEMEN'S QUARTERLY	791	467	1.0	59.0	104	*181	2.2	22.9	223	*129	0.6	16.3	64	*157	0.9	19.8	95
GLAMOUR	5265	3051	6.6	57.9	102	587	7.1	11.1	109	1172	5.6	22.3	87	1293	7.7	24.6	118
GOLF DIGEST	636	488	1.1	76.7	135	**46	0.6	7.2	70	*204	1.0	32.1	125	*238	1.4	37.4	180
GOLF DIGEST/TENNIS (GROSS)	1186	868	1.9	73.2	129	**129	1.6	10.9	106	415	2.0	35.0	137	324	1.9	27.3	131
GOLF MAGAZINE	441	338	0.7	76.6	135	**26	0.3	5.9	57	*169	0.8	38.3	150	**144	0.9	32.7	157
GOLF MAGAZINE/SKI (GROSS)	922	587	1.3	63.7	112	**62	0.7	6.7	66	301	1.5	32.6	127	*224	1.3	24.3	117
GOOD HOUSEKEEPING	16487	9880	21.5	59.9	106	1488	17.9	9.0	88	4635	22.3	28.1	110	3758	22.3	22.8	109
HARPER'S BAZAAR	2423	1456	3.2	60.1	106	337	4.1	13.9	135	630	3.0	26.0	102	490	2.9	20.2	97
HEALTH	1994	1376	3.0	69.0	122	*261	3.1	13.1	128	706	3.4	35.4	138	408	2.4	20.5	98
HEARST MAG CORP. BUY (GROSS)	44101	26269	57.2	59.6	105	4805	57.8	10.9	106	11946	57.6	27.1	106	9518	56.4	21.6	104
HEARST MAN POWER (GROSS)	1993	1316	2.9	66.0	116	*267	3.2	13.4	130	648	3.1	32.5	127	401	2.4	20.1	97
HEARST WOMAN POWER (GROSS)	31274	18351	39.9	58.7	103	3193	38.4	10.2	99	8625	41.6	27.6	108	6533	38.7	20.9	100
HOUSE BEAUTIFUL	3623	2204	4.8	60.8	107	486	5.8	13.4	131	884	4.3	24.4	95	834	4.9	23.0	110
INC.	283	*202	0.4	71.4	126	**32	0.4	11.3	110	**135	0.7	47.7	186	**34	0.2	12.0	58
JET	2928	1647	3.6	56.3	99	550	6.6	18.8	183	706	3.4	24.1	94	391	2.3	13.4	64
LADIES' HOME JOURNAL	11918	7004	15.2	58.8	104	1295	15.6	10.9	106	3101	14.9	26.0	102	2609	15.5	21.9	105
LHJ FAMILY GRP COMBO(GROSS)	16764	10140	22.1	60.5	107	1862	22.4	11.1	108	4454	21.5	26.6	104	3824	22.7	22.8	109
LIFE	4254	2419	5.3	56.9	100	578	7.0	13.6	132	1111	5.4	26.1	102	730	4.3	17.2	82
L.A. TIMES HOME MAGAZINE	1145	734	1.6	64.1	113	**127	1.5	11.1	108	363	1.7	31.7	124	244	1.4	21.3	102
MADMOISELLE	2884	1571	3.4	54.5	96	358	4.3	12.4	121	720	3.5	25.0	97	493	2.9	17.1	82
MC CALL'S	13460	8279	18.0	61.5	108	1410	17.0	10.5	102	3874	18.7	28.8	112	2995	17.7	22.3	107
MC CALL'S/MRK MOTHER (GROSS)	14606	8919	19.4	61.1	108	1537	18.5	10.5	103	4161	20.1	28.5	111	3222	19.1	22.1	106
MECHANIX ILLUSTRATED	772	502	1.1	65.0	115	**117	1.4	15.2	148	*213	1.0	27.6	108	*172	1.0	22.3	107
METROPOLITAN HOME	967	580	1.3	60.0	106	**88	1.1	9.1	89	257	1.2	26.6	104	236	1.4	24.4	117
MONEY	1588	951	2.1	59.9	106	*162	1.9	10.2	99	398	1.9	25.1	98	391	2.3	24.6	118
MOTHER EARTH NEWS	1002	685	1.5	68.4	121	**108	1.3	10.8	105	334	1.6	33.3	130	*243	1.4	24.3	116
MS.	825	445	1.0	53.9	95	**84	1.0	10.2	99	*222	1.1	26.9	105	*139	0.8	16.8	81
NATIONAL ENQUIRER	10336	6196	13.5	59.9	106	1547	18.6	15.0	146	2944	14.2	28.5	111	1706	10.1	16.5	79
NATIONAL GEOGRAPHIC	9597	5593	12.2	58.3	103	824	9.9	8.6	84	2482	12.0	25.9	101	2287	13.5	23.8	114
NATIONAL SUNDAY MAGAZINE PKG	49558	28421	61.9	57.3	101	5107	61.4	10.3	100	12690	61.2	25.6	100	10624	62.9	21.4	103
NATURAL HISTORY	573	315	0.7	55.0	97	**53	0.6	9.2	90	**139	0.7	24.3	95	**123	0.7	21.5	103
NEW WOMAN	1699	890	1.9	52.4	92	*141	1.7	8.3	81	375	1.8	22.1	86	375	2.2	22.1	106
NEW YORK INCLUDING CUE	443	211	0.5	47.6	84	**68	0.8	15.3	150	**60	0.3	13.5	53	**83	0.5	18.7	90
THE NEW YORKER	1270	720	1.6	56.7	100	**89	1.1	7.0	68	296	1.4	23.3	91	335	2.0	26.4	127
NEWSWEEK	6277	3504	7.6	55.8	98	664	8.0	10.6	103	1700	8.2	27.1	106	1139	6.7	18.1	87
THE N.Y. TIMES DAILY EDITION	1205	638	1.4	52.9	93	*81	1.0	6.7	65	252	1.2	20.9	82	305	1.8	25.3	121
THE N.Y. TIMES MAGAZINE	2081	1051	2.3	50.5	89	*143	1.7	6.9	67	372	1.8	17.9	70	536	3.2	25.8	124
OMNI	788	519	1.1	65.9	116	*129	1.6	16.4	159	*203	1.0	25.8	101	*188	1.1	23.9	114
ON CABLE	1158	681	1.5	58.8	104	*156	1.9	13.5	131	*203	1.0	17.5	68	*322	1.9	27.8	133
1001 HOME IDEAS	2852	1760	3.8	61.7	109	306	3.7	10.7	105	647	3.1	22.7	89	807	4.8	28.3	136
ORGANIC GARDENING	1658	1162	2.5	70.1	124	*243	2.9	14.7	143	537	2.6	32.4	126	382	2.3	23.0	111
OUTDOOR LIFE	896	638	1.4	71.2	126	*148	1.8	16.5	161	344	1.7	38.4	150	*146	0.9	16.3	78
PARADE MAGAZINE	24275	13772	30.0	56.7	100	2575	31.0	10.6	103	6188	29.8	25.5	100	5008	29.7	20.6	99

INSECTICIDES: USAGE IN LAST 6 MONTHS
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	45941	100.0	56.7	100	8314	100.0	10.3	100	20745	100.0	25.6	100	16882	100.0	20.8	100
PARENTS	3845	2217	4.8	57.7	102	482	5.8	12.5	122	1043	5.0	27.1	106	692	4.1	18.0	86
PENTHOUSE	831	478	1.0	57.5	101	**147	1.8	17.7	172	*234	1.1	28.2	110	**97	0.6	11.7	56
PEOPLE	11645	6856	14.9	58.9	104	1330	16.0	11.4	111	3216	15.5	27.6	108	2310	13.7	19.8	95
PLAYBOY	2006	1182	2.6	58.9	104	270	3.2	13.5	131	619	3.0	30.9	120	292	1.7	14.6	70
POPULAR HOT RODDING	297	*164	0.4	55.2	97	**45	0.5	15.2	148	**66	0.3	22.2	87	**53	0.3	17.8	86
POPULAR MECHANICS	1018	667	1.5	65.5	116	**83	1.0	8.2	79	*399	1.9	39.2	153	*185	1.1	18.2	87
POPULAR SCIENCE	878	548	1.2	62.4	110	**129	1.6	14.7	143	*223	1.1	25.4	99	*196	1.2	22.3	107
PREVENTION	3913	2428	5.3	62.0	109	390	4.7	10.0	97	1239	6.0	31.7	124	799	4.7	20.4	98
PSYCHOLOGY TODAY	1710	1085	2.4	63.5	112	*205	2.5	12.0	117	441	2.1	25.8	101	438	2.6	25.6	123
READER'S DIGEST	22204	13719	29.9	61.8	109	2445	29.4	11.0	107	6520	31.4	29.4	115	4754	28.2	21.4	103
REDBOOK	7684	4681	10.2	60.9	107	813	9.8	10.6	103	2266	10.9	29.5	115	1602	9.5	20.8	100
ROAD & TRACK	410	*270	0.6	65.9	116	**28	0.3	6.8	67	**152	0.7	37.1	145	**90	0.5	22.0	105
ROLLING STONE	969	569	1.2	58.7	104	*123	1.5	12.7	124	*242	1.2	25.0	97	*203	1.2	20.9	100
RUNNER'S WORLD	298	*147	0.3	49.3	87	*31	0.4	10.4	101	*58	0.3	19.5	76	*59	0.3	19.8	95
SATURDAY EVENING POST	1169	692	1.5	59.2	104	*135	1.6	11.5	112	346	1.7	29.6	116	*211	1.2	18.0	87
SCIENCE 84	587	418	0.9	71.2	126	**95	1.1	16.2	158	*220	1.1	37.5	146	**104	0.6	17.7	85
SCIENCE DIGEST	482	322	0.7	66.8	118	**114	1.4	23.7	230	**94	0.5	19.5	76	**113	0.7	23.4	112
SCIENTIFIC AMERICAN	594	360	0.8	60.6	107	**88	1.1	14.8	144	**116	0.6	19.5	76	*156	0.9	26.3	126
SELF	2089	1071	2.3	51.3	90	*204	2.5	9.8	95	414	2.0	19.8	77	454	2.7	21.7	104
SEVENTEEN	2411	1359	3.0	56.4	99	334	4.0	13.9	135	639	3.1	26.5	103	387	2.3	16.1	77
SKI	480	*249	0.5	51.9	91	**37	0.4	7.7	75	**132	0.6	27.5	107	**80	0.5	16.7	80
SMITHSONIAN	2760	1627	3.5	58.9	104	*155	1.9	5.6	55	798	3.8	28.9	113	674	4.0	24.4	117
SOAP OPERA DIGEST	3013	1791	3.9	59.4	105	396	4.8	13.1	128	988	4.8	32.8	128	408	2.4	13.5	65
SOUTHERN LIVING	4184	2687	5.8	64.2	113	321	3.9	7.7	75	1376	6.6	32.9	128	989	5.9	23.6	113
SPORT	559	389	0.8	69.6	123	**112	1.3	20.0	195	*171	0.8	30.6	119	**106	0.6	19.0	91
THE SPORTING NEWS	436	*282	0.6	64.7	114	**74	0.9	17.0	165	**115	0.6	26.4	103	**93	0.6	21.3	102
SPORTS AFIELD	493	327	0.7	66.3	117	**69	0.8	14.0	136	*155	0.7	31.4	123	**103	0.6	20.9	100
SPORTS ILLUSTRATED	2758	1717	3.7	62.3	110	405	4.9	14.7	143	663	3.2	24.0	94	650	3.9	23.6	113
STAR	7456	4522	9.8	60.6	107	1088	13.1	14.6	142	2124	10.2	28.5	111	1311	7.8	17.6	84
SUNDAY	24936	13533	29.5	54.3	96	2185	26.3	8.8	85	6090	29.4	24.4	95	5259	31.2	21.1	101
SUNSET	2124	1309	2.8	61.6	109	*243	2.9	11.4	111	480	2.3	22.6	88	586	3.5	27.6	132
TV GUIDE	21661	13007	28.3	60.0	106	2758	33.2	12.7	124	5948	28.7	27.5	107	4302	25.5	19.9	95
TENNIS	550	380	0.8	69.1	122	**83	1.0	15.1	147	*211	1.0	38.4	150	**86	0.5	15.6	75
TIME	8880	5255	11.4	59.2	104	888	10.7	10.0	97	2574	12.4	29.0	113	1793	10.6	20.2	97
TOWN & COUNTRY	917	503	1.1	54.9	97	**98	1.2	10.7	104	*176	0.8	19.2	75	229	1.4	25.0	120
TRAVEL & LEISURE	972	606	1.3	62.3	110	**127	1.5	13.1	127	271	1.3	27.9	109	*207	1.2	21.3	102
TRUE STORY	3356	2053	4.5	61.2	108	682	8.2	20.3	198	925	4.5	27.6	108	445	2.6	13.3	64
U.S. NEWS & WORLD REPORT	3410	2030	4.4	59.5	105	348	4.2	10.2	99	902	4.3	26.5	103	780	4.6	22.9	110
USA TODAY	1759	1058	2.3	60.1	106	*220	2.6	12.5	122	414	2.0	23.5	92	425	2.5	24.2	116
US	1873	1032	2.2	55.1	97	*203	2.4	10.8	106	516	2.5	27.5	108	314	1.9	16.8	80
VOGUE	3909	2036	4.4	52.1	92	485	5.8	12.4	121	775	3.7	19.8	77	776	4.6	19.9	95
WALL STREET JOURNAL	1886	1044	2.3	55.4	98	*157	1.9	8.3	81	465	2.2	24.7	96	423	2.5	22.4	108
WEIGHT WATCHERS	2120	1271	2.8	60.0	106	*189	2.3	8.9	87	502	2.4	23.7	92	580	3.4	27.4	131
WOMAN'S DAY	14172	8770	19.1	61.9	109	1501	18.1	10.6	103	4034	19.4	28.5	111	3235	19.2	22.8	110
WORKING MOTHER	1146	640	1.4	55.8	98	*126	1.5	11.0	107	287	1.4	25.0	98	*227	1.3	19.8	95
WORKING WOMAN	1322	756	1.6	57.2	101	*205	2.5	15.5	151	312	1.5	23.6	92	239	1.4	18.1	87
WORLD TENNIS	*163	**98	0.2	60.1	106	**30	0.4	18.4	179	**49	0.2	30.1	117	**20	0.1	12.3	59
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1481	3.2	58.5	103	330	4.0	13.0	127	658	3.2	26.0	101	493	2.9	19.5	93
BLAIR INSERTS	43657	24860	54.1	56.9	100	4225	50.8	9.7	94	11180	53.9	25.6	100	9456	56.0	21.7	104
DAILY NEWSPAPERS																	
READ ANY	51633	30122	65.6	58.3	103	5449	65.5	10.6	103	13589	65.5	26.3	103	11084	65.7	21.5	103
READ ONE	43463	25471	55.4	58.6	103	4742	57.0	10.9	106	11667	56.2	26.8	105	9061	53.7	20.8	100
READ TWO OR MORE	8170	4652	10.1	56.9	100	707	8.5	8.7	84	1922	9.3	23.5	92	2023	12.0	24.8	119
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	30124	65.6	57.2	101	5309	63.9	10.1	98	13449	64.8	25.5	100	11366	67.3	21.6	104
READ ONE	46126	26379	57.4	57.2	101	4620	55.6	10.0	98	11880	57.3	25.8	101	9878	58.5	21.4	103
READ TWO OR MORE	6552	3745	8.2	57.2	101	689	8.3	10.5	102	1568	7.6	23.9	93	1488	8.8	22.7	109
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.21				26.20				26.90				28.06			
30 DAY REACH	71455	40260	87.6	56.3	99	7332	88.2	10.3	100	17834	86.0	25.0	97	15095	89.4	21.1	101
50 SHWG - 30 DAY AV FREQ	14.56	14.29				13.53				14.18				14.79			
30 DAY REACH	67742	38427	83.6	56.7	100	7102	85.4	10.5	102	16977	81.8	25.1	98	14349	85.0	21.2	102
25 SHWG - 30 DAY AV FREQ	7.94	7.77				7.51				7.65				8.02			
30 DAY REACH	62117	35333	76.9	56.9	100	6387	76.8	10.3	100	15719	75.8	25.3	99	13227	78.3	21.3	102
CABLE TV: HOME WIRED	32077	18203	39.6	56.7	100	3140	37.8	9.8	95	8424	40.6	26.3	103	6639	39.3	20.7	99
HOME NOT WIRED	48909	27738	60.4	56.7	100	5174	62.2	10.6	103	12321	59.4	25.2	98	10243	60.7	20.9	100
HAVE PAY CABLE	15935	9110	19.8	57.2	101	1250	15.0	7.8	76	4533	21.9	28.4	111	3327	19.7	20.9	100

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	45941	100.0	56.7	100	8314	100.0	10.3	100	20745	100.0	25.6	100	16882	100.0	20.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	25269	55.0	57.5	101	4684	56.3	10.7	104	11386	54.9	25.9	101	9199	54.5	20.9	100
10:00 AM - 3:00 PM	30659	18170	39.6	59.3	104	3335	40.1	10.9	106	8317	40.1	27.1	106	6518	38.6	21.3	102
3:00 PM - 7:00 PM	31045	17932	39.0	57.8	102	3435	41.3	11.1	108	7768	37.4	25.0	98	6729	39.9	21.7	104
7:00 PM - MIDNIGHT	15767	8851	19.3	56.1	99	1795	21.6	11.4	111	4062	19.6	25.8	101	2994	17.7	19.0	91
MIDNIGHT - 6:00 AM	9120	5411	11.8	59.3	105	894	10.8	9.8	95	2255	10.9	24.7	97	2261	13.4	24.8	119
6:00 AM - MIDNIGHT	58527	33542	73.0	57.3	101	6119	73.6	10.5	102	15005	72.3	25.6	100	12419	73.6	21.2	102
ENTIRE DAY	59311	33936	73.9	57.2	101	6184	74.4	10.4	102	15117	72.9	25.5	100	12635	74.8	21.3	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	9569	20.8	59.2	104	1584	19.1	9.8	95	4268	20.6	26.4	103	3717	22.0	23.0	110
ALL NEWS	2256	1115	2.4	49.4	87	*125	1.5	5.5	54	584	2.8	25.9	101	406	2.4	18.0	86
AOR/PROGRESSIVE	3874	2066	4.5	53.3	94	369	4.4	9.5	93	976	4.7	25.2	98	721	4.3	18.6	89
BEAUTIFUL MUSIC	5660	3353	7.3	59.2	104	635	7.6	11.2	109	1440	6.9	25.4	99	1279	7.6	22.6	108
BLACK	2204	1263	2.7	57.3	101	334	4.0	15.2	148	586	2.8	26.6	104	343	2.0	15.6	75
CLASSICAL	1418	939	2.0	66.2	117	**127	1.5	9.0	87	466	2.2	32.9	128	346	2.0	24.4	117
CHR/ROCK	9538	5079	11.1	53.3	94	1071	12.9	11.2	109	2229	10.7	23.4	91	1779	10.5	18.7	89
COUNTRY	12648	7605	16.6	60.1	106	1461	17.6	11.6	113	3665	17.7	29.0	113	2479	14.7	19.6	94
GOLDEN OLDIES	1191	620	1.3	52.1	92	*676	0.9	6.4	62	451	2.2	37.9	148	*93	0.6	7.8	37
MOR/NOSTALGIA	4757	2815	6.1	59.2	104	467	5.6	9.8	96	1105	5.3	23.2	91	1243	7.4	26.1	125
NEWS/TALK	3863	2210	4.8	57.2	101	331	4.0	8.6	83	918	4.4	23.8	93	962	5.7	24.9	119
RELIGIOUS	3084	1779	3.9	57.7	102	*251	3.0	8.1	79	717	3.5	23.2	91	812	4.8	26.3	126
SOFT ROCK	521	*304	0.7	58.3	103	*226	0.3	5.0	49	**150	0.7	28.8	112	**128	0.8	24.6	118
URBAN CONTEMPORARY	1585	891	1.9	56.2	99	310	3.7	19.6	191	402	1.9	25.4	99	*179	1.1	11.3	54
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1718	3.7	52.7	93	386	4.6	11.8	115	786	3.8	24.1	94	546	3.2	16.7	80
ABC DIRECTION	2316	1303	2.8	56.3	99	294	3.5	12.7	124	573	2.8	24.7	97	436	2.6	18.8	90
ABC ENTERTAINMENT	4834	2788	6.1	57.7	102	432	5.2	8.9	87	1356	6.5	28.1	110	1000	5.9	20.7	99
ABC FM	2202	1207	2.6	54.8	97	*215	2.6	9.8	95	649	3.1	29.5	115	342	2.0	15.5	75
ABC INFORMATION	5425	3390	7.4	62.5	110	643	7.7	11.9	115	1407	6.8	25.9	101	1340	7.9	24.7	118
ABC ROCK	1677	932	2.0	55.6	98	*193	2.3	11.5	112	443	2.1	26.4	103	297	1.8	17.7	85
CBS	4430	2504	5.5	56.5	100	298	3.6	6.7	66	1162	5.6	26.2	102	1044	6.2	23.6	113
MUTUAL	4992	3269	7.1	65.5	115	635	7.6	12.7	124	1521	7.3	30.5	119	1113	6.6	22.3	107
NBC	4679	2711	5.9	57.9	102	353	4.2	7.5	73	1365	6.6	29.2	114	993	5.9	21.2	102
RADIORADIO	1994	1058	2.3	53.1	94	*181	2.2	9.1	88	483	2.3	24.2	95	394	2.3	19.8	95
RKO ONE	2298	1257	2.7	54.7	96	*255	3.1	11.1	108	571	2.8	24.8	97	431	2.6	18.8	90
RKO TWO	3311	1823	4.0	55.1	97	290	3.5	8.8	85	822	4.0	24.8	97	711	4.2	21.5	103
THE SOURCE	2114	1171	2.5	55.4	98	*182	2.2	8.6	84	594	2.9	28.1	110	395	2.3	18.7	90
NON-WIRED : BLAIR	8654	5099	11.1	58.9	104	944	11.4	10.9	106	2291	11.0	26.5	103	1863	11.0	21.5	103
INTERNET	12025	6905	15.0	57.4	101	1427	17.2	11.9	116	3033	14.6	25.2	98	2445	14.5	20.3	98
KATZ RADIO GROUP	15359	8687	18.9	56.6	100	1270	15.3	8.3	81	3907	18.8	25.4	99	3510	20.8	22.9	110
SUPERNET	10628	6225	13.5	58.6	103	1216	14.6	11.4	111	2998	14.5	28.2	110	2011	11.9	18.9	91
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4956	10.8	57.2	101	1097	13.2	12.7	123	2193	10.6	25.3	99	1666	9.9	19.2	92
WKDAY 9:00 AM - 1:00 PM	12163	6995	15.2	57.5	101	1615	19.4	13.3	129	3186	15.4	26.2	102	2194	13.0	18.0	87
WKDAY 1:00 PM - 4:30 PM	16150	9064	19.7	56.1	99	2075	25.0	12.8	125	4134	19.9	25.6	100	2854	16.9	17.7	85
WKDAY 4:30 PM - 7:30 PM	22463	12712	27.7	56.6	100	2616	31.5	11.6	113	5538	26.7	24.7	96	4557	27.0	20.3	97
WKDAY 7:30 PM - 8:00 PM	31795	17944	39.1	56.4	99	3552	42.7	11.2	109	7930	38.2	24.9	97	6462	38.3	20.3	97
WKDAY 11:00 PM - 11:30 PM	23977	14030	30.5	58.5	103	2746	33.0	11.5	112	6283	30.3	26.2	102	5000	29.6	20.9	100
WKDAY 11:30 PM - 1:00 AM	7703	4501	9.8	58.4	103	919	11.1	11.9	116	1990	9.6	25.8	101	1592	9.4	20.7	99
M-SAT 8-11 PM-SUN 7-11 PM	33800	19300	42.0	57.1	101	3743	45.0	11.1	108	8575	41.3	25.4	99	6982	41.4	20.7	99
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	3609	7.9	55.2	97	810	9.7	12.4	121	1742	8.4	26.6	104	1057	6.3	16.2	78
ANOTHER WORLD	N 4620	2766	6.0	59.9	106	672	8.1	14.5	142	1215	5.9	26.3	103	879	5.2	19.0	91
AS THE WORLD TURNS	C 5614	3186	6.9	56.8	100	672	8.1	12.0	117	1538	7.4	27.4	107	977	5.8	17.4	83
CAPITOL	C 3396	2034	4.4	59.9	106	468	5.6	13.8	134	1041	5.0	30.7	120	525	3.1	15.5	74
CBS MORN. NEWS 1	C 1446	841	1.8	58.2	103	165	2.0	11.4	111	477	2.3	33.0	129	199	1.2	13.8	66
CBS MORN. NEWS 2	C 1207	672	1.5	55.7	98	151	1.8	12.5	122	329	1.6	27.3	106	192	1.1	15.9	76
DAYS OF OUR LIVES	N 5877	3527	7.7	60.0	106	715	8.6	12.2	119	1646	7.9	28.0	109	1166	6.9	19.8	95
FACTS OF LIFE - DAYTIME	N 2290	1304	2.8	56.9	100	358	4.3	15.6	152	576	2.8	25.2	98	371	2.2	16.2	78
FAMILY FEUD	A 3023	1625	3.5	53.8	95	365	4.4	12.1	118	812	3.9	26.9	105	449	2.7	14.9	71
GENERAL HOSPITAL	A 6097	3185	6.9	52.2	92	814	9.8	13.4	130	1313	6.3	21.5	84	1058	6.3	17.4	83
GOOD MORNING, AMERICA-730A	A 3515	2064	4.5	58.7	104	461	5.5	13.1	128	908	4.4	25.8	101	696	4.1	19.8	95
GOOD MORNING, AMERICA-830A	A 2818	1750	3.8	62.1	109	410	4.9	14.5	142	823	4.0	29.2	114	518	3.1	18.4	88
GUIDING LIGHT	C 5339	2928	6.4	54.8	97	558	6.7	10.5	102	1501	7.2	28.1	110	869	5.1	16.3	78
ONE LIFE TO LIVE	A 4478	2365	5.1	52.8	93	554	6.7	12.4	121	1049	5.1	23.4	91	762	4.5	17.0	82
PRESS YOUR LUCK	C 2244	1452	3.2	64.74.													

		ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	45941	100.0	56.7	100	8314	100.0	10.3	100	20745	100.0	25.6	100	16882	100.0	20.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	15052	32.8	57.8	102	2993	36.0	11.5	112	6698	32.3	25.7	100	5362	31.8	20.6	99
NETWORK AFFILIATES - LATE		20261	11888	25.9	58.7	103	2338	28.1	11.5	112	5438	26.2	26.8	105	4112	24.4	20.3	97
INDEPENDENTS - LATE		2076	1093	2.4	52.6	93	180	2.2	8.7	84	402	1.9	19.4	76	511	3.0	24.6	118
TV EVENING NTMK 6 PM - 2 AM																		
A TEAM		N 10453	6129	13.3	58.6	103	1306	15.7	12.5	122	2766	13.3	26.5	103	2056	12.2	19.7	94
ABC MONDAY NIGHT MOVIE		A 6412	3682	8.0	57.4	101	653	7.9	10.2	99	1693	8.2	26.4	103	1337	7.9	20.9	90
ABC SUNDAY NIGHT MOVIE		A 12407	6991	15.2	56.3	99	1374	16.5	11.1	108	3015	14.5	24.3	95	2602	15.4	21.0	101
ABC WORLD NEWS TONIGHT		A 6176	3439	7.5	55.7	98	736	8.9	11.9	116	1468	7.1	23.8	93	1236	7.3	20.0	99
AFTERMASH		C 5863	3376	7.3	57.6	102	661	8.0	11.3	110	1479	7.1	25.2	98	1237	7.3	21.1	100
ALICE		C 9594	5563	12.1	58.0	102	1097	13.2	11.4	111	2497	12.0	26.0	102	1968	11.7	20.5	98
AMERICAN PARADE		C 6622	3827	8.3	57.8	102	646	7.8	9.8	95	1812	8.7	27.4	107	1369	8.1	20.7	99
BENSON		A 10886	6085	13.2	55.9	99	1108	13.3	10.2	99	2620	12.6	24.1	94	2357	14.0	21.7	104
BLUE THUNDER		A 5036	3018	6.6	59.9	106	639	7.7	12.7	124	1313	6.3	26.1	102	1066	6.3	21.2	102
CAGNEY & LACEY		C 9965	5645	12.3	56.6	100	1172	14.1	11.8	115	2576	12.4	25.9	101	1897	11.2	19.0	91
CBS EVENING NEWS-DEAN		C 3491	1992	4.3	57.1	101	395	4.8	11.3	110	857	4.1	24.5	96	740	4.4	21.2	102
CBS EVENING NEWS-RATHER		C 7123	4202	9.1	59.0	104	848	10.2	11.9	116	1935	9.3	27.2	106	1419	8.4	19.9	96
CBS SAT. NEWS-SCHIEFFER		C 3621	2117	4.6	58.5	103	441	5.3	12.2	119	921	4.4	25.4	99	755	4.5	20.9	100
CBS SATURDAY NIGHT MOVIE		C 5436	3036	6.6	55.8	98	523	6.3	9.6	94	1462	7.0	26.9	105	1051	6.2	19.3	93
CBS WEDNESDAY NIGHT MOVIE		C 6100	3621	7.9	59.4	105	659	7.9	10.8	105	1622	7.8	26.6	104	1339	7.9	22.0	105
CHEERS		N 8889	5130	11.2	57.7	102	1006	12.1	11.3	110	2211	10.7	24.9	97	1914	11.3	21.5	103
DALLAS		C 22109	12876	28.0	58.2	103	2210	26.6	10.0	97	5591	27.0	25.3	99	5075	30.1	23.0	110
DIFF'RENT STROKES		N 6940	3959	8.6	57.0	101	983	11.8	14.2	138	1552	7.5	22.4	87	1424	8.4	20.5	98
DOUBLE TROUBLE		N 7223	4380	9.5	60.6	107	804	9.7	11.1	108	2053	9.9	28.4	111	1523	9.0	21.1	101
DUCK FACTORY		N 5595	3389	7.4	60.6	107	699	8.4	12.5	122	1490	7.2	26.6	104	1201	7.1	21.5	103
DUKES OF HAZZARD		C 5768	3241	7.1	56.2	99	600	7.2	10.4	101	1465	7.1	25.4	99	1176	7.0	20.4	98
DYNASTY		A 20053	11050	24.1	55.1	97	2101	25.3	10.5	102	5101	24.6	25.4	99	3848	22.8	19.2	92
FACTS OF LIFE		N 8087	4743	10.3	58.6	103	944	11.4	11.7	114	2305	11.1	28.5	111	1494	8.8	18.5	89
FALCON CREST		C 20046	11786	25.7	58.8	104	2008	24.2	10.0	98	5134	24.7	25.6	100	4644	27.5	23.2	111
FALL GUY		A 9084	5298	11.5	58.3	103	1051	12.6	11.6	113	2391	11.5	26.3	103	1857	11.0	20.4	98
FAMILY TIES		N 7964	4571	9.9	57.4	101	938	11.3	11.8	115	2033	9.8	25.5	100	1600	9.5	20.1	96
FANTASY ISLAND		A 7687	4453	9.7	57.9	102	1111	13.4	14.5	141	1745	8.4	22.7	89	1597	9.5	20.8	100
FOULUPS, BLEEPs & BLUNDERS		A 8861	5010	10.9	56.5	100	1020	12.3	11.5	112	2227	10.7	25.1	98	1763	10.4	19.9	95
FOUR SEASONS		C 5095	2856	6.2	56.1	99	560	6.7	11.0	107	1336	6.4	26.2	102	959	5.7	18.8	90
GIMME A BREAK		N 8838	4940	10.8	55.9	99	1075	12.9	12.2	118	2188	10.5	24.8	97	1677	9.9	19.0	91
HART TO HART		A 8978	5143	11.2	57.3	101	1131	13.6	12.6	123	2217	10.7	24.7	96	1794	10.6	20.0	96
HILL STREET BLUES		N 8590	4890	10.6	56.9	100	677	8.1	7.9	77	2371	11.4	27.6	108	1842	10.9	21.4	103
HOTEL		A 14085	7901	17.2	56.1	99	1513	18.2	10.7	105	3614	17.4	25.7	100	2774	16.4	19.7	94
JEFFERSONS		C 9360	5366	11.7	57.3	101	1139	13.7	12.2	119	2394	11.5	25.6	100	1833	10.9	19.6	94
JENNIFER SLEPT HERE		N 5841	3420	7.4	58.6	103	801	9.6	13.7	134	1444	7.0	24.7	97	1175	7.0	20.1	97
KATE & ALLIE		C 9206	5301	11.5	57.6	102	1041	12.5	11.3	110	2340	11.3	25.4	99	1920	11.4	20.9	100
KNIGHT RIDER		N 7076	4160	9.1	58.8	104	910	10.9	12.9	125	1780	8.6	25.2	98	1471	8.7	20.8	100
LOVE BOAT		A 12219	6985	15.2	57.2	101	1448	17.4	11.9	115	2983	14.4	24.4	95	2554	15.1	20.9	100
MAGNUM PI		C 11199	6617	14.4	59.1	104	1168	14.0	10.4	102	3020	14.6	27.0	105	2429	14.4	21.7	104
MAMA'S FAMILY		N 6057	3421	7.4	56.5	100	631	7.6	10.4	101	1518	7.3	25.1	98	1272	7.5	21.0	101
MASTER, THE		N 3598	2060	4.5	57.3	101	466	5.6	13.0	126	913	4.4	25.4	99	681	4.0	18.9	91
MATT HOUSTON		A 6344	3678	8.0	58.0	102	895	10.8	14.1	137	1647	7.9	26.0	101	1136	6.7	17.9	86
NBC MONDAY NIGHT MOVIE		N 11994	6781	14.8	56.5	100	1327	16.0	11.1	108	3181	15.3	26.5	104	2272	13.5	18.9	91
NBC NIGHTLY NEWS		N 5132	2981	6.5	58.1	102	593	7.1	11.6	113	1332	6.4	26.0	101	1057	6.3	20.6	99
NBC NIGHTLY NEWS-SAT		N 3375	1880	4.1	55.7	98	307	3.7	9.1	89	900	4.3	26.7	104	673	4.0	19.9	96
NBC NIGHTLY NEWS-SUN		N 3130	1593	3.5	50.9	90	272	3.3	8.7	85	742	3.6	23.7	93	580	3.4	18.5	89
NBC SUNDAY NIGHT MOVIE		N 8284	4748	10.3	57.3	101	1119	13.5	13.5	132	2150	10.4	26.0	101	1479	8.8	17.9	86
NEWMART		C 9240	5154	11.2	55.8	98	1008	12.1	10.9	106	2438	11.8	26.4	103	1709	10.1	18.5	89
ONE DAY AT A TIME		C 7288	4049	8.8	55.6	98	845	10.2	11.6	113	1789	8.6	24.5	96	1414	8.4	19.4	93
PEOPLE ARE FUNNY		N 4855	2810	6.1	57.9	102	596	7.2	12.3	120	1141	5.5	23.5	92	1073	6.4	22.1	106
REAL PEOPLE		N 8869	5107	11.1	57.6	102	951	11.4	10.7	104	2250	10.8	25.4	99	1906	11.3	21.5	103
REMINGTON STEELE		N 7743	4414	9.6	57.0	100	652	7.8	8.4	82	1976	9.5	25.5	100	1786	10.6	23.1	111
RIPLEY'S BELIEVE IT - NOT		A 5345	3096	6.7	57.9	102	692	8.3	12.9	126	1304	6.3	24.4	95	1100	6.5	20.6	99
RIPTIDE		N 6988	4077	8.9	58.3	103	743	8.9	10.6	104	1855	8.9	26.5	104	1479	8.8	21.2	102
SCARECROW & MRS. KING		C 10002	5722	12.5	57.2	101	976	11.7	9.8	95	2820	13.6	28.2	110	1926	11.4	19.3	92
SIMON & SIMON		C 10638	6302	13.7	59.2	104	1255	15.1	11.8	115	2964	14.3	27.9	109	2084	12.3	19.6	94
60 MINUTES		C 13293	7590	16.5	57.1	101	1200	14.4	9.0	88	3522	17.0	26.5	103	2868	17.0	21.6	104
ST. ELSEWHERE		N 7017	4303	9.4	61.3	108	843	10.1	12.0	117	1974	9.5	28.1	110	1487	8.8	21.2	102
THREE'S COMPANY		A 10917	6260	13.6	57.3	101	1317	15.8	12.1	118	2745	13.2	25.1	98	2198	13.0	20.1	97
T.J. HOOKER		A 9204	5103	11.1	55.4	98	934	11.2	10.1	99	2247	10.8	24.4	95	1921	11.4	20.9	100
TONIGHT SHOW		N 2372	1386	3.0	58.4	103	244	2.9	10.3	100	623	3.0	26.3	103	519	3.1	21.9	105
TRAPPER JOHN, M.D.		C 9846	5660	12.3	57.5	101	1188	14.3	12.1	118	2536	12.2	25.8	101	1935	11.5	19.7	94
TV BLOOPERS & PRAC. JOKES		N 9105	5180	11.3	56.9	100	904	10.9	9.9	97	2261	10.9	24.8	97	2015	11.9	22.1	106
20/20		A 9387	5570	12.1	59.3	105	1021	12.3	10.9	106	2477	11.9	26.4	103	2071	12.3	22.1	106
WEBSTER		A 11067	6123	13.3	55.3	98	1140	13.7	10.3	100	2585	12.5	23.4	91	2399	14.2	21.7	104
WORLD NEWS - SUN		A 3062	1734	3.8	58.6	100	328	3.9	10.7	104	758	3.7	24.8	97	648	3.8	21.2	102
YELLOW ROSE		N 4978	2924	6.4	58.7	104	568	6.8	11.4	111	1214	5.9	24.4	95	1142	6.8	22.9	110
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5572	12.1	62.5	111	1044	12.6	11.8	115	2569	12.4	28.9	113	1959	11.6	22.1	106
BASKETBALL - COLLEGE GAMES		4080	2513	5.5	61.6	109	*508	6.1	12.5	121	1151	5.5	28.2	110	855	5.1	21.0	101
BASKETBALL - PRO GAMES		3607	2212	4.8	61.3	108	*433	5.2	12.0	117	978	4.7	27.1	106				

	TOTAL U.S. '000	USE INSECTICIDES				ANT & ROACH AEROSOL SPRAY				ANT, FLY & ROACH MOTEL/TAPE				FLYING INSECT AEROSOL SPRAY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	45941	100.0	56.7	100	21938	100.0	27.1	100	3732	100.0	4.6	100	12215	100.0	15.1	100
18 - 24	9282	3952	8.6	42.6	75	2174	9.9	23.4	86	*551	14.8	5.9	129	721	5.9	7.8	52
25 - 34	19072	10752	23.4	56.4	99	5587	25.5	29.3	108	934	25.0	4.9	106	2498	20.5	13.1	87
35 - 44	14591	8842	19.2	60.6	107	4001	18.2	27.4	101	611	16.4	4.2	91	2738	22.4	18.8	124
45 - 54	11345	7093	15.4	62.5	110	3340	15.2	29.4	109	*559	15.0	4.9	107	2054	16.8	18.1	120
55 - 64	11635	6960	15.1	59.8	105	3092	14.1	26.6	98	*425	11.4	3.7	79	2317	19.0	19.9	132
65 OR OLDER	15061	8344	18.2	55.4	98	3745	17.1	24.9	92	653	17.5	4.3	94	1888	15.5	12.5	83
18 - 34	28354	14703	32.0	51.9	91	7761	35.4	27.4	101	1485	39.8	5.2	114	3219	26.4	11.4	75
18 - 49	48339	27022	58.8	55.9	99	13515	61.6	28.0	103	2405	64.4	5.0	108	6984	57.2	14.4	96
25 - 54	45008	26686	58.1	59.3	105	12928	58.9	28.7	106	2104	56.4	4.7	101	7290	59.7	16.2	107
35 - 49	19985	12318	26.8	61.6	109	5755	26.2	28.8	106	920	24.7	4.6	100	3765	30.8	18.8	125
50 OR OLDER	32647	18920	41.2	58.0	102	8423	38.4	25.8	95	1327	35.6	4.1	88	5231	42.8	16.0	106
GRADUATED COLLEGE	11155	6591	14.3	59.1	104	2981	13.6	26.7	99	*440	11.8	3.9	86	1604	13.1	14.4	95
ATTENDED COLLEGE	13682	7838	17.1	57.3	101	3565	16.3	26.1	96	594	15.9	4.3	94	2274	18.6	16.6	110
GRADUATED HIGH SCHOOL	33880	19808	43.1	58.5	103	9778	44.6	28.9	107	1611	43.2	4.8	103	5565	45.6	16.4	109
DID NOT GRADUATE HIGH SCHOOL	22270	11703	25.5	52.6	93	5613	25.6	25.2	93	1088	29.2	4.9	106	2773	22.7	12.5	83
EMPLOYED	40306	23077	50.2	57.3	101	11425	52.1	28.3	105	1654	44.3	4.1	89	6307	51.6	15.6	104
EMPLOYED FULL-TIME	32850	18537	40.3	56.4	99	9192	41.9	28.0	103	1311	35.1	4.0	87	5119	41.9	15.6	103
EMPLOYED PART-TIME	7456	4540	9.9	60.9	107	2233	10.2	29.9	111	*342	9.2	4.6	100	1188	9.7	15.9	106
NOT EMPLOYED	40680	22865	49.8	56.2	99	10513	47.9	25.8	95	2079	55.7	5.1	111	5909	48.4	14.5	96
PROFESSIONAL/MANAGER	10392	6052	13.2	58.2	103	2591	11.8	24.9	92	*335	9.0	3.2	70	1592	13.0	15.3	102
TECH/CLERICAL/SALES	17574	10006	21.8	56.9	100	5142	23.4	29.3	108	700	18.8	4.0	86	2665	21.8	15.2	101
PRECISION/CRAFT	985	615	1.3	62.4	110	*349	1.6	35.4	131	*69	1.8	7.0	152	**209	1.7	21.2	141
OTHER EMPLOYED	11354	6404	13.9	56.4	99	3344	15.2	29.5	109	550	14.7	4.8	105	1842	15.1	16.2	108
SINGLE	9863	4575	10.0	46.4	82	2330	10.6	23.6	87	538	14.4	5.5	118	824	6.7	8.4	55
MARRIED	51375	30847	67.1	60.0	106	14529	66.2	28.3	104	2305	61.8	4.5	97	8927	73.1	17.4	115
DIVORCED/SEPARATED/WIDOWED	19748	10520	22.9	53.3	94	5079	23.2	25.7	95	890	23.8	4.5	98	2464	20.2	12.5	83
PARENTS	32590	18937	41.2	58.1	102	9398	42.8	28.8	106	1756	47.1	5.4	117	5272	43.2	16.2	107
WHITE	70416	40056	87.2	56.9	100	18679	85.1	26.5	98	3036	81.4	4.3	94	11119	91.0	15.8	105
BLACK	8778	4941	10.8	56.3	99	2690	12.3	30.6	113	528	14.1	6.0	131	829	6.8	9.4	63
OTHER	1791	*945	2.1	52.8	93	*569	2.6	31.8	117	**168	4.5	9.4	204	**268	2.2	15.0	99
NORTHEAST-CENSUS	17786	8949	19.5	50.3	89	3657	16.7	20.6	76	717	19.2	4.0	87	2904	23.8	16.3	108
NORTH CENTRAL	20741	12102	26.3	58.3	103	5119	23.3	24.7	91	874	23.4	4.2	91	3772	30.9	18.2	121
SOUTH	27775	16784	36.5	60.4	107	8903	40.6	32.1	118	1574	42.2	5.7	123	3597	29.4	13.0	86
WEST	14683	8107	17.6	55.2	97	4258	19.4	29.0	107	567	15.2	3.9	84	1943	15.9	13.2	88
NORTHEAST-MKTG.	17961	8987	19.6	50.0	88	3586	16.3	20.0	74	691	18.5	3.8	83	2884	23.6	16.1	106
EAST CENTRAL	11885	6730	14.6	56.6	100	2807	12.8	23.6	87	579	15.5	4.9	106	1859	15.2	15.6	104
WEST CENTRAL	14090	8359	18.2	59.3	105	3576	16.3	25.4	94	600	16.1	4.3	92	2672	21.9	19.0	126
SOUTH	24081	14691	32.0	61.0	108	8063	36.8	33.5	124	1367	36.6	5.7	123	3108	25.4	12.9	86
PACIFIC	12969	7175	15.6	55.3	98	3906	17.8	30.1	111	*496	13.3	3.8	83	1691	13.8	13.0	86
COUNTY SIZE A	32439	17220	37.5	53.1	94	8762	39.9	27.0	100	1441	38.6	4.4	96	3987	32.6	12.3	81
COUNTY SIZE B	24915	14110	30.7	56.6	100	6647	30.3	26.7	98	1071	28.7	4.3	93	3417	28.0	13.7	91
COUNTY SIZE C	12930	7758	16.9	60.0	106	3498	15.9	27.1	100	661	17.7	5.1	111	2444	20.0	18.9	125
COUNTY SIZE D	10703	6854	14.9	64.0	113	3031	13.8	28.3	105	559	15.0	5.2	113	2368	19.4	22.1	147
METRO CENTRAL CITY	24518	12868	28.0	52.5	93	6832	31.1	27.9	103	1176	31.5	4.8	104	2268	18.6	9.3	61
METRO SUBURBAN	35919	20187	43.9	56.2	99	9148	41.7	25.5	94	1596	42.8	4.4	96	6063	49.6	16.9	112
NON METRO	20549	12886	28.0	62.7	111	5958	27.2	29.0	107	961	25.8	4.7	101	3885	31.8	18.9	125
TOP 5 ADI'S	18341	9609	20.9	52.4	92	4851	22.1	26.4	98	768	20.6	4.2	91	2427	19.9	13.2	88
TOP 10 ADI'S	25378	12861	28.0	50.7	89	6501	29.6	25.6	95	1036	27.8	4.1	89	3142	25.7	12.4	82
TOP 20 ADI'S	36488	19112	41.6	52.4	92	9545	43.5	26.2	97	1474	39.5	4.0	88	4748	38.9	13.0	86
HSOLD INC. \$50,000 OR MORE	6612	4284	9.3	64.8	114	1842	8.4	27.9	103	**337	9.0	5.1	111	1223	10.0	18.5	123
\$40,000 OR MORE	12659	7568	16.5	59.8	105	3393	15.5	26.8	99	*423	11.3	3.3	73	2271	18.6	17.9	119
\$30,000 OR MORE	24698	14409	31.4	59.3	103	6705	30.6	27.1	100	775	20.8	3.1	68	4404	36.1	17.8	118
\$25,000 OR MORE	32077	19053	41.5	59.4	105	8938	40.7	27.9	103	1201	32.2	3.7	81	5565	45.6	17.3	115
\$20,000 - \$24,999	9144	5145	11.2	56.3	99	2211	10.1	24.2	89	*445	11.9	4.9	106	1564	12.8	17.1	113
\$15,000 - \$19,999	8728	4694	10.2	53.8	95	2310	10.5	26.5	98	*492	13.2	5.6	122	1393	11.4	16.0	106
\$10,000 - \$14,999	12562	7289	15.9	58.0	102	3202	15.1	26.3	97	723	19.4	5.8	125	1908	15.6	15.2	101
UNDER \$10,000	18475	9761	21.2	52.8	93	5177	23.6	28.0	103	872	23.4	4.7	102	1786	14.6	9.7	64
HOUSEHOLD OF 1 PERSON	11987	5951	13.0	49.6	88	2800	12.8	23.4	86	440	11.8	3.7	80	1181	9.7	9.9	65
2 PEOPLE	26577	15128	32.9	56.9	100	7155	32.6	26.9	99	1090	29.2	4.1	89	4030	33.0	15.2	101
3 OR 4 PEOPLE	30617	17609	38.3	57.5	101	8192	37.3	26.8	99	1507	40.4	4.9	107	4955	40.6	16.2	107
5 OR MORE PEOPLE	11804	7253	15.8	61.4	108	3791	17.3	32.1	119	*696	18.6	5.9	128	2049	16.8	17.4	115
NO CHILD IN HSHLD	46165	25664	55.9	55.6	98	11802	53.8	25.6	94	1882	50.4	4.1	88	6663	54.5	14.4	96
CHILD(REN) UNDER 2 YRS	5325	2905	6.3	54.6	96	1319	6.0	24.8	91	**184	4.9	3.5	75	705	5.8	13.2	88
2 - 5 YEARS	14221	7845	17.1	55.2	97	4051	18.5	28.5	105	761	20.4	5.4	116	1960	16.0	13.8	91
6 - 11 YEARS	15117	9451	20.6	62.5	110	5171	23.6	34.2	126	894	24.0	5.9	128	2590	21.2	17.1	114
12 - 17 YEARS	16611	10235	22.3	61.6	109	5047	23.0	30.4	112	881	23.6	5.3	115	3141	25.7	18.9	125
RESIDENCE OWNED	55884	34073	74.2	61.0	107	15193	69.3	27.2	100	2558	68.5	4.6	99	9946	81.4	17.8	118
VALUE: \$50,000 OR MORE	31744	19130	41.6	60.3	106	8154	37.2	25.7	95	1251	33.5	3.9	86	5711	46.8	18.0	119
VALUE: UNDER \$50,000	24140	14943	32.5	61.9	109	7039	32.1	29.2	108	1308	35.0	5.4	118	4236	34.7	17.5	116

		TOTAL U.S. '000	USE INSECTICIDES				ANT & ROACH AEROSOL SPRAY				ANT, FLY & ROACH MOTEL/TAPE				FLYING INSECT AEROSOL SPRAY				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS			80986	45941	100.0	56.7	100	21938	100.0	27.1	100	3732	100.0	4.6	100	12215	100.0	15.1	100
MAGAZINES	QUINTILE 1	15799	9678	21.1	61.3	108	4391	20.0	27.8	103	929	24.9	5.9	128	2862	23.4	18.1	120	
	QUINTILE 2	17259	10410	22.7	60.3	106	4808	21.9	27.9	103	637	17.1	3.7	80	3193	26.1	18.5	123	
	QUINTILE 3	13545	7743	16.9	57.2	101	3583	16.3	26.5	98	604	16.2	4.5	97	1900	15.6	14.0	93	
	QUINTILE 4	15133	8427	18.3	55.7	98	4303	19.6	28.4	105	698	18.7	4.6	100	2123	17.4	14.0	93	
	QUINTILE 5	19250	9683	21.1	50.3	89	4853	22.1	25.2	93	865	23.2	4.5	98	2136	17.5	11.1	74	
NEWSPAPERS	QUINTILE 1	12413	7018	15.3	56.5	100	3177	14.5	25.6	94	*526	14.1	4.2	92	2042	16.7	16.5	109	
	QUINTILE 2	24116	14123	30.7	58.6	103	6620	30.2	27.5	101	1019	27.3	4.2	92	3770	30.9	15.6	104	
	QUINTILE 3	11261	6729	14.6	59.8	105	3179	14.5	28.2	104	633	17.0	5.6	122	1867	15.3	16.6	110	
	QUINTILE 4	20255	11268	24.5	55.6	98	5390	24.6	26.6	98	894	24.0	4.4	96	2964	24.3	14.6	97	
	QUINTILE 5	12940	6804	14.8	52.6	93	3571	16.3	27.6	102	660	17.7	5.1	111	1573	12.9	12.2	81	
OUTDOOR	QUINTILE 1	14852	8114	17.7	54.6	96	4191	19.1	28.2	104	*499	13.4	3.4	73	1961	16.1	13.2	88	
	QUINTILE 2	15725	9102	19.8	57.9	102	4198	19.1	26.7	99	686	18.4	4.4	95	2207	18.1	14.0	93	
	QUINTILE 3	16330	9404	20.5	57.6	102	4635	21.1	28.4	105	914	24.5	5.6	121	2762	22.6	16.9	112	
	QUINTILE 4	16744	9562	20.8	57.1	101	4243	19.3	25.3	94	819	21.9	4.9	106	2808	23.0	16.8	111	
	QUINTILE 5	17334	9759	21.2	56.3	99	4671	21.3	26.9	99	815	21.8	4.7	102	2478	20.3	14.3	95	
RADIO-DRIVE TIME	QUINTILE 1	15911	9648	21.0	60.6	107	4279	19.5	26.9	99	738	19.8	4.6	101	2883	23.6	18.1	120	
	QUINTILE 2	14837	8451	18.4	57.0	100	4034	18.4	27.2	100	540	14.5	3.6	79	2439	20.0	16.4	109	
	QUINTILE 3	15339	8447	18.4	55.1	97	4150	18.9	27.1	100	697	18.7	4.5	99	2006	16.4	13.1	87	
	QUINTILE 4	16723	9144	19.9	54.7	96	4371	19.9	26.1	96	807	21.6	4.8	105	2183	17.9	13.1	87	
	QUINTILE 5	18176	10251	22.3	56.4	99	5104	23.3	28.1	104	950	25.5	5.2	113	2705	22.1	14.9	99	
RADIO-MID- DAY	TERCILE 1	21020	12223	26.6	58.1	103	5696	26.0	27.1	100	1018	27.3	4.8	105	3408	27.9	16.2	107	
	TERCILE 2	21610	12832	27.9	59.4	105	6061	27.6	28.0	104	1128	30.2	5.2	113	3344	27.4	15.5	103	
	TERCILE 3	25355	20887	45.5	54.5	96	10181	46.4	26.5	98	1587	42.5	4.1	90	5463	44.7	14.2	94	
RADIO-TOTAL	QUINTILE 1	15988	9447	20.6	59.1	104	4234	19.3	26.5	98	776	20.8	4.9	105	2605	21.3	16.3	108	
	QUINTILE 2	15626	9038	19.7	57.8	102	4583	20.9	29.3	108	681	18.2	4.4	95	2538	20.8	16.2	108	
	QUINTILE 3	16723	9648	21.0	57.7	102	4533	20.7	27.1	100	781	20.9	4.7	101	2657	21.8	15.9	105	
	QUINTILE 4	16342	8798	19.2	53.8	95	4248	19.4	26.0	96	630	16.9	3.9	84	2100	17.2	12.9	85	
	QUINTILE 5	16306	9011	19.6	55.3	97	4341	19.8	26.6	98	864	23.2	5.3	115	2315	19.0	14.2	94	
TV-PRIME TIME	QUINTILE 1	15953	9221	20.1	57.8	102	4135	18.8	25.9	96	603	16.2	3.8	82	2696	22.1	16.9	112	
	QUINTILE 2	16137	8931	19.4	55.3	98	4110	18.7	25.5	94	912	24.4	5.7	123	2513	20.6	15.6	103	
	QUINTILE 3	16420	9526	20.7	58.0	102	4536	20.7	27.6	102	771	20.7	4.7	102	2492	20.4	15.2	101	
	QUINTILE 4	16687	9227	20.1	55.3	97	4585	20.9	27.5	101	773	20.7	4.6	101	2223	18.2	13.3	88	
	QUINTILE 5	15789	9038	19.7	57.2	101	4573	20.8	29.0	107	674	18.1	4.3	93	2291	18.8	14.5	96	
TV-DAYTIME	TERCILE 1	27736	15779	34.3	56.9	100	7827	35.7	28.2	104	1382	37.0	5.0	108	3987	32.6	14.4	95	
	TERCILE 2	26489	15040	32.7	56.8	100	6608	30.1	24.9	92	1344	36.0	5.1	110	4144	33.9	15.6	104	
	TERCILE 3	26761	15123	32.9	56.5	100	7503	34.2	28.0	104	1006	27.0	3.8	82	4084	33.4	15.3	101	
TV-TOTAL	QUINTILE 1	16345	9156	19.9	56.0	99	4210	19.2	25.8	95	873	23.4	5.3	116	2302	18.8	14.1	93	
	QUINTILE 2	16447	9671	21.1	58.8	104	4552	20.7	27.7	102	767	20.6	4.7	101	2727	22.3	16.6	110	
	QUINTILE 3	15980	9196	20.0	57.5	101	4282	19.5	26.8	99	776	20.8	4.9	105	2621	21.5	16.4	109	
	QUINTILE 4	15887	8830	19.2	55.6	98	4264	19.4	26.8	99	650	17.4	4.1	89	2379	19.5	15.0	99	
	QUINTILE 5	16326	9089	19.8	55.7	98	4629	21.1	28.4	105	666	17.8	4.1	89	2187	17.9	13.4	89	
MAGAZINES-NEWSPAPERS: DUAL			20721	12584	27.4	60.7	107	5822	26.5	28.1	104	918	24.6	4.4	96	3783	31.0	18.3	121
MAGAZINE IMPERATIVE			19186	11368	24.7	59.3	104	5198	23.7	27.1	100	932	25.0	4.9	105	3285	26.9	17.1	114
NEWSPAPER IMPERATIVE			21899	12076	26.3	55.1	97	5804	26.5	26.5	98	937	25.1	4.3	93	2949	24.1	13.5	89
MAGAZINES-OUTDOOR: DUAL			15451	9427	20.5	61.0	108	4483	20.4	29.0	107	604	16.2	3.9	85	2640	21.6	17.1	113
MAGAZINE IMPERATIVE			25953	15550	33.8	59.9	106	6975	31.8	26.9	99	1304	34.9	5.0	109	4722	38.7	18.2	121
OUTDOOR IMPERATIVE			24400	12767	27.8	52.3	92	6401	29.2	26.2	97	1053	28.2	4.3	94	2910	23.8	11.9	79
MAGAZINES-RADIO: DUAL			18049	11362	24.7	63.0	111	5287	24.1	29.3	108	791	21.2	4.4	95	3210	26.3	17.8	118
MAGAZINE IMPERATIVE			23571	13669	29.8	58.0	102	6253	28.5	26.5	98	1118	30.0	4.7	103	3938	32.2	16.7	111
RADIO IMPERATIVE			23278	12692	27.6	54.5	96	6305	28.7	27.1	100	1043	27.9	4.5	97	3284	26.9	14.1	94
MAGAZINES-TELEVISION: DUAL			15459	9498	20.7	61.4	108	4554	20.8	29.5	109	776	20.8	5.0	109	2656	21.7	17.2	114
MAGAZINE IMPERATIVE			25829	15137	32.9	58.6	103	6912	31.5	26.8	99	1148	30.8	4.4	96	4566	37.4	17.7	117
TELEVISION IMPERATIVE			26039	14027	30.5	53.9	95	6569	29.9	25.2	93	1260	33.8	4.8	105	3523	28.8	13.5	90
NEWSPAPERS-OUTDOOR: DUAL			16605	9790	21.3	59.0	104	4369	19.9	26.3	97	567	15.2	3.4	74	2641	21.6	15.9	105
NEWSPAPER IMPERATIVE			26834	15617	34.0	58.2	103	7300	33.3	27.2	100	1374	36.8	5.1	111	4431	36.3	16.5	109
OUTDOOR IMPERATIVE			23346	12656	27.5	54.2	96	6467	29.5	27.7	102	1079	28.9	4.6	100	3024	24.8	13.0	86
NEWSPAPERS-RADIO: DUAL			17133	10189	22.2	59.5	105	4779	21.8	27.9	103	838	22.5	4.9	106	2718	22.3	15.9	105
NEWSPAPER IMPERATIVE			25892	14810	32.2	57.2	101	6805	31.0	26.3	97	1064	28.5	4.1	89	4025	33.0	15.5	103
RADIO IMPERATIVE			23167	13332	29.0	57.5	101	6481	29.5	28.0	103	1115	29.9	4.8	104	3775	30.9	16.3	108
NEWSPAPERS-TELEVISION: DUAL			17159	10109	22.0	58.9	104	4474	20.4	26.1	96	755	20.2	4.4	95	2929	24.0	17.1	113
NEWSPAPER IMPERATIVE			26214	14988	32.6	57.2	101	7151	32.6	27.3	101	1065	28.5	4.1	88	4079	33.4	15.6	103
TELEVISION IMPERATIVE			23412	13005	28.3	55.5	98	6307	28.7	26.9	99	1295	34.7	5.5	120	3305	27.1	14.1	94
OUTDOOR-RADIO: DUAL			15303	9035	19.7	59.0	1												

	TOTAL U.S. '000	USE INSECTICIDES				ANT & ROACH AEROSOL SPRAY				ANT, FLY & ROACH MOTEL/TAPE				FLYING INSECT AEROSOL SPRAY			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOME MAKERS	80986	45941	100.0	56.7	100	21938	100.0	27.1	100	3732	100.0	4.6	100	12215	100.0	15.1	100
ATLANTIC MONTHLY	415	*237	0.5	57.1	101	**111	0.5	26.7	99	**24	0.6	5.8	125	**31	0.3	7.5	50
BARRON'S	453	*284	0.6	62.7	111	**125	0.6	27.6	102	**7	0.2	1.5	34	**48	0.4	10.6	70
BETTER HOMES & GARDENS	16256	9951	21.7	61.2	108	4542	20.7	27.9	103	759	20.3	4.7	101	2901	23.7	17.8	118
BON APPETIT	2535	1464	3.2	57.8	102	698	3.2	27.5	102	**104	2.8	4.1	89	563	4.6	22.2	147
BUSINESS WEEK	1278	681	1.5	53.3	94	303	1.4	23.7	88	**67	1.8	5.2	114	*157	1.3	12.3	81
CAR AND DRIVER	378	*259	0.6	68.5	121	**88	0.4	23.3	86	**16	0.4	4.2	92	**89	0.7	23.5	156
CBS MAGAZINE NETWORK (GROSS)	1498	978	2.1	65.3	115	484	2.2	32.3	119	**81	2.2	5.4	117	*240	2.0	16.0	106
CHANGING TIMES	1505	919	2.0	61.1	108	407	1.9	27.0	100	**46	1.2	3.1	66	273	2.2	18.1	120
COLONIAL HOMES	1231	768	1.7	62.4	110	360	1.6	29.2	108	**81	2.2	6.6	143	*167	1.4	13.6	90
CONDE NAST MAG. PKG. (GROSS)	14146	7730	16.8	54.6	96	3819	17.4	27.0	100	760	20.4	5.4	117	1802	14.8	12.7	84
CONSUMERS DIGEST	1323	844	1.8	63.8	112	437	2.0	33.0	122	**51	1.4	3.9	84	299	2.4	22.6	150
COSMOPOLITAN	7102	3789	8.2	53.4	94	1874	8.5	26.4	97	353	9.5	5.0	108	976	8.0	13.7	91
COUNTRY LIVING	2481	1559	3.4	62.8	111	615	2.8	24.8	92	**124	3.3	5.0	108	351	2.9	14.1	94
CUISINE	1472	886	1.9	60.2	106	360	1.6	24.5	90	**20	0.5	1.4	29	*313	2.6	21.3	141
CYCLE WORLD	425	367	0.8	86.4	152	**162	0.7	38.1	141	**43	1.2	10.1	220	**112	0.9	26.4	175
DCI:CREATIVE IDEAS FOR LIV	2510	1627	3.5	64.8	114	753	3.4	30.0	111	**160	4.3	6.4	138	444	3.6	17.7	117
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4313	9.4	64.4	114	1905	8.7	28.5	105	351	9.4	5.2	114	1198	9.8	17.9	119
DISCOVER	894	512	1.1	57.3	101	249	1.1	27.9	103	**39	1.0	4.4	95	*94	0.8	10.5	70
EBONY	3507	1947	4.2	55.5	98	1031	4.7	29.4	109	263	7.0	7.5	163	352	2.9	10.0	67
ESQUIRE	1083	662	1.4	61.1	108	392	1.8	36.2	134	**72	1.9	6.6	144	**86	0.7	7.9	53
ESSENCE	1830	1092	2.4	59.7	105	688	3.1	37.6	139	*141	3.8	7.7	167	209	1.7	11.4	76
FAMILY CIRCLE	15930	9364	20.4	58.8	104	4344	19.8	27.3	101	767	20.6	4.8	104	3061	25.1	19.2	127
THE FAMILY HANDYMAN	1126	729	1.6	64.7	114	308	1.4	27.4	101	**67	1.8	6.0	129	*242	2.0	21.5	142
FAMILY WEEKLY	11468	6848	14.9	59.7	105	3466	15.8	30.2	112	481	12.9	4.2	91	1859	15.2	16.2	107
FIELD & STREAM	2234	1409	3.1	63.1	111	577	2.6	25.8	95	**115	3.1	5.1	112	524	4.3	23.5	156
FOOD & WINE	579	394	0.9	68.0	120	*219	1.0	37.8	140	**24	0.6	4.1	90	**93	0.8	16.1	106
FORBES	728	485	1.1	66.6	117	*236	1.1	32.4	120	**23	0.6	3.2	69	**128	1.0	17.6	117
FORTUNE	906	557	1.2	61.5	108	323	1.5	35.7	132	**20	0.5	2.2	48	**94	0.8	10.4	69
GENTLEMEN'S QUARTERLY	791	467	1.0	59.0	104	313	1.4	39.6	146	**62	1.7	7.8	170	**62	0.5	7.8	52
GLAMOUR	5265	3051	6.6	57.9	102	1520	6.9	28.9	107	332	8.9	6.3	137	660	5.4	12.5	83
GOLF DIGEST	636	488	1.1	76.7	135	*270	1.2	42.5	157	**18	0.5	2.8	61	*185	1.5	29.1	193
GOLF DIGEST/TENNIS (GROSS)	1186	868	1.9	73.2	129	421	1.9	35.5	131	**86	2.3	7.3	157	334	2.7	28.2	187
GOLF MAGAZINE	441	338	0.7	76.6	135	*172	0.8	39.0	144	**11	0.3	2.5	54	**111	0.9	25.2	167
GOLF MAGAZINE/SKI (GROSS)	922	587	1.3	63.7	112	304	1.4	33.0	122	**59	1.6	6.4	139	*152	1.2	16.5	109
GOOD HOUSEKEEPING	16487	9880	21.5	59.9	106	4334	19.8	26.3	97	763	20.4	4.6	100	2843	23.3	17.2	114
HARPER'S BAZAAR	2423	1456	3.2	60.1	106	768	3.5	31.7	117	**152	4.1	6.3	136	287	2.3	11.8	79
HEALTH	1994	1376	3.0	69.0	122	561	2.6	28.1	104	**83	2.2	4.2	90	365	3.0	18.3	121
HEARST MAG CORP. BUY (GROSS)	44101	26269	57.2	59.6	105	11908	54.3	27.0	100	2228	59.7	5.1	110	7053	57.7	16.0	106
HEARST MAN POWER (GROSS)	1993	1316	2.9	66.0	116	574	2.6	28.8	106	**51	1.4	2.6	56	356	2.9	17.9	118
HEARST WOMAN POWER (GROSS)	31274	18351	39.9	58.7	103	8428	38.4	26.9	99	1529	41.0	4.9	106	5147	42.1	16.5	109
HOUSE BEAUTIFUL	3623	2204	4.8	60.8	107	906	4.1	25.0	92	*233	6.2	6.4	140	619	5.1	17.1	113
INC.	283	*202	0.4	71.4	126	**90	0.4	31.8	117	**10	0.3	3.5	77	**40	0.3	14.1	94
JET	2928	1647	3.6	56.3	99	904	4.1	30.9	114	*192	5.1	6.6	142	326	2.7	11.1	74
LADIES' HOME JOURNAL	11918	7004	15.2	58.8	104	3238	14.8	27.2	100	603	16.2	5.1	110	2114	17.3	17.7	118
LHJ FAMILY GRP COMBO(GROSS)	16764	10140	22.1	60.5	107	4518	20.6	27.0	99	881	23.6	5.3	114	2970	24.3	17.7	117
LIFE	4254	2419	5.3	56.9	100	1264	5.8	29.7	110	*223	6.0	5.2	114	613	5.0	14.4	96
L.A. TIMES HOME MAGAZINE	1145	734	1.6	64.1	113	463	2.1	40.4	149	**34	0.9	3.0	64	*153	1.3	13.4	89
MADEMOISELLE	2884	1571	3.4	54.5	96	718	3.3	24.9	92	*179	4.8	6.2	135	357	2.9	12.4	82
MC CALL'S	13460	8279	18.0	61.5	108	3596	16.4	26.7	99	776	20.8	5.8	125	2515	20.6	18.7	124
MC CALL'S/WRK MOTHER (GROSS)	14606	8919	19.4	61.1	108	3971	18.1	27.2	100	814	21.8	5.6	121	2717	22.2	18.6	123
MECHANIX ILLUSTRATED	772	502	1.1	65.0	115	*290	1.3	37.6	139	**31	0.8	4.0	87	*150	1.2	19.4	129
METROPOLITAN HOME	967	580	1.3	60.0	106	267	1.2	27.6	102	**53	1.4	5.5	119	*102	0.8	10.5	70
MONEY	1588	951	2.1	59.9	106	449	2.0	28.3	104	**73	2.0	4.6	100	*225	1.8	14.2	94
MOTHER EARTH NEWS	1002	685	1.5	68.4	121	*186	0.8	18.6	69	**37	1.0	3.7	80	*261	2.1	26.0	173
MS.	825	445	1.0	53.9	95	*190	0.9	23.0	85	**16	0.4	1.9	42	**107	0.9	13.0	86
NATIONAL ENQUIRER	10336	6196	13.5	59.9	106	3047	13.9	29.5	109	571	15.3	5.5	120	1599	13.1	15.5	103
NATIONAL GEOGRAPHIC	9597	5593	12.2	58.3	103	2476	11.3	25.8	95	325	8.7	3.4	73	1510	12.4	15.7	104
NATIONAL SUNDAY MAGAZINE PKG	49558	28421	61.9	57.3	101	13403	61.1	27.0	100	2142	57.4	4.3	94	7595	62.2	15.3	102
NATURAL HISTORY	573	315	0.7	55.0	97	*137	0.6	23.9	88	*31	0.8	5.4	117	**51	0.4	8.9	59
NEW WOMAN	1699	890	1.9	52.4	92	439	2.0	25.8	95	**60	1.6	3.5	77	*237	1.9	13.9	92
NEW YORK INCLUDING CUE	443	211	0.5	47.6	84	*104	0.5	23.5	87	**11	0.3	2.5	54	**42	0.3	9.5	63
THE NEW YORKER	1270	720	1.6	56.7	100	358	1.6	28.2	104	**59	1.6	4.6	101	*187	1.5	14.7	98
NEWSWEEK	6277	3504	7.6	55.8	98	1682	7.7	26.8	99	313	8.4	5.0	108	931	7.6	14.8	98
THE N.Y. TIMES DAILY EDITION	1205	638	1.4	52.9	93	277	1.3	23.0	85	**37	1.0	3.1	67	*226	1.9	18.8	124
THE N.Y. TIMES MAGAZINE	2081	1051	2.3	50.5	89	434	2.0	20.9	77	**95	2.5	4.6	99	345	2.8	16.6	110
OMNI	788	519	1.1	65.9	116	319	1.5	40.5	149	**26	0.7	3.3	72	**123	1.0	15.6	103
ON CABLE	1158	681	1.5	58.8	104	343	1.6	29.6	109	**38	1.0	3.3	71	**105	0.9	9.1	60
1001 HOME IDEAS	2852	1760	3.8	61.7	109	719	3.3	25.2	93	*196	5.3	6.9	149	490	4.0	17.2	114
ORGANIC GARDENING	1658	1162	2.5	70.1	124	325	1.5	19.6	72	**85	2.3	5.1	111	487	4.0	29.4	195
OUTDOOR LIFE	896	638	1.4	71.2	126	268	1.2	29.9	110	**70	1.9	7.8	170	*223	1.8	24.9	165
PARADE MAGAZINE	24275	13772	30.0	56.7	100	6234	28.4	25.7	95	1177	31.5	4.8	105	3660	30.0	15.1	100

	TOTAL U.S. '000	USE INSECTICIDES				ANT & ROACH AEROSOL SPRAY				ANT, FLY & ROACH MOTEL/TAPE				FLYING INSECT AEROSOL SPRAY			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	45941	100.0	56.7	100	21938	100.0	27.1	100	3732	100.0	4.6	100	12215	100.0	15.1	100
PARENTS	3845	2217	4.8	57.7	102	908	4.1	23.6	87	*250	6.7	6.5	141	636	5.2	16.5	110
PENTHOUSE	831	478	1.0	57.5	101	*254	1.2	30.6	113	**54	1.4	6.5	141	**82	0.7	9.9	65
PEOPLE	11645	6856	14.9	58.9	104	3191	14.5	27.4	101	609	16.3	5.2	113	1775	14.5	15.2	101
PLAYBOY	2006	1182	2.6	58.9	104	656	3.0	32.7	121	**84	2.3	4.2	91	265	2.2	13.2	88
POPULAR HOT RODDING	297	*164	0.4	55.2	97	**118	0.5	39.7	147	**17	0.5	5.7	124	**37	0.3	12.5	83
POPULAR MECHANICS	1018	667	1.5	65.5	116	*251	1.1	24.7	91	**11	0.3	1.1	23	*211	1.7	20.7	137
POPULAR SCIENCE	878	548	1.2	62.4	110	*198	0.9	22.6	83	**24	0.6	2.7	59	*175	1.4	19.9	132
PREVENTION	3913	2428	5.3	62.0	109	1058	4.8	27.0	100	*151	4.0	3.9	84	631	5.2	16.1	107
PSYCHOLOGY TODAY	1710	1085	2.4	63.5	112	391	1.8	22.9	84	**74	2.0	4.3	94	*257	2.1	15.0	100
READER'S DIGEST	22204	13719	29.9	61.8	109	6193	28.2	27.9	103	923	24.7	4.2	90	4161	34.1	18.7	124
REDBOOK	7684	4681	10.2	60.9	107	2220	10.1	28.9	107	413	11.1	5.4	117	1329	10.9	17.3	115
ROAD & TRACK	410	*270	0.6	65.9	116	**113	0.5	27.6	102	**15	0.4	3.7	79	**68	0.6	16.6	110
ROLLING STONE	969	569	1.2	58.7	104	258	1.2	26.6	98	**63	1.7	6.5	141	*124	1.0	12.8	85
RUNNER'S WORLD	298	*147	0.3	49.3	87	**81	0.4	27.2	100	**21	0.6	7.0	153	**23	0.2	7.7	51
SATURDAY EVENING POST	1169	692	1.5	59.2	104	269	1.2	23.0	85	**55	1.5	4.7	102	*217	1.8	18.6	123
SCIENCE 84	587	418	0.9	71.2	126	*240	1.1	40.9	151	**0	0.0	0.0	0	**69	0.6	11.8	78
SCIENCE DIGEST	482	322	0.7	66.8	118	*155	0.7	32.2	119	**17	0.5	3.5	77	**50	0.4	10.4	69
SCIENTIFIC AMERICAN	594	360	0.8	60.6	107	*207	0.9	34.8	129	**6	0.2	1.0	22	**72	0.6	12.1	80
SELF	2089	1071	2.3	51.3	90	557	2.5	26.7	98	**105	2.8	5.0	109	*267	2.2	12.8	85
SEVENTEEN	2411	1359	3.0	56.4	99	683	3.1	28.3	105	**71	1.9	2.9	64	336	2.8	13.9	92
SKI	480	*249	0.5	51.9	91	*132	0.6	27.5	102	**48	1.3	10.0	217	**41	0.3	8.5	57
SMITHSONIAN	2760	1627	3.5	58.9	104	609	2.8	22.1	81	**83	2.2	3.0	65	480	3.9	17.4	115
SOAP OPERA DIGEST	3013	1791	3.9	59.4	105	975	4.4	32.4	119	*189	5.1	6.3	136	472	3.9	15.7	104
SOUTHERN LIVING	4184	2687	5.8	64.2	113	1152	5.3	27.5	102	*191	5.1	4.6	99	754	6.2	18.0	119
SPORT	559	389	0.8	69.6	123	*197	0.9	35.2	130	**32	0.9	5.7	124	**134	1.1	24.0	159
THE SPORTING NEWS	436	*282	0.6	64.7	114	**67	0.3	15.4	57	**8	0.2	1.8	40	**99	0.8	22.7	151
SPORTS AFIELD	493	327	0.7	66.3	117	*167	0.8	33.9	125	**24	0.6	4.9	106	**95	0.8	19.3	128
SPORTS ILLUSTRATED	2758	1717	3.7	62.3	110	884	4.0	32.1	118	**127	3.4	4.6	100	461	3.8	16.7	111
STAR	7456	4522	9.8	60.6	107	2173	9.9	29.1	108	380	10.2	5.1	111	1382	11.3	18.5	123
SUNDAY	24936	13533	29.5	54.3	96	5952	27.1	23.9	88	963	25.8	3.9	84	3710	30.4	14.9	99
SUNSET	2124	1309	2.8	61.6	109	715	3.3	33.7	124	**60	1.6	2.8	61	379	3.1	17.8	118
TV GUIDE	21661	13007	28.3	60.0	106	6219	28.3	28.7	106	1156	31.0	5.3	116	3513	28.8	16.2	108
TENNIS	550	380	0.8	69.1	122	*151	0.7	27.5	101	**68	1.8	12.4	268	**150	1.2	27.3	181
TIME	8880	5255	11.4	59.2	104	2428	11.1	27.3	101	473	12.7	5.3	116	1495	12.2	16.8	112
TOWN & COUNTRY	917	503	1.1	54.9	97	*194	0.9	21.2	78	**50	1.3	5.5	118	**120	1.0	13.1	87
TRAVEL & LEISURE	972	606	1.3	62.3	110	268	1.2	27.6	102	**12	0.3	1.2	27	*133	1.1	13.7	91
TRUE STORY	3356	2053	4.5	61.2	108	1129	5.1	33.6	124	*197	5.3	5.9	127	597	4.9	17.8	118
U.S. NEWS & WORLD REPORT	3410	2030	4.4	59.5	105	1031	4.7	30.2	112	*158	4.2	4.6	101	604	4.9	17.7	117
USA TODAY	1759	1058	2.3	60.1	106	469	2.1	26.7	98	**106	2.8	6.0	131	394	3.2	22.4	149
US	1873	1032	2.2	55.1	97	539	2.5	28.8	106	**157	4.2	8.4	182	*291	2.4	15.5	103
VOGUE	3909	2036	4.4	52.1	92	1025	4.7	26.2	97	*144	3.9	3.7	80	519	4.2	13.3	88
WALL STREET JOURNAL	1886	1044	2.3	55.4	98	359	1.6	19.0	70	**87	2.3	4.6	100	298	2.4	15.8	105
WEIGHT WATCHERS	2120	1271	2.8	60.0	106	624	2.8	29.4	109	**134	3.6	6.3	137	377	3.1	17.8	118
WOMAN'S DAY	14172	8770	19.1	61.9	109	4043	18.4	28.5	105	678	18.2	4.8	104	2586	21.2	18.2	121
WORKING MOTHER	1146	640	1.4	55.8	98	375	1.7	32.7	121	**39	1.0	3.4	74	*202	1.7	17.6	117
WORKING WOMAN	1322	756	1.6	57.2	101	375	1.7	28.4	105	**52	1.4	3.9	85	*135	1.1	10.2	68
WORLD TENNIS	*163	**98	0.2	60.1	106	**47	0.2	28.8	106	**19	0.5	11.7	253	**35	0.3	21.5	142
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1481	3.2	58.5	103	664	3.0	26.2	97	**110	2.9	4.3	94	353	2.9	13.9	92
BLAIR INSERTS	43657	24860	54.1	56.9	100	11309	51.5	25.9	96	1910	51.2	4.4	95	6648	54.4	15.2	101
DAILY NEWSPAPERS																	
READ ANY	51633	30122	65.6	58.3	103	14077	64.2	27.3	101	2298	61.6	4.5	97	8401	68.8	16.3	108
READ ONE	43463	25471	55.4	58.6	103	11911	54.3	27.4	101	1944	52.1	4.5	97	7096	58.1	16.3	108
READ TWO OR MORE	8170	4652	10.1	56.9	100	2165	9.9	26.5	98	354	9.5	4.3	94	1305	10.7	16.0	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	30124	65.6	57.2	101	14064	64.1	26.7	99	2310	61.9	4.4	95	8129	66.5	15.4	102
READ ONE	46126	26379	57.4	57.2	101	12418	56.6	26.9	99	2001	53.6	4.3	94	6949	56.9	15.1	100
READ TWO OR MORE	6552	3745	8.2	57.2	101	1646	7.5	25.1	93	*309	8.3	4.7	102	1180	9.7	18.0	119
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.21				28.90				21.86				25.66			
30 DAY REACH	71455	40260	87.6	56.3	99	19241	87.7	26.9	99	3302	88.5	4.6	100	10755	88.0	15.1	100
50 SHWG - 30 DAY AV FREQ	14.56	14.29				15.22				11.64				13.34			
30 DAY REACH	67742	38427	83.6	56.7	100	18342	83.6	27.1	100	3093	82.9	4.6	99	10341	84.7	15.3	101
25 SHWG - 30 DAY AV FREQ	7.94	7.77				8.26				6.32				7.19			
30 DAY REACH	62117	35333	76.9	56.9	100	16923	77.1	27.2	101	2836	76.0	4.6	99	9536	78.1	15.4	102
CABLE TV: HOME WIRED	32077	18203	39.6	56.7	100	8570	39.1	26.7	99	1395	37.4	4.3	94	4995	40.9	15.6	103
HOME NOT WIRED	48909	27738	60.4	56.7	100	13368	60.9	27.3	101	2337	62.6	4.8	104	7221	59.1	14.8	98
HAVE PAY CABLE	15935	9110	19.8	57.2	101	4180	19.1	26.2	97	697	18.7	4.4	95	2491	20.4	15.6	104

	TOTAL U.S. '000	USE INSECTICIDES				ANT & ROACH AEROSOL SPRAY				ANT, FLY & ROACH MOTEL/TAPE				FLYING INSECT AEROSOL SPRAY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	45941	100.0	56.7	100	21938	100.0	27.1	100	3732	100.0	4.6	100	12215	100.0	15.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	25269	55.0	57.5	101	11569	52.7	26.3	97	1953	52.3	4.4	96	6998	57.3	15.9	106
10:00 AM - 3:00 PM	30659	18170	39.6	59.3	104	8412	38.3	27.4	101	1598	42.8	5.2	113	4974	40.7	16.2	108
3:00 PM - 7:00 PM	31045	17932	39.0	57.8	102	8495	38.7	27.4	101	1463	39.2	4.7	102	4901	40.1	15.8	105
7:00 PM - MIDNIGHT	15767	8851	19.3	56.1	99	4188	19.1	26.6	98	688	18.4	4.4	95	2124	17.4	13.5	89
MIDNIGHT - 6:00 AM	9120	5411	11.8	59.3	105	2477	11.3	27.2	100	324	8.7	3.6	77	1452	11.9	15.9	106
6:00 AM - MIDNIGHT	58527	33542	73.0	57.3	101	15779	71.9	27.0	100	2697	72.3	4.6	100	9032	73.9	15.4	102
ENTIRE DAY	59311	33936	73.9	57.2	101	15935	72.6	26.9	99	2744	73.5	4.6	100	9160	75.0	15.4	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	9569	20.8	59.2	104	4272	19.5	26.4	98	843	22.6	5.2	113	2939	24.1	18.2	120
ALL NEWS	2256	1115	2.4	49.4	87	514	2.3	22.8	84	**83	2.2	3.7	80	247	2.0	10.9	73
AOR/PROGRESSIVE	3874	2066	4.5	53.3	94	1034	4.7	26.7	99	*164	4.4	4.2	92	609	5.0	15.7	104
BEAUTIFUL MUSIC	5660	3353	7.3	59.2	104	1398	6.4	24.7	91	*206	5.5	3.6	79	966	7.9	17.1	113
BLACK	2204	1263	2.7	57.3	101	700	3.2	31.8	117	*138	3.7	6.3	136	243	2.0	11.0	73
CLASSICAL	1418	939	2.0	66.2	117	459	2.1	32.4	119	**78	2.1	5.5	119	*274	2.2	19.3	128
CHR/ROCK	9538	5079	11.1	53.3	94	2567	11.7	26.9	99	331	8.9	3.5	75	1331	10.9	14.0	93
COUNTRY	12648	7605	16.6	60.1	106	3731	17.0	29.5	109	513	13.7	4.1	88	2130	17.4	16.8	112
GOLDEN OLDIES	1191	620	1.3	52.1	92	*296	1.3	24.9	92	**55	1.5	4.6	100	**129	1.1	10.8	72
MOR/NOSTALGIA	4757	2815	6.1	59.2	104	1058	4.8	22.2	82	*177	4.7	3.7	81	833	6.8	17.5	116
NEWS/TALK	3863	2210	4.8	57.2	101	958	4.4	24.8	92	**92	2.5	2.4	52	507	4.2	13.1	87
RELIGIOUS	3084	1779	3.9	57.7	102	812	3.7	26.3	97	*176	4.7	5.7	124	501	4.1	16.2	108
SOFT ROCK	521	*304	0.7	58.3	103	**150	0.7	28.8	106	**62	1.7	11.9	258	**103	0.8	19.8	131
URBAN CONTEMPORARY	1585	891	1.9	56.2	99	*441	2.0	27.8	103	*122	3.3	7.7	167	*188	1.5	11.9	79
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1718	3.7	52.7	93	828	3.8	25.4	94	*174	4.7	5.3	116	485	4.0	14.9	99
ABC DIRECTION	2316	1303	2.8	56.3	99	568	2.6	24.5	91	*88	2.4	3.8	82	414	3.4	17.9	119
ABC ENTERTAINMENT	4834	2788	6.1	57.7	102	1328	6.1	27.5	101	*196	5.3	4.1	88	729	6.0	15.1	100
ABC FM	2202	1207	2.6	54.8	97	610	2.8	27.7	102	*129	3.5	5.9	127	*251	2.1	11.4	76
ABC INFORMATION	5425	3390	7.4	62.5	110	1500	6.8	27.6	102	*178	4.8	3.3	71	997	8.2	18.4	122
ABC ROCK	1677	932	2.0	55.6	98	424	1.9	25.3	93	**69	1.8	4.1	89	*227	1.9	13.5	90
CBS	4430	2504	5.5	56.5	100	1089	5.0	24.6	91	*162	4.3	3.7	79	701	5.7	15.8	105
MUTUAL	4992	3269	7.1	65.5	115	1434	6.5	28.7	106	*305	8.2	6.1	133	1029	8.4	20.6	137
NBC	4679	2711	5.9	57.9	102	981	4.5	21.0	77	*258	6.9	5.5	120	755	6.2	16.1	107
RADIORADIO	1994	1058	2.3	53.1	94	541	2.5	27.1	100	**71	1.9	3.6	77	*263	2.2	13.2	87
RKO ONE	2298	1257	2.7	54.7	96	722	3.3	31.4	116	**82	2.2	3.6	77	356	2.9	15.5	103
RKO TWO	3311	1823	4.0	55.1	97	847	3.9	25.6	94	**90	2.4	2.7	59	477	3.9	14.4	96
THE SOURCE	2114	1171	2.5	55.4	98	636	2.9	30.1	111	**46	1.2	2.2	47	357	2.9	16.9	112
NON-WIRED: BLAIR	8654	5099	11.1	58.9	104	2584	11.8	29.9	110	263	7.0	3.0	66	1407	11.5	16.3	108
INTERNET	12025	6905	15.0	57.4	101	3221	14.7	26.8	99	445	11.9	3.7	80	1935	15.8	16.1	107
KATZ RADIO GROUP	15359	8687	18.9	56.6	100	3985	18.2	25.9	96	642	17.2	4.2	91	2364	19.4	15.4	102
SUPERNET	10628	6225	13.5	58.6	103	2923	13.3	27.5	102	521	14.0	4.9	106	1639	13.4	15.4	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4956	10.8	57.2	101	2471	11.3	28.5	105	489	13.1	5.6	123	1259	10.3	14.5	96
WKDAY 9:00 AM - 1:00 PM	12163	6995	15.2	57.5	101	3349	15.3	27.5	102	642	17.2	5.3	115	1776	14.5	14.6	97
WKDAY 1:00 PM - 4:30 PM	16150	9064	19.7	56.1	99	4466	20.4	27.7	102	893	23.9	5.5	120	2321	19.0	14.4	95
WKDAY 4:30 PM - 7:30 PM	22463	12712	27.7	56.6	100	5816	26.5	25.9	96	1109	29.7	4.9	107	3326	27.2	14.8	98
WKDAY 7:30 PM - 8:00 PM	31795	17944	39.1	56.4	99	8395	38.3	26.4	97	1371	36.7	4.3	94	4742	38.8	14.9	99
WKDAY 11:00 PM - 11:30 PM	23977	14030	30.5	58.5	103	6329	28.8	26.4	97	1194	32.0	5.0	108	3832	31.4	16.0	106
WKDAY 11:30 PM - 1:00 AM	7703	4501	9.8	58.4	103	2041	9.3	26.5	98	443	11.9	5.8	125	1230	10.1	16.0	106
M-SAT 8-11 PM-SUN 7-11 PM	33800	19300	42.0	57.1	101	8952	40.8	26.5	98	1549	41.5	4.6	99	5316	43.5	15.7	104
WKDAY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	3609	7.9	55.2	97	1639	7.5	25.1	93	332	8.9	5.1	110	879	7.2	13.4	89
ANOTHER WORLD	N 4620	2766	6.0	59.9	106	1409	6.4	30.5	113	320	8.6	6.9	150	741	6.1	16.0	106
AS THE WORLD TURNS	C 5614	3186	6.9	56.8	100	1732	7.9	30.9	114	245	6.6	4.4	95	815	6.7	14.5	96
CAPITOL	C 3396	2034	4.4	59.9	106	1082	4.9	31.9	118	162	4.3	4.8	104	522	4.3	15.4	102
CBS MORN. NEWS 1	C 1446	841	1.8	58.2	103	404	1.8	27.9	103	*69	1.8	4.8	104	195	1.6	13.5	89
CBS MORN. NEWS 2	C 1207	672	1.5	55.7	98	295	1.3	24.4	90	*53	1.4	4.4	95	115	0.9	9.5	63
DAYS OF OUR LIVES	N 5877	3527	7.7	60.0	106	1775	8.1	30.2	111	403	10.8	6.9	149	1003	8.2	17.1	113
FACTS OF LIFE - DAYTIME	N 2290	1304	2.8	56.9	100	598	2.7	26.1	96	*137	3.7	6.0	130	301	2.5	13.1	87
FAMILY FEUD	A 3023	1625	3.5	53.8	95	827	3.8	27.4	101	173	4.6	5.7	124	382	3.1	12.6	84
GENERAL HOSPITAL	A 6097	3185	6.9	52.2	92	1405	6.4	23.0	85	320	8.6	5.2	114	842	6.9	13.8	92
GOOD MORNING, AMERICA-730	A 3515	2064	4.5	58.7	104	1019	4.6	29.0	107	221	5.9	6.3	136	523	4.3	14.9	99
GOOD MORNING, AMERICA-830	A 2818	1750	3.8	62.1	109	869	4.0	30.8	114	172	4.6	6.1	132	493	4.0	17.5	116
GUIDING LIGHT	C 5339	2928	6.4	54.8	97	1515	6.9	28.4	105	272	7.3	5.1	111	770	6.3	14.4	96
ONE LIFE TO LIVE	A 4478	2365	5.1	52.8	93	1211	5.5	27.0	100	230	6.2	5.1	111	575	4.7	12.8	85
PRESS YOUR LUCK	C 2244	1452	3.2	64.7	114	729	3.3	32.5	120	*101	2.7	4.5	98	365	3.0	16.3	108
PRICE IS RIGHT 1	C 4348	2585	5.6	59.5	105	1255	5.7	28.9	107	197	5.3	4.5	98	679	5.6	15.6	104
PRICE IS RIGHT 2	C 5014	2929	6.4	58.4	103	1406	6.4	28.0	104	214	5.7	4.3	93	796	6.5	15.9	105
RYAN'S HOPE	A 3150	1697	3.7	53.9	95	799	3.6	25.4	94	165	4.4	5.2	114	499	4.1	15.8	105
SALE OF THE CENTURY	N 2695	1473	3.2	54.7	96	664	3.0	24.6	91	*118	3.2	4.4	95	330	2.7	12.2	81
SEARCH FOR TOMORROW	N 2319	1372	3.0	59.2	104	822	3.7	35.4	131	*185	5.0	8.0	173	395	3.2	17.0	113
TODAY SHOW 1	N 2693	1550	3.4	57.6	101	741	3.4	27.5	102	*104	2.8	3.9	84	395	3.2	14.7	97
TODAY SHOW 2	N 2498	1417	3.1	56.7	100	654	3.0	26.2	97	*76	2.0	3.0	66	425	3.5	17.0	113
\$25,000 PYRAMID	C 2753	1580	3.4	57.4	101	721	3.3	26.2	97	*127	3.4	4.6	100	435	3.6	15.8	105
WHEEL OF FORTUNE	N 4388	2568	5.6	58.5	103	1257	5.7	28.6	106	188	5.0	4.3	93	620	5.1	14.1	94

	TOTAL U.S. '000	USE INSECTICIDES				ANT & ROACH AEROSOL SPRAY				ANT, FLY & ROACH MOTEL/TAPE				FLYING INSECT AEROSOL SPRAY			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	45941	100.0	56.7	100	21938	100.0	27.1	100	3732	100.0	4.6	100	12215	100.0	15.1	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	15052	32.8	57.8	102	6938	31.6	26.6	98	1199	32.1	4.6	100	3913	32.0	15.0	100
NETWORK AFFILIATES - LATE	20261	11888	25.9	58.7	103	5342	24.4	26.4	97	1014	27.2	5.0	109	3254	26.6	16.1	106
INDEPENDENTS - LATE	2076	1093	2.4	52.6	93	486	2.2	23.4	86	*65	1.7	3.1	68	322	2.6	15.5	103
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	6129	13.3	58.6	103	3088	14.1	29.5	109	441	11.8	4.2	92	1466	12.0	14.0	93
ABC MONDAY NIGHT MOVIE	A 6412	3682	8.0	57.4	101	1792	8.2	27.9	103	229	6.1	3.6	78	1057	8.7	16.5	109
ABC SUNDAY NIGHT MOVIE	A 12407	6991	15.2	56.3	99	3387	15.4	27.3	101	563	15.1	4.5	98	1821	14.9	14.7	97
ABC WORLD NEWS TONIGHT	A 6176	3439	7.5	55.7	98	1524	6.9	24.7	91	313	8.4	5.1	110	940	7.7	15.2	101
AFTERMASH	C 5863	3376	7.3	57.6	102	1642	7.5	28.0	103	*197	5.3	3.4	73	914	7.5	15.6	103
ALICE	C 9594	5563	12.1	58.0	102	2600	11.9	27.1	100	377	10.1	3.9	85	1561	12.8	16.3	108
AMERICAN PARADE	C 6622	3827	8.3	57.8	102	1554	7.1	23.5	87	284	7.6	4.3	93	1001	8.2	15.1	100
BENSON	A 10886	6085	13.2	55.9	99	2684	12.2	24.7	91	502	13.5	4.6	100	1508	12.3	13.9	92
BLUE THUNDER	A 5036	3018	6.6	59.9	106	1385	6.3	27.5	102	236	6.3	4.7	102	757	6.2	15.0	100
CAGNEY & LACEY	C 9965	5645	12.3	56.6	100	2476	11.3	24.8	92	530	14.2	5.3	115	1537	12.6	15.4	102
CBS EVENING NEWS-DEAN	C 3491	1992	4.3	57.1	101	843	3.8	24.1	89	*109	2.9	3.1	68	534	4.4	15.3	101
CBS EVENING NEWS-RATHER	C 7123	4202	9.1	59.0	104	1872	8.5	26.3	97	333	8.9	4.7	101	1121	9.2	15.7	104
CBS SAT. NEWS-SCHIEFFER	C 3621	2117	4.6	58.5	103	997	4.5	27.5	102	160	4.3	4.4	96	517	4.2	14.3	95
CBS SATURDAY NIGHT MOVIE	C 5436	3036	6.6	55.8	98	1375	6.3	25.3	93	253	6.8	4.7	101	912	7.5	16.8	111
CBS WEDNESDAY NIGHT MOVIE	C 6100	3621	7.9	59.4	105	1729	7.9	28.3	105	295	7.9	4.8	105	1056	8.6	17.3	115
CHEERS	N 8889	5130	11.2	57.7	102	2231	10.2	25.1	93	475	12.7	5.3	116	1355	11.1	15.2	101
DALLAS	C 22109	12876	28.0	58.2	103	5949	27.1	26.9	99	1052	28.2	4.8	103	3653	29.9	16.5	110
DIFF'RENT STROKES	N 6940	3959	8.6	57.0	101	1744	7.9	25.1	93	338	9.1	4.9	106	1106	9.1	15.9	106
DOUBLE TROUBLE	N 7223	4380	9.5	60.6	107	2200	10.0	30.5	112	376	10.1	5.2	113	1110	9.1	15.4	102
DUCK FACTORY	N 5595	3389	7.4	60.6	107	1439	6.6	25.7	95	344	9.2	6.1	133	891	7.3	15.9	106
DUKES OF HAZZARD	C 5768	3241	7.1	56.2	99	1530	7.0	26.5	98	308	8.3	5.3	116	867	7.1	15.0	100
DYNASTY	A 20053	11050	24.1	55.1	97	5172	23.6	25.8	95	904	24.2	4.5	98	2809	23.0	14.0	93
FACTS OF LIFE	N 8087	4743	10.3	58.6	103	2459	11.2	30.4	112	460	12.3	5.7	123	1158	9.5	14.3	95
FALCON CREST	C 20046	11786	25.7	58.8	104	5238	23.9	26.1	96	919	24.6	4.6	99	3561	29.2	17.8	118
FALL GUY	A 9084	5298	11.5	58.3	103	2629	12.0	28.9	107	370	9.9	4.1	88	1285	10.5	14.1	94
FAMILY TIES	N 7964	4571	9.9	57.4	101	1882	8.6	23.6	87	442	11.8	5.5	120	1258	10.3	15.8	105
FANTASY ISLAND	A 7687	4453	9.7	57.9	102	1905	8.7	24.8	91	498	13.3	6.5	141	1206	9.9	15.7	104
FOULUPS,BLEEPS & BLUNDERS	A 8861	5010	10.9	56.5	100	2339	10.7	26.4	97	426	11.4	4.8	104	1292	10.6	14.6	97
FOUR SEASONS	C 5095	2856	6.2	56.1	99	1384	6.3	27.2	100	*185	5.0	3.6	79	775	6.3	15.2	101
GIMME A BREAK	N 8838	4940	10.8	55.9	99	2223	10.1	25.2	93	449	12.0	5.1	110	1394	11.4	15.8	105
HART TO HART	A 8978	5143	11.2	57.3	101	2419	11.0	26.9	99	341	9.1	3.8	82	1266	10.4	14.1	93
HILL STREET BLUES	N 8590	4890	10.6	56.9	100	2025	9.2	23.6	87	456	12.2	5.3	115	1417	11.6	16.5	109
HOTEL	A 14085	7901	17.2	56.1	99	3740	17.0	26.6	98	612	16.4	4.3	94	2132	17.5	15.1	100
JEFFERSONS	C 9360	5366	11.7	57.3	101	2413	11.0	25.8	95	388	10.4	4.1	90	1432	11.7	15.3	101
JENNIFER SLEPT HERE	N 5841	3420	7.4	58.6	103	1439	6.6	24.6	91	352	9.4	6.0	131	911	7.5	15.6	103
KATE & ALLIE	C 9206	5301	11.5	57.6	102	2300	10.5	25.0	92	409	11.0	4.4	96	1489	12.2	16.2	107
KNIGHT RIDER	N 7076	4160	9.1	58.8	104	1964	9.0	27.8	102	318	8.5	4.5	98	1293	10.6	18.3	121
LOVE BOAT	A 12219	6985	15.2	57.2	101	3137	14.3	25.7	95	566	15.2	4.6	101	1853	15.2	15.2	101
MAGNUM PI	C 11199	6617	14.4	59.1	104	3244	14.8	29.0	107	482	12.9	4.3	93	1868	15.3	16.7	111
MAMA'S FAMILY	N 6057	3421	7.4	56.5	100	1586	7.2	26.2	97	345	9.2	5.7	124	901	7.4	14.9	99
MASTER, THE	N 3598	2060	4.5	57.3	101	1067	4.9	29.7	109	*227	6.1	6.3	137	474	3.9	13.2	87
MATT HOUSTON	A 6344	3678	8.0	58.0	102	1740	7.9	27.4	101	304	8.1	4.8	104	915	7.5	14.4	96
NBC MONDAY NIGHT MOVIE	N 11994	6781	14.8	56.5	100	3196	14.6	26.6	98	601	16.1	5.0	109	1964	16.1	16.4	109
NBC NIGHTLY NEWS	N 5132	2981	6.5	58.1	102	1351	6.2	26.3	97	279	7.5	5.4	118	843	6.9	16.4	109
NBC NIGHTLY NEWS-SAT	N 3375	1880	4.1	55.7	98	930	4.2	27.6	102	*150	4.0	4.4	96	537	4.4	15.9	105
NBC NIGHTLY NEWS-SUN	N 3130	1593	3.5	50.9	90	682	3.1	21.8	80	**126	3.4	4.0	87	450	3.7	14.4	95
NBC SUNDAY NIGHT MOVIE	N 8284	4748	10.3	57.3	101	2278	10.4	27.5	102	413	11.1	5.0	108	1504	12.3	18.2	120
NEWMART	C 9240	5154	11.2	55.8	98	2223	10.1	24.1	89	438	11.7	4.7	103	1428	11.7	15.5	102
ONE DAY AT A TIME	C 7288	4049	8.8	55.6	98	1943	8.9	26.7	98	412	11.0	5.7	123	917	7.5	12.6	83
PEOPLE ARE FUNNY	N 4855	2810	6.1	57.9	102	1211	5.5	24.9	92	*271	7.3	5.6	121	728	6.0	15.0	99
REAL PEOPLE	N 8869	5107	11.1	57.6	102	2502	11.4	28.2	104	424	11.4	4.8	104	1370	11.2	15.4	102
REMINGTON STEELE	N 7743	4414	9.6	57.0	100	2173	9.9	28.1	104	272	7.3	3.5	76	1167	9.6	15.1	100
RIPLEY'S BELIEVE IT - NOT	A 5345	3096	6.7	57.9	102	1428	6.5	26.7	99	266	7.1	5.0	108	836	6.8	15.6	104
RIPTIDE	N 6988	4077	8.9	58.3	103	2061	9.4	29.5	109	238	6.4	3.4	74	1041	8.5	14.9	99
SCARECROW & MRS. KING	C 10002	5722	12.5	57.2	101	2614	11.9	26.1	96	494	13.2	4.9	107	1606	13.1	16.1	106
SIMON & SIMON	C 10638	6302	13.7	59.2	104	3197	14.6	30.1	111	481	12.9	4.5	98	1783	14.6	16.8	111
60 MINUTES	C 13293	7590	16.5	57.1	101	3340	15.2	25.1	93	540	14.5	4.1	88	2051	16.8	15.4	102
ST. ELSEWHERE	N 7017	4303	9.4	61.3	108	2100	9.6	29.9	110								

	TOTAL U.S. '000	FOGGER				HOUSE & GARDEN AEROSOL SPRAY				SOLIDS/STRIPS				OTHER INSECTICIDES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	5293	100.0	6.5	100	10203	100.0	12.6	100	2722	100.0	3.4	100	9036	100.0	11.2	100
18 - 24	9282	*507	9.6	5.5	84	*379	3.7	4.1	32	**165	6.1	1.8	53	781	8.6	8.4	75
25 - 34	19072	1643	31.0	8.6	132	1802	17.7	9.4	75	928	34.1	4.9	145	2469	27.3	12.9	116
35 - 44	14591	1087	20.5	7.4	114	1793	17.6	12.3	98	712	26.2	4.9	145	1805	20.0	12.4	111
45 - 54	11345	815	15.4	7.2	110	1897	18.6	16.7	133	*422	15.5	3.7	111	1007	11.1	8.9	80
55 - 64	11635	645	12.2	5.5	85	2025	19.8	17.4	138	**147	5.4	1.3	38	1403	15.5	12.1	108
65 OR OLDER	15061	596	11.3	4.0	61	2307	22.6	15.3	122	*348	12.8	2.3	69	1571	17.4	10.4	93
18 - 34	28354	2150	40.6	7.6	116	2181	21.4	7.7	61	1093	40.2	3.9	115	3250	36.0	11.5	103
18 - 49	48339	3654	69.0	7.6	116	4823	47.3	10.0	79	2056	75.5	4.3	127	5533	61.2	11.4	103
25 - 54	45008	3544	67.0	7.9	120	5492	53.8	12.2	97	2062	75.8	4.6	136	5281	58.4	11.7	105
35 - 49	19985	1504	28.4	7.5	115	2642	25.9	13.2	105	963	35.4	4.8	143	2283	25.3	11.4	102
50 OR OLDER	32647	1639	31.0	5.0	77	5380	52.7	16.5	131	666	24.5	2.0	61	3503	38.8	10.7	96
GRADUATED COLLEGE	11155	1039	19.6	9.3	143	1495	14.7	13.4	106	*618	22.7	5.5	165	1578	17.5	14.1	127
ATTENDED COLLEGE	13682	930	17.6	6.8	104	1838	18.0	13.4	107	668	24.5	4.9	145	1663	18.4	12.2	109
GRADUATED HIGH SCHOOL	33880	2366	44.7	7.0	107	4350	42.6	12.8	102	1033	38.0	3.0	91	3801	42.1	11.2	101
DID NOT GRADUATE HIGH SCHOOL	22270	959	18.1	4.3	66	2520	24.7	11.3	90	*403	14.8	1.8	54	1994	22.1	9.0	80
EMPLOYED	40306	3144	59.4	7.8	119	4870	47.7	12.1	96	1447	53.2	3.6	107	4326	47.9	10.7	96
EMPLOYED FULL-TIME	32850	2642	49.9	8.0	123	3919	38.4	11.9	95	1151	42.3	3.5	104	3470	38.4	10.6	95
EMPLOYED PART-TIME	7456	*501	9.5	6.7	103	951	9.3	12.8	101	*296	10.9	4.0	118	856	9.5	11.5	103
NOT EMPLOYED	40680	2149	40.6	5.3	81	5333	52.3	13.1	104	1275	46.8	3.1	93	4710	52.1	11.6	104
PROFESSIONAL/MANAGER	10392	941	17.8	9.1	139	1517	14.9	14.6	116	*527	19.4	5.1	151	1349	14.9	13.0	116
TECH/CLERICAL/SALES	17574	1352	25.5	7.7	118	2293	22.5	13.0	104	*505	18.6	2.9	85	1798	19.9	10.2	92
PRECISION/CRAFT	985	**118	2.2	12.0	183	**94	0.9	9.5	76	**55	2.0	5.6	166	**106	1.2	10.8	96
OTHER EMPLOYED	11354	733	13.8	6.5	99	966	9.5	8.5	68	*359	13.2	3.2	94	1073	11.9	9.5	85
SINGLE	9863	612	11.6	6.2	95	586	5.7	5.9	47	**202	7.4	2.0	61	1126	12.5	11.4	102
MARRIED	51375	3617	68.3	7.0	108	7317	71.7	14.2	113	1970	72.4	3.8	114	6016	66.6	11.7	105
DIVORCED/SEPARATED/WIDOWED	19748	1064	20.1	5.4	82	2300	22.5	11.6	92	550	20.2	2.8	83	1894	21.0	9.6	86
PARENTS	32590	2463	46.5	7.6	116	3426	33.6	10.5	83	1589	58.4	4.9	145	3924	43.4	12.0	108
WHITE	70416	4511	85.2	6.4	98	9390	92.0	13.3	106	2332	85.7	3.3	99	7925	87.7	11.3	101
BLACK	8778	572	10.8	6.5	100	594	5.8	6.8	54	*271	10.0	3.1	92	991	11.0	11.3	101
OTHER	1791	**210	4.0	11.7	179	**220	2.2	12.3	98	**119	4.4	6.6	198	**120	1.3	6.7	60
NORTHEAST-CENSUS	17786	691	13.1	3.9	59	2537	24.9	14.3	113	602	22.1	3.4	101	1468	16.2	8.3	74
NORTH CENTRAL	20741	1136	21.5	5.5	84	3246	31.8	15.7	124	909	33.4	4.4	130	2323	25.7	11.2	100
SOUTH	27775	1904	36.0	6.9	105	2575	25.2	9.3	74	*480	17.6	1.7	51	3723	41.2	13.4	120
WEST	14683	1563	29.5	10.6	163	1845	18.1	12.6	100	731	26.9	5.0	148	1522	16.8	10.4	93
NORTHEAST-MKTG.	17961	781	14.8	4.3	67	2313	22.7	12.9	102	622	22.9	3.5	103	1510	16.7	8.4	75
EAST CENTRAL	11885	525	9.9	4.4	68	1983	19.4	16.7	132	*301	11.1	2.5	75	1244	13.8	10.5	94
WEST CENTRAL	14090	796	15.0	5.6	86	2242	22.0	15.9	126	741	27.2	5.3	156	1578	17.5	11.2	100
SOUTH	24081	1702	32.2	7.1	108	2197	21.5	9.1	72	*442	16.2	1.8	55	3370	37.3	14.0	125
PACIFIC	12969	1489	28.1	11.5	176	1468	14.4	11.3	90	*616	22.6	4.7	141	1333	14.8	10.3	92
COUNTY SIZE A	32439	2249	42.5	6.9	106	3745	36.7	11.5	92	1119	41.1	3.4	103	3294	36.5	10.2	91
COUNTY SIZE B	24915	1616	30.5	6.5	99	3107	30.5	12.5	99	733	26.9	2.9	88	2793	30.9	11.2	100
COUNTY SIZE C	12930	857	16.2	6.6	101	1864	18.3	14.4	114	*432	15.9	3.3	99	1492	16.5	11.5	103
COUNTY SIZE D	10703	571	10.8	5.3	82	1488	14.6	13.9	110	*438	16.1	4.1	122	1457	16.1	13.6	122
METRO CENTRAL CITY	24518	1710	32.3	7.0	107	2286	22.4	9.3	74	832	30.6	3.4	101	2507	27.7	10.2	92
METRO SUBURBAN	35919	2417	45.7	6.7	103	5077	49.8	14.1	112	1173	43.1	3.3	97	3761	41.6	10.5	94
NON METRO	20549	1166	22.0	5.7	87	2841	27.8	13.8	110	717	26.3	3.5	104	2768	30.6	13.5	121
TOP 5 ADI'S	18341	1309	24.7	7.1	109	2044	20.0	11.1	88	774	28.4	4.2	126	1843	20.4	10.0	90
TOP 10 ADI'S	25378	1728	32.6	6.8	104	2737	26.8	10.8	86	991	36.4	3.9	116	2364	26.2	9.3	83
TOP 20 ADI'S	36485	2569	48.5	7.0	108	4252	41.7	11.7	92	1363	50.1	3.7	111	3588	39.7	9.8	88
HSGLD INC. \$50,000 OR MORE	6612	*677	12.8	10.2	157	1108	10.9	16.8	133	*317	11.6	4.8	143	1043	11.5	15.8	141
\$40,000 OR MORE	12659	1132	21.4	8.9	137	1845	18.1	14.6	116	585	21.5	4.6	137	1801	19.9	14.2	128
\$30,000 OR MORE	24698	2054	38.8	8.3	127	3603	35.3	14.6	116	1205	44.3	4.9	145	3043	33.7	12.3	110
\$25,000 OR MORE	32077	2590	48.9	8.1	124	4852	47.6	15.1	120	1465	53.8	4.6	136	3811	42.2	11.9	106
\$20,000 - \$24,999	9144	599	11.3	6.6	100	943	9.2	10.3	82	**217	8.0	2.4	71	1148	12.7	12.6	113
\$15,000 - \$19,999	8728	*471	8.9	5.4	83	902	8.8	10.3	82	*162	6.0	1.9	55	924	10.2	10.6	95
\$10,000 - \$14,999	12562	818	15.5	6.5	100	1721	16.9	13.7	109	*474	17.4	3.8	112	1409	15.6	11.2	101
UNDER \$10,000	18475	815	15.4	4.4	67	1785	17.5	9.7	77	*404	14.8	2.2	65	1744	19.3	9.4	85
HOUSEHOLD OF 1 PERSON	11987	609	11.5	5.1	78	1424	14.0	11.9	94	*213	7.8	1.8	53	1000	11.1	8.3	75
2 PEOPLE	26577	1719	32.5	6.5	99	3971	38.9	14.9	119	631	23.2	2.4	71	3021	33.4	11.4	102
3 OR 4 PEOPLE	30617	2206	41.7	7.2	110	3630	35.6	11.9	94	1174	43.1	3.8	114	3555	39.3	11.6	104
5 OR MORE PEOPLE	11804	759	14.3	6.4	98	1178	11.5	10.0	79	*704	25.9	6.0	177	1460	16.2	12.4	111
NO CHILD IN HSHLD	46165	2650	50.1	5.7	88	6590	64.6	14.3	113	987	36.3	2.1	64	4786	53.0	10.4	93
CHILD(REN) UNDER 2 YRS	5325	**321	6.1	6.0	92	*381	3.7	7.2	57	**244	9.0	4.6	136	691	7.6	13.0	116
2 - 5 YEARS	14221	1041	19.7	7.3	112	1150	11.3	8.1	64	*636	23.4	4.5	133	1540	17.0	10.8	97
6 - 11 YEARS	15117	1174	22.2	7.8	119	1531	15.0	10.1	80	863	31.7	5.7	170	2061	22.8	13.6	122
12 - 17 YEARS	16611	1337	25.3	8.0	123	2018	19.8	12.1	96	823	30.2	5.0	147	2147	23.8	12.9	116
RESIDENCE OWNED	55884	3814	72.1	6.8	104	8806	86.3	15.8	125	2053	75.4	3.7	109	6717	74.3	12.0	108
VALUE: \$50,000 OR MORE	31744	2520	47.6	7.9	121	5356	52.5	16.9	134	1331	48.9	4.2	125	3729	41.3	11.7	105
VALUE: UNDER \$50,000	24140	1294	24.4	5.4	82	3450	33.8	14.3	113	721	26.5	3.0	89	2988	33.1	12.4	111

		TOTAL U.S. '000	FOGGER				HOUSE & GARDEN AEROSOL SPRAY				SOLIDS/STRIPS				OTHER INSECTICIDES				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS			80986	5293	100.0	6.5	100	10203	100.0	12.6	100	2722	100.0	3.4	100	9036	100.0	11.2	100
MAGAZINES	QUINTILE 1	15799	1499	28.3	9.5	145	2492	24.4	15.8	125	709	26.0	4.5	134	1927	21.3	12.2	109	
	QUINTILE 2	17259	1192	22.5	6.9	106	2420	23.7	14.0	111	798	29.3	4.6	138	1909	21.1	11.1	99	
	QUINTILE 3	13545	821	15.5	6.1	93	1813	17.8	13.4	106	*291	10.7	2.1	64	1714	19.0	12.7	113	
	QUINTILE 4	15133	930	17.6	6.1	94	1514	14.8	10.0	79	*373	13.7	2.5	73	1834	20.3	12.1	109	
	QUINTILE 5	19250	851	16.1	4.4	68	1964	19.2	10.2	81	*552	20.3	2.9	85	1652	18.3	8.6	77	
NEWSPAPERS	QUINTILE 1	12413	721	13.6	5.8	89	1845	18.1	14.9	118	*290	10.7	2.3	70	1392	15.4	11.2	101	
	QUINTILE 2	24116	1798	34.0	7.5	114	3425	33.6	14.2	113	872	32.0	3.6	108	2887	31.9	12.0	107	
	QUINTILE 3	11261	822	15.5	7.3	112	1440	14.1	12.8	102	*586	21.5	5.2	155	1380	15.3	12.3	111	
	QUINTILE 4	20255	1212	22.9	6.0	92	2333	22.9	11.5	91	661	24.3	3.3	97	2169	24.0	10.7	96	
	QUINTILE 5	12940	740	14.0	5.7	87	1160	11.4	9.0	71	*312	11.5	2.4	72	1208	13.4	9.3	84	
OUTDOOR	QUINTILE 1	14852	1056	20.0	7.1	109	1682	16.5	11.3	90	537	19.7	3.6	108	1499	16.6	10.1	90	
	QUINTILE 2	15725	966	18.3	6.1	94	2029	19.9	12.9	102	620	22.8	3.9	117	1835	20.3	11.7	105	
	QUINTILE 3	16330	1137	21.5	7.0	107	2203	21.6	13.5	107	630	23.1	3.9	115	1568	17.4	9.6	86	
	QUINTILE 4	16744	1115	21.1	6.7	102	2201	21.6	13.1	104	*549	20.2	3.3	98	1935	21.4	11.6	104	
	QUINTILE 5	17334	1019	19.3	5.9	90	2088	20.5	12.0	96	*386	14.2	2.2	66	2198	24.3	12.7	114	
RADIO-DRIVE TIME	QUINTILE 1	15911	1364	25.8	8.6	131	2617	25.6	16.4	131	640	23.5	4.0	120	1848	20.5	11.6	104	
	QUINTILE 2	14837	947	17.9	6.4	98	1747	17.1	11.8	93	*461	16.9	3.1	92	1780	19.7	12.0	108	
	QUINTILE 3	15339	1016	19.2	6.6	101	1607	15.8	10.5	83	*572	21.0	3.7	111	1469	16.3	9.6	86	
	QUINTILE 4	16723	1092	20.6	6.5	100	1988	19.5	11.9	94	*530	19.5	3.2	94	2008	22.2	12.0	108	
	QUINTILE 5	18176	874	16.5	4.8	74	2243	22.0	12.3	98	*519	19.1	2.9	85	1932	21.4	10.6	95	
RADIO-MID- DAY	TERCILE 1	21020	1541	29.1	7.3	112	3058	30.0	14.5	115	733	26.9	3.5	104	2592	28.7	12.3	111	
	TERCILE 2	21610	1773	33.5	8.2	126	2654	26.0	12.3	97	772	28.4	3.6	106	2515	27.8	11.6	104	
	TERCILE 3	38355	1979	37.4	5.2	79	4492	44.0	11.7	93	1217	44.7	3.2	94	3929	43.5	10.2	92	
RADIO-TOTAL	QUINTILE 1	15988	1358	25.7	8.5	130	2451	24.0	15.3	122	696	25.6	4.4	130	1819	20.1	11.4	102	
	QUINTILE 2	15626	1042	19.7	6.7	102	2007	19.7	12.8	102	*352	12.9	2.3	67	1815	20.1	11.6	104	
	QUINTILE 3	16723	1073	20.3	6.4	98	1804	17.7	10.8	86	667	24.5	4.0	119	2014	22.3	12.0	108	
	QUINTILE 4	16342	1160	21.9	7.1	109	1994	19.5	12.2	97	*484	17.8	3.0	88	1841	20.4	11.3	101	
	QUINTILE 5	16306	660	12.5	4.0	62	1947	19.1	11.9	95	*524	19.3	3.2	96	1547	17.1	9.5	85	
TV-PRIME TIME	QUINTILE 1	15953	960	18.1	6.0	92	2330	22.8	14.6	116	517	19.0	3.2	96	1913	21.2	12.0	107	
	QUINTILE 2	16137	1125	21.3	7.0	107	2146	21.0	13.3	106	632	23.2	3.9	117	1814	20.1	11.2	101	
	QUINTILE 3	16420	939	17.7	5.7	87	2267	22.2	13.8	110	*589	21.6	3.6	107	1817	20.1	11.1	99	
	QUINTILE 4	16687	1107	20.9	6.6	102	1630	16.0	9.8	78	*420	15.4	2.5	75	1819	20.1	10.9	98	
	QUINTILE 5	15789	1163	22.0	7.4	113	1830	17.9	11.6	92	*563	20.7	3.6	106	1673	18.5	10.6	95	
TV-DAYTIME	TERCILE 1	27736	1590	30.0	5.7	88	3432	33.6	12.4	98	927	34.1	3.3	99	3081	34.1	11.1	100	
	TERCILE 2	26489	1788	33.8	6.7	103	3302	32.4	12.5	99	785	28.8	3.0	88	3093	34.2	11.7	105	
	TERCILE 3	26761	1914	36.2	7.2	109	3470	34.0	13.0	103	1010	37.1	3.8	112	2861	31.7	10.7	96	
TV-TOTAL	QUINTILE 1	16345	1035	19.6	6.3	97	2314	22.7	14.2	112	542	19.9	3.3	99	1973	21.8	12.1	108	
	QUINTILE 2	16447	913	17.2	5.6	85	2080	20.4	12.6	100	536	19.7	3.3	97	1921	21.3	11.7	105	
	QUINTILE 3	15980	998	18.9	6.2	96	2289	22.4	14.3	114	*550	20.2	3.4	102	1839	20.4	11.5	103	
	QUINTILE 4	15887	1358	25.7	8.5	131	1764	17.3	11.1	88	*526	19.3	3.3	99	1475	16.3	9.3	83	
	QUINTILE 5	16326	988	18.7	6.1	93	1756	17.2	10.8	85	*567	20.8	3.5	103	1827	20.2	11.2	100	
MAGAZINES-NEWSPAPERS: DUAL			20721	1585	29.9	7.6	117	3214	31.5	15.5	123	813	29.9	3.9	117	2453	27.1	11.8	106
MAGAZINE IMPERATIVE			19186	1559	29.5	8.1	124	2567	25.2	13.4	106	823	30.2	4.3	128	2178	24.1	11.4	102
NEWSPAPER IMPERATIVE			21899	1285	24.3	5.9	90	2680	26.3	12.2	97	558	20.5	2.5	76	2575	28.5	11.8	105
MAGAZINES-OUTDOOR: DUAL			15451	1287	24.3	8.3	127	2238	21.9	14.5	115	655	24.1	4.2	126	1776	19.7	11.5	103
MAGAZINE IMPERATIVE			25953	1893	35.8	7.3	112	3840	37.6	14.8	117	989	36.3	3.8	113	3117	34.5	12.0	108
OUTDOOR IMPERATIVE			24400	1270	24.0	5.2	80	2477	24.3	10.2	81	713	26.2	2.9	87	2408	26.6	9.9	88
MAGAZINES-RADIO: DUAL			18049	1588	30.0	8.8	135	3029	29.7	16.8	133	703	25.8	3.9	116	2098	23.2	11.6	104
MAGAZINE IMPERATIVE			23571	1624	30.7	6.9	105	3095	30.3	13.1	104	965	35.5	4.1	122	2739	30.3	11.6	104
RADIO IMPERATIVE			23278	1398	26.4	6.0	92	2507	24.6	10.8	85	630	23.1	2.7	81	2794	30.9	12.0	108
MAGAZINES-TELEVISION: DUAL			15459	1301	24.6	8.4	129	2360	23.1	15.3	121	718	26.4	4.6	138	1897	21.0	12.3	110
MAGAZINE IMPERATIVE			25829	1939	36.6	7.5	115	3417	33.5	13.2	105	934	34.3	3.6	108	2801	31.0	10.8	97
TELEVISION IMPERATIVE			26039	1153	21.8	4.4	68	3124	30.6	12.0	95	627	23.0	2.4	72	2981	33.0	11.4	103
NEWSPAPERS-OUTDOOR: DUAL			16605	1129	21.3	6.8	104	2360	23.1	14.2	113	829	30.5	5.0	149	1963	21.7	11.8	106
NEWSPAPER IMPERATIVE			26834	1883	35.6	7.0	107	3862	37.9	14.4	114	716	26.3	2.7	79	3241	35.9	12.1	108
OUTDOOR IMPERATIVE			23346	1456	27.5	6.2	95	2554	25.0	10.9	87	726	26.7	3.1	93	2256	25.0	9.7	87
NEWSPAPERS-RADIO: DUAL			17133	1334	25.2	7.8	119	2349	23.0	13.7	109	680	25.0	4.0	118	2106	23.3	12.3	110
NEWSPAPER IMPERATIVE			25892	1567	29.6	6.1	93	3670	36.0	14.2	113	905	33.2	3.5	104	2937	32.5	11.3	102
RADIO IMPERATIVE			23167	1715	32.4	7.4	113	2812	27.6	12.1	96	765	28.1	3.3	98	2652	29.3	11.4	103
NEWSPAPERS-TELEVISION: DUAL			17159	1085	20.5	6.3	97	2672	26.2	15.6	124	683	25.1	4.0	118	2032	22.5	11.8	106
NEWSPAPER IMPERATIVE			26214	1951	36.9	7.4	114	3408	33.4	13.0	103	868	31.9	3.3	99	3033	33.6	11.6	104
TELEVISION IMPERATIVE			23412	1241	23.4	5.3	81	2665	26.1	11.4	90	720	26.5	3.1	91	2667	29.5	11.4	102
OUTDOOR-RADIO: DUAL			15303	1229	23.2	8.0	123	2311	22.7	15.1	120	569	20.9	3.7	111	1697	18.8	11.1	99

	TOTAL U.S. '000	FOGGER				HOUSE & GARDEN AEROSOL SPRAY				SOLIDS/STRIPS				OTHER INSECTICIDES			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	5293	100.0	6.5	100	10203	100.0	12.6	100	2722	100.0	3.4	100	9036	100.0	11.2	100
ATLANTIC MONTHLY	415	**20	0.4	4.8	74	**39	0.4	9.4	75	**15	0.6	3.6	108	**25	0.3	6.0	54
BARRON'S	453	**87	1.6	19.2	294	**88	0.9	19.4	154	**45	1.7	9.9	296	**109	1.2	24.1	216
BETTER HOMES & GARDENS	16256	1315	24.8	8.1	124	2708	26.5	16.7	132	756	27.8	4.7	138	1922	21.3	11.8	106
BON APPETIT	2535	350	6.6	13.8	211	295	2.9	11.6	92	**112	4.1	4.4	131	**202	2.2	8.0	71
BUSINESS WEEK	1278	**170	3.2	13.3	204	*175	1.7	13.7	109	**73	2.7	5.7	170	**170	1.9	13.3	119
CAR AND DRIVER	378	**31	0.6	8.2	125	**33	0.3	8.7	69	**9	0.3	2.4	71	**20	0.2	5.3	47
CBS MAGAZINE NETWORK (GROSS)	1498	*149	2.8	9.9	152	*170	1.7	11.3	90	**30	1.1	2.0	60	290	3.2	19.4	174
CHANGING TIMES	1505	*134	2.5	8.9	136	284	2.8	18.9	150	**29	1.1	1.9	57	*204	2.3	13.6	121
COLONIAL HOMES	1231	**81	1.5	6.6	101	*207	2.0	16.8	133	**16	0.6	1.3	39	*228	2.5	18.5	166
CONDE NAST MAG. PKG. (GROSS)	14146	1040	19.6	7.4	112	1742	17.1	12.3	98	485	17.8	3.4	102	1559	17.3	11.0	99
CONSUMERS DIGEST	1323	**55	1.0	4.2	64	*182	1.8	13.8	109	**84	3.1	6.3	189	*178	2.0	13.5	121
COSMOPOLITAN	7102	580	11.0	8.2	125	764	7.5	10.8	85	*233	8.6	3.3	98	726	8.0	10.2	92
COUNTRY LIVING	2481	*155	2.9	6.2	96	429	4.2	17.3	137	*148	5.4	6.0	177	322	3.6	13.0	116
CUISINE	1472	**97	1.8	6.6	101	*219	2.1	14.9	118	**51	1.9	3.5	103	*144	1.6	9.8	88
CYCLE WORLD	425	**64	1.2	15.1	230	*61	0.6	14.4	114	**13	0.5	3.1	91	*145	1.6	34.1	306
DCI:CREATIVE IDEAS FOR LIV	2510	*280	5.3	11.2	171	512	5.0	20.4	162	**47	1.7	1.9	56	368	4.1	14.7	131
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	699	13.2	10.4	160	1151	11.3	17.2	136	*113	4.2	1.7	50	997	11.0	14.9	133
DISCOVER	894	**79	1.5	8.8	135	*135	1.3	15.1	120	**38	1.4	4.3	126	*148	1.6	16.6	148
EBONY	3507	191	3.6	5.4	83	244	2.4	7.0	55	*120	4.4	3.4	102	447	4.9	12.7	114
ESQUIRE	1083	**122	2.3	11.3	172	*118	1.2	10.9	86	**33	1.2	3.0	91	*155	1.7	14.3	128
ESSENCE	1830	*169	3.2	9.2	141	*147	1.4	8.0	64	**55	2.0	3.0	89	*210	2.3	11.5	103
FAMILY CIRCLE	15930	1151	21.7	7.2	111	2471	24.2	15.5	123	563	20.7	3.5	105	1742	19.3	10.9	98
THE FAMILY HANDYMAN	1126	**134	2.5	11.9	182	*204	2.0	18.1	144	**63	2.3	5.6	166	*171	1.9	15.2	136
FAMILY WEEKLY	11468	733	13.8	6.4	98	1497	14.7	13.1	104	431	15.8	3.8	112	1546	17.1	13.5	121
FIELD & STREAM	2234	**132	2.5	5.9	90	340	3.3	15.2	121	**76	2.8	3.4	101	372	4.1	16.7	149
FOOD & WINE	579	**23	0.4	4.0	61	**81	0.8	14.0	111	**16	0.6	2.8	82	**51	0.6	8.8	79
FORBES	728	**148	2.8	20.3	311	**123	1.2	16.9	134	**58	2.1	8.0	237	*123	1.4	16.9	151
FORTUNE	906	**107	2.0	11.8	181	*125	1.2	13.8	110	**86	3.2	9.5	282	*141	1.6	15.6	139
GENTLEMEN'S QUARTERLY	791	**80	1.5	10.1	155	**52	0.5	6.6	52	**26	1.0	3.3	98	*148	1.6	18.7	168
GLAMOUR	5265	381	7.2	7.2	111	623	6.1	11.8	94	*211	7.8	4.0	119	644	7.1	12.2	110
GOLF DIGEST	636	**59	1.1	9.3	142	**96	0.9	15.1	120	**14	0.5	2.2	65	**94	1.0	14.8	132
GOLF DIGEST/TENNIS (GROSS)	1186	**124	2.3	10.5	160	*189	1.9	15.9	126	**16	0.6	1.3	40	*173	1.9	14.6	131
GOLF MAGAZINE	441	**29	0.5	6.6	101	**73	0.7	16.6	131	**17	0.6	3.9	115	**30	0.3	6.8	61
GOLF MAGAZINE/SKI (GROSS)	922	**40	0.8	4.3	66	*129	1.3	14.0	111	**23	0.8	2.5	74	**89	1.0	9.7	87
GOOD HOUSEKEEPING	16487	1342	25.4	8.1	125	2717	26.6	16.5	131	653	24.0	4.0	118	2039	22.6	12.4	111
HARPER'S BAZAAR	2423	*209	3.9	8.6	132	386	3.8	15.9	126	**129	4.7	5.3	158	*279	3.1	11.5	103
HEALTH	1994	*204	3.9	10.2	157	352	3.4	17.7	140	**121	4.4	6.1	181	309	3.4	15.5	139
HEARST MAG CORP. BUY (GROSS)	44101	3348	63.3	7.6	116	6820	66.8	15.5	123	1850	68.0	4.2	125	5287	58.5	12.0	107
HEARST MAN POWER (GROSS)	1993	*148	2.8	7.4	114	457	4.5	22.9	182	*101	3.7	5.1	151	*266	2.9	13.3	120
HEARST WOMAN POWER (GROSS)	31274	2428	45.9	7.8	119	4579	44.9	14.6	116	1256	46.1	4.0	119	3589	39.7	11.5	103
HOUSE BEAUTIFUL	3623	*266	5.0	7.3	112	624	6.1	17.2	137	**166	6.1	4.6	136	440	4.9	12.1	109
INC.	283	**58	1.1	20.5	314	**59	0.6	20.8	165	*31	1.1	11.0	326	**54	0.6	19.1	171
JET	2928	*191	3.6	6.5	100	240	2.4	8.2	65	**105	3.9	3.6	107	357	4.0	12.2	109
LADIES' HOME JOURNAL	11918	985	18.6	8.3	126	1718	16.8	14.4	114	536	19.7	4.5	134	1318	14.6	11.1	99
LHJ FAMILY GRP COMBO(GROSS)	16764	1410	26.6	8.4	129	2447	24.0	14.6	116	863	31.7	5.1	153	1941	21.5	11.6	104
LIFE	4254	394	7.4	9.3	142	454	4.4	10.7	85	*151	5.5	3.5	106	506	5.6	11.9	107
L.A. TIMES HOME MAGAZINE	1145	*198	3.7	17.3	265	*147	1.4	12.8	102	*109	4.0	9.5	283	*145	1.6	12.7	114
MADMOISELLE	2884	*221	4.2	7.7	117	407	4.0	14.1	112	**112	4.1	3.9	116	261	2.9	9.0	81
MC CALL'S	13460	1121	21.2	8.3	127	2192	21.5	16.3	129	527	19.4	3.9	116	1672	18.5	12.4	111
MC CALL'S/WRK MOTHER (GROSS)	14606	1221	23.1	8.4	128	2333	22.9	16.0	127	556	20.4	3.8	113	1737	19.2	11.9	107
MECHANIX ILLUSTRATED	772	**105	2.0	13.6	208	**130	1.3	16.8	134	**28	1.0	3.6	108	**96	1.1	12.4	111
METROPOLITAN HOME	967	**35	0.7	3.6	55	*177	1.7	18.3	145	**43	1.6	4.4	132	**80	0.9	8.3	74
MONEY	1588	**180	3.4	11.3	173	334	3.3	21.0	167	**61	2.2	3.8	114	*309	3.4	19.5	174
MOTHER EARTH NEWS	1002	**154	2.9	15.4	235	*197	1.9	19.7	156	**98	3.6	9.8	291	*157	1.7	15.7	140
MS.	825	**66	1.2	8.0	122	*113	1.1	13.7	109	**54	2.0	6.5	195	**75	0.8	9.1	81
NATIONAL ENQUIRER	10336	697	13.2	6.7	103	1547	15.2	15.0	119	265	9.7	2.6	76	1094	12.1	10.6	95
NATIONAL GEOGRAPHIC	9597	801	15.1	8.3	128	1622	15.9	16.9	134	470	17.3	4.9	146	1258	13.9	13.1	117
NATIONAL SUNDAY MAGAZINE PKG	49558	3419	64.6	6.9	106	6685	65.5	13.5	107	1748	64.2	3.5	105	5756	63.7	11.6	104
NATURAL HISTORY	573	**34	0.6	5.9	91	**75	0.7	13.1	104	**17	0.6	3.0	88	*143	1.6	25.0	224
NEW WOMAN	1699	*100	1.9	5.9	90	239	2.3	14.1	112	**63	2.3	3.7	110	*129	1.4	7.6	68
NEW YORK INCLUDING CUE	443	**12	0.2	2.7	41	**48	0.5	10.8	86	**16	0.6	3.6	107	**43	0.5	9.7	87
THE NEW YORKER	1270	**91	1.7	7.2	110	225	2.2	17.7	141	**78	2.9	6.1	183	*115	1.3	9.1	81
NEWSWEEK	6277	604	11.4	9.6	147	819	8.0	13.0	104	338	12.4	5.4	160	735	8.1	11.7	105
THE N.Y. TIMES DAILY EDITION	1205	**69	1.3	5.7	88	*177	1.7	14.7	117	**39	1.4	3.2	96	*81	0.9	6.7	60
THE N.Y. TIMES MAGAZINE	2081	*184	3.5	8.8	135	278	2.7	13.4	106	*100	3.7	4.8	143	*172	1.9	8.3	74
OMNI	788	**91	1.7	11.5	177	**65	0.6	8.2	65	**44	1.6	5.6	166	*115	1.3	14.6	131
ON CABLE	1158	**117	2.2	10.1	155	*165	1.6	14.2	113	*82	3.0	7.1	211	*79	0.9	6.8	61
1001 HOME IDEAS	2852	*220	4.2	7.7	118	377	3.7	13.2	105	*205	7.5	7.2	214	313	3.5	11.0	98
ORGANIC GARDENING	1658	*182	3.4	11.0	168	370	3.6	22.3	177	*169	6.2	10.2	303	318	3.5	19.2	172
OUTDOOR LIFE	896	**70	1.3	7.8	120	*189	1.9	21.1	167	*14	0.5	1.6	46	*133	1.5	14.8	133
PARADE MAGAZINE	24275	1618	30.6	6.7	102	3294	32.3	13.6	108	952	35.0	3.9	117	2806	31.1	11.6	104

	TOTAL U.S. '000	FOGGER				HOUSE & GARDEN AEROSOL SPRAY				SOLIDS/STRIPS				OTHER INSECTICIDES			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	5293	100.0	6.5	100	10203	100.0	12.6	100	2722	100.0	3.4	100	9036	100.0	11.2	100
PARENTS	3845	325	6.1	8.5	129	339	3.3	8.8	70	*262	9.6	6.8	203	432	4.8	11.2	101
PENTHOUSE	831	**77	1.5	9.3	142	**112	1.1	13.5	107	**10	0.4	1.2	36	**141	1.6	17.0	152
PEOPLE	11645	986	18.6	8.5	130	1479	14.5	12.7	101	515	18.9	4.4	132	1311	14.5	11.3	101
PLAYBOY	2006	**158	3.0	7.9	121	*235	2.3	11.7	93	**98	3.6	4.9	145	*190	2.1	9.5	85
POPULAR HOT RODDING	297	**15	0.3	5.1	77	**32	0.3	10.8	86	**21	0.8	7.1	210	**47	0.5	15.8	142
POPULAR MECHANICS	1018	**106	2.0	10.4	159	*258	2.5	25.3	201	**77	2.8	7.6	225	**136	1.5	13.4	120
POPULAR SCIENCE	878	**80	1.5	9.1	139	*183	1.8	20.8	165	**32	1.2	3.6	108	*171	1.9	19.5	175
PREVENTION	3913	264	5.0	6.7	103	594	5.8	15.2	120	*154	5.7	3.9	117	557	6.2	14.2	128
PSYCHOLOGY TODAY	1710	*140	2.6	8.2	125	*157	1.5	9.2	73	**137	5.0	8.0	238	268	3.0	15.7	140
READER'S DIGEST	22204	1701	32.1	7.7	117	3517	34.5	15.8	126	855	31.4	3.9	115	2857	31.6	12.9	115
REDBOOK	7684	506	9.6	6.6	101	1098	10.8	14.3	113	370	13.6	4.8	143	823	9.1	10.7	96
ROAD & TRACK	410	**48	0.9	11.7	179	**67	0.7	16.3	130	*47	0.3	1.7	51	**44	0.5	10.7	96
ROLLING STONE	969	**56	1.1	5.8	88	**94	0.9	9.7	77	**45	1.7	4.6	138	**137	1.5	14.1	127
RUNNER'S WORLD	298	**26	0.5	8.7	133	**20	0.2	6.7	53	*18	0.7	6.0	180	**50	0.6	16.8	150
SATURDAY EVENING POST	1169	**106	2.0	9.1	139	*177	1.7	15.1	120	**30	1.1	2.6	76	*149	1.6	12.7	114
SCIENCE 84	587	**95	1.8	16.2	248	**34	0.3	5.8	46	**31	1.1	5.3	157	**125	1.4	21.3	191
SCIENCE DIGEST	482	**22	0.4	4.6	70	**81	0.8	16.8	133	*18	0.7	3.7	111	**52	0.6	10.8	97
SCIENTIFIC AMERICAN	594	**90	1.7	15.2	232	**71	0.7	12.0	95	*19	0.7	3.2	95	**114	1.3	19.2	172
SELF	2089	**129	2.4	6.2	94	*228	2.2	10.9	87	*47	1.7	2.2	67	*244	2.7	11.7	105
SEVENTEEN	2411	*197	3.7	8.2	125	*296	2.9	12.3	97	**112	4.1	4.6	138	*241	2.7	10.0	90
SKI	480	**11	0.2	2.3	35	**56	0.5	11.7	93	*66	0.2	1.3	37	**59	0.7	12.3	110
SMITHSONIAN	2760	321	6.1	11.6	178	422	4.1	15.3	121	**119	4.4	4.3	128	393	4.3	14.2	128
SOAP OPERA DIGEST	3013	*252	4.8	8.4	128	284	2.8	9.4	75	*76	2.8	2.5	75	334	3.7	11.1	99
SOUTHERN LIVING	4184	419	7.9	10.0	153	639	6.3	15.3	121	**66	2.4	1.6	47	628	6.9	15.0	135
SPORT	559	**31	0.6	5.5	85	**81	0.8	14.5	115	*66	0.2	1.1	32	**82	0.9	14.7	131
THE SPORTING NEWS	436	**34	0.6	7.8	119	**69	0.7	15.8	126	*88	0.3	1.8	55	**107	1.2	24.5	220
SPORTS AFIELD	493	**19	0.4	3.9	59	**118	1.2	23.9	190	*66	0.2	1.2	36	**78	0.9	15.8	142
SPORTS ILLUSTRATED	2758	*256	4.8	9.3	142	234	2.3	8.5	67	*90	3.3	3.3	97	411	4.5	14.9	134
STAR	7456	461	8.7	6.2	95	932	9.1	12.5	99	*220	8.1	3.0	88	692	7.7	9.3	83
SUNDAY	24936	1670	31.6	6.7	102	3313	32.5	13.3	105	734	27.0	2.9	88	2596	28.7	10.4	93
SUNSET	2124	410	7.7	19.3	295	313	3.1	14.7	117	**151	5.5	7.1	212	*269	3.0	12.7	114
TV GUIDE	21661	1570	29.7	7.2	111	2953	28.9	13.6	108	841	30.9	3.9	116	2508	27.8	11.6	104
TENNIS	550	**66	1.2	12.0	184	**93	0.9	16.9	134	*2	0.1	0.4	11	**79	0.9	14.4	129
TIME	8880	865	16.3	9.7	149	1272	12.5	14.3	114	470	17.3	5.3	157	1168	12.9	13.2	118
TOWN & COUNTRY	917	**62	1.2	6.8	103	*130	1.3	14.2	113	*34	1.2	3.7	110	*125	1.4	13.6	122
TRAVEL & LEISURE	972	**92	1.7	9.5	145	*192	1.9	19.8	157	*41	1.5	4.2	125	*146	1.6	15.0	135
TRUE STORY	3356	*208	3.9	6.2	95	386	3.8	11.5	91	**67	2.5	2.0	59	326	3.6	9.7	87
U.S. NEWS & WORLD REPORT	3410	*300	5.7	8.8	135	570	5.6	16.7	133	**59	2.2	1.7	51	429	4.7	12.6	113
USA TODAY	1759	*198	3.7	11.3	172	302	3.0	17.2	136	**51	1.9	2.9	86	*136	1.5	7.7	69
US	1873	**104	2.0	5.6	85	*223	2.2	11.9	95	**57	2.1	3.0	91	*160	1.8	8.5	77
VOGUE	3909	*309	5.8	7.9	121	484	4.7	12.4	98	*115	4.2	2.9	88	411	4.5	10.5	94
WALL STREET JOURNAL	1886	*145	2.7	7.7	118	292	2.9	15.5	123	*87	3.2	4.6	137	*320	3.5	17.0	152
WEIGHT WATCHERS	2120	*143	2.7	6.7	103	274	2.7	12.9	103	**106	3.9	5.0	149	*219	2.4	10.3	93
WOMAN'S DAY	14172	1096	20.7	7.7	118	2212	21.7	15.6	124	440	16.2	3.1	92	1780	19.7	12.6	113
WORKING MOTHER	1146	**99	1.9	8.6	132	*141	1.4	12.3	98	*30	1.1	2.6	78	**66	0.7	5.8	52
WORKING WOMAN	1322	**181	3.4	13.7	209	*153	1.5	11.6	92	**83	3.0	6.3	187	**147	1.6	11.1	100
WORLD TENNIS	*163	**15	0.3	9.2	141	*112	0.1	7.4	58	*0	0.0	0.0	0	**44	0.5	27.0	242
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*218	4.1	8.6	132	292	2.9	11.5	92	*95	3.5	3.8	112	297	3.3	11.7	105
BLAIR INSERTS	43657	3026	57.2	6.9	106	5930	58.1	13.6	108	1589	58.4	3.6	108	4977	55.1	11.4	102
DAILY NEWSPAPERS																	
READ ANY	51633	3382	63.9	6.6	100	7184	70.4	13.9	110	1765	64.8	3.4	102	6123	67.8	11.9	106
READ ONE	43463	3021	57.1	7.0	106	5913	58.0	13.6	108	1585	58.2	3.6	109	5162	57.1	11.9	106
READ TWO OR MORE	8170	361	6.8	4.4	68	1271	12.5	15.6	123	*180	6.6	2.2	66	961	10.6	11.8	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3669	69.3	7.0	107	7151	70.1	13.6	108	1924	70.7	3.7	109	6020	66.6	11.4	102
READ ONE	46126	3144	59.4	6.8	104	6242	61.2	13.5	107	1742	64.0	3.8	112	5315	58.8	11.5	103
READ TWO OR MORE	6552	525	9.9	8.0	123	909	8.9	13.9	110	*182	6.7	2.8	83	706	7.8	10.8	97
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.06				25.36				27.02				26.61			
30 DAY REACH	71455	4708	88.9	6.6	101	8993	88.1	12.6	100	2488	91.4	3.5	104	7665	84.8	10.7	96
50 SHWG - 30 DAY AV FREQ	14.56	14.77				13.42				13.95				13.93			
30 DAY REACH	67742	4462	84.3	6.6	101	8514	83.4	12.6	100	2403	88.3	3.5	106	7349	81.3	10.8	97
25 SHWG - 30 DAY AV FREQ	7.94	7.86				7.21				7.34				7.61			
30 DAY REACH	62117	4176	78.9	6.7	103	7864	77.1	12.7	100	2273	83.5	3.7	109	6700	74.1	10.8	97
CABLE TV: HOME WIRED	32077	2336	44.1	7.3	111	4535	44.4	14.1	112	1079	39.6	3.4	100	3438	38.0	10.7	96
HOME NOT WIRED	48909	2956	55.8	6.0	92	5668	55.6	11.6	92	1643	60.4	3.4	100	5598	62.0	11.4	103
HAVE-PAY CABLE	15935	1290	24.4	8.1	124	2394	23.5	15.0	119	738	27.1	4.6	138	1714	19.0	10.8	96

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	TOTAL U.S. '000	FOGGER				HOUSE & GARDEN AEROSOL SPRAY				SOLIDS/STRIPS				OTHER INSECTICIDES			
		A '000	B DOWN	C ACROSS % INDX	D	A '000	B DOWN	C ACROSS % INDX	D	A '000	B DOWN	C ACROSS % INDX	D	A '000	B DOWN	C ACROSS % INDX	D
TOTAL FEMALE HOMEOWNERS	80986	5293	100.0	6.5	100	10203	100.0	12.6	100	2722	100.0	3.4	100	9036	100.0	11.2	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1706	32.2	6.5	100	3762	36.9	14.4	115	723	26.6	2.8	83	3061	33.9	11.7	105
NETWORK AFFILIATES - LATE	20261	1406	26.6	6.9	106	3001	29.4	14.8	118	661	24.3	3.3	97	2482	27.5	12.3	110
INDEPENDENTS - LATE	2076	116	2.2	5.6	85	271	2.7	13.1	104	*38	1.4	1.8	54	256	2.8	12.3	111
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	603	11.4	5.8	88	1363	13.4	13.0	103	333	12.2	3.2	95	1284	14.2	12.3	110
ABC MONDAY NIGHT MOVIE	A 6412	443	8.4	6.9	106	901	8.8	14.1	112	259	9.5	4.0	120	721	8.0	11.2	101
ABC SUNDAY NIGHT MOVIE	A 12407	872	16.5	7.0	108	1651	16.2	13.3	106	443	16.3	3.6	106	1512	16.7	12.2	109
ABC WORLD NEWS TONIGHT	A 6176	367	6.9	5.9	91	908	8.9	14.7	117	152	5.6	2.5	73	703	7.8	11.4	104
AFTERMASH	C 5863	480	9.1	8.2	125	822	8.1	14.0	111	*196	7.2	3.3	99	673	7.4	11.5	103
ALICE	C 9594	599	11.3	6.2	96	1369	13.4	14.3	113	334	12.3	3.5	104	1070	11.8	11.2	100
AMERICAN PARADE	C 6622	389	7.3	5.9	90	1047	10.3	15.8	125	*238	8.7	3.6	107	718	7.9	10.8	97
BENSON	A 10886	774	14.6	7.1	109	1592	15.6	14.6	116	471	17.3	4.3	129	1147	12.7	10.5	94
BLUE THUNDER	A 5036	344	6.5	6.8	105	842	8.3	16.7	133	*206	7.6	4.1	122	745	8.2	14.8	133
CAGNEY & LACEY	C 9965	677	12.8	6.8	104	1405	13.8	14.1	112	395	14.5	4.0	118	1103	12.2	11.1	99
CBS EVENING NEWS-DEAN	C 3491	*161	3.0	4.6	71	654	6.4	18.7	149	**63	2.3	1.8	54	392	4.3	11.2	101
CBS EVENING NEWS-RATHER	C 7123	545	10.3	7.7	117	1138	11.2	16.0	127	219	8.0	3.1	91	837	9.3	11.8	105
CBS SAT. NEWS-SCHIEFFER	C 3621	333	6.3	9.2	141	594	5.8	16.4	130	*49	1.8	1.4	40	496	5.5	13.7	123
CBS SATURDAY NIGHT MOVIE	C 5436	344	6.5	6.3	97	744	7.3	13.7	109	210	7.7	3.9	115	763	8.4	14.0	126
CBS WEDNESDAY NIGHT MOVIE	C 6100	370	7.0	6.1	93	835	8.2	13.7	109	184	6.8	3.0	90	675	7.5	11.1	99
CHEERS	N 8889	744	14.1	8.4	128	1298	12.7	14.6	116	415	15.2	4.7	139	982	10.9	11.0	99
DALLAS	C 22109	1534	29.0	6.9	106	2786	27.3	12.6	100	691	25.4	3.1	93	2369	26.2	10.7	96
DIFF'RENT STROKES	N 6940	432	8.2	6.2	95	850	8.3	12.2	97	*173	6.4	2.5	74	758	8.4	10.9	98
DOUBLE TROUBLE	N 7223	506	9.6	7.0	107	930	9.1	12.9	102	358	13.2	5.0	147	863	9.6	11.9	107
DUCK FACTORY	N 5595	481	9.1	8.6	132	895	8.8	16.0	127	*284	10.4	5.1	151	647	7.2	11.6	104
DUKES OF HAZZARD	C 5768	300	5.7	5.2	80	689	6.8	11.9	95	*116	4.3	2.0	60	591	6.5	10.2	92
DYNASTY	A 20053	1306	24.7	6.5	100	2310	22.6	11.5	91	618	22.7	3.1	92	2272	25.1	11.3	102
FACTS OF LIFE	N 8087	573	10.8	7.1	108	977	9.6	12.1	96	334	12.3	4.1	123	860	9.5	10.6	95
FALCON CREST	C 20046	1352	25.5	6.7	103	2620	25.7	13.1	104	631	23.2	3.1	94	2237	24.8	11.2	100
FALL GUY	A 9084	523	9.9	5.8	88	1180	11.6	13.0	103	322	11.8	3.5	105	1147	12.7	12.6	113
FAMILY TIES	N 7964	546	10.3	6.9	105	1018	10.0	12.8	101	338	12.4	4.2	126	1038	11.5	13.0	117
FANTASY ISLAND	A 7687	463	8.7	6.0	92	1071	10.5	13.9	111	246	9.0	3.2	95	851	9.4	11.1	99
FOULUPS,BLEEPS & BLUNDERS	A 8861	552	10.4	6.2	95	1203	11.8	13.6	108	237	8.7	2.7	80	938	10.4	10.6	95
FOUR SEASONS	C 5095	403	7.6	7.9	121	763	7.5	15.0	119	*232	8.5	4.6	135	538	6.0	10.6	95
GIMME A BREAK	N 8838	544	10.3	6.2	94	1057	10.4	12.0	95	*295	10.8	3.3	99	1027	11.4	11.6	104
HART TO HART	A 8978	547	10.3	6.1	93	1137	11.1	12.7	101	334	12.3	3.7	111	1072	11.9	11.9	107
HILL STREET BLUES	N 8590	687	13.0	8.0	122	1214	11.9	14.1	112	295	10.8	3.4	102	884	9.8	10.3	92
HOTEL	A 14085	972	18.4	6.9	106	1745	17.1	12.4	98	521	19.1	3.7	110	1672	18.5	11.9	106
JEFFERSONS	C 9360	672	12.7	7.2	110	1235	12.1	13.2	105	398	14.6	4.3	127	1174	13.0	12.5	112
JENNIFER SLEPT HERE	N 5841	370	7.0	6.3	97	824	8.1	14.1	112	*171	6.3	2.9	87	570	6.3	9.8	87
KATE & ALLIE	C 9206	734	13.9	8.0	122	1359	13.3	14.8	117	365	13.4	4.0	118	1029	11.4	11.2	100
KNIGHT RIDER	N 7076	395	7.5	5.6	85	938	9.2	13.3	105	*199	7.3	2.8	84	833	9.2	11.8	106
LOVE BOAT	A 12219	750	14.2	6.1	94	1604	15.7	13.1	104	405	14.9	3.3	99	1344	14.9	11.0	99
MAGNUM PI	C 11199	699	13.2	6.2	96	1523	14.9	13.6	108	352	12.9	3.1	94	1233	13.6	11.0	99
MAMA'S FAMILY	N 6057	422	8.0	7.0	107	732	7.2	12.1	96	*208	7.6	3.4	102	722	8.0	11.9	107
MASTER, THE	N 3598	*215	4.1	6.0	91	437	4.3	12.1	96	*138	5.1	3.8	114	419	4.6	11.6	104
MATT HOUSTON	A 6344	417	7.9	6.6	101	907	8.9	14.3	113	*211	7.8	3.3	99	758	8.4	11.9	107
NBC MONDAY NIGHT MOVIE	N 11994	735	13.9	6.1	94	1459	14.3	12.2	97	375	13.8	3.1	93	1324	14.7	11.0	99
NBC NIGHTLY NEWS	N 5132	356	6.7	6.9	106	727	7.1	14.2	112	114	4.2	2.2	66	600	6.6	11.7	105
NBC NIGHTLY NEWS-SAT	N 3375	*176	3.3	5.2	80	469	4.6	13.9	110	*57	2.1	1.7	50	309	3.4	9.2	82
NBC NIGHTLY NEWS-SUN	N 3130	*178	3.4	5.7	87	418	4.1	13.4	106	*53	1.9	1.7	50	309	3.4	9.9	88
NBC SUNDAY NIGHT MOVIE	N 8284	694	13.1	8.4	128	1154	11.3	13.9	111	*211	7.8	2.5	76	902	10.0	10.9	98
NEWHART	C 9240	603	11.4	6.5	100	1218	11.9	13.2	105	372	13.7	4.0	120	1014	11.2	11.0	98
ONE DAY AT A TIME	C 7288	541	10.2	7.4	114	815	8.0	11.2	89	*242	8.9	3.3	99	822	9.1	11.3	101
PEOPLE ARE FUNNY	N 4855	323	6.1	6.7	102	638	6.3	13.1	104	*147	5.4	3.0	90	585	6.5	12.0	108
REAL PEOPLE	N 8869	469	8.9	5.3	81	1163	11.4	13.1	104	222	8.2	2.5	74	948	10.5	10.7	96
REMINGTON STEELE	N 7743	377	7.1	4.9	74	950	9.3	12.3	97	*202	7.4	2.6	78	912	10.1	11.8	106
RIPLEY'S BELIEVE IT - NOT	A 5345	454	8.6	8.5	130	730	7.2	13.7	108	249	9.1	4.7	139	664	7.3	12.4	111
RIPTIDE	N 6988	463	8.7	6.6	101	923	9.0	13.2	105	309	11.4	4.4	132	851	9.4	12.2	109
SCARECROW & MRS. KING	C 10002	551	10.4	5.5	84	1364	13.4	13.6	108	439	16.1	4.4	131	958	10.6	9.6	86
SIMON & SIMON	C 10638	618	11.7	5.8	89	1343	13.2	12.6	100	284	10.4	2.7	79	1049	11.6	9.9	88
60 MINUTES	C 13293	856	16.2	6.4	99	2068	20.3	15.6	123	449	16.5	3.4	100	1479	16.4	11.1	100
ST. ELSEWHERE	N 7017	475	9.0	6.8	104	963	9.4	13.7	109	333	12.2	4.7	141	782	8.7	11.1	100
THREE'S COMPANY	A 10917	615	11.6	5.6	86	1388	13.6	12.7	101	343	12.6	3.1	93	1214	13.4		

	TOTAL U.S. '000	BLACK FLAG				D-CON				HOT SHOT				NO PEST			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	17146	100.0	21.2	100	6062	100.0	7.5	100	4055	100.0	5.0	100	3533	100.0	4.4	100
18 - 24	9282	1732	10.1	18.7	88	*639	10.5	6.9	92	*378	9.3	4.1	81	*271	7.7	2.9	67
25 - 34	19072	4162	24.3	21.8	103	1388	22.9	7.3	97	822	20.3	4.3	86	1029	29.1	5.4	124
35 - 44	14591	3062	17.9	21.0	99	1131	18.7	7.8	104	831	20.5	5.7	114	870	24.6	6.0	137
45 - 54	11345	2985	17.4	26.3	124	845	13.9	7.4	100	*485	12.0	4.3	85	*502	14.2	4.4	101
55 - 64	11635	2639	15.4	22.7	107	933	15.4	8.0	107	*611	15.1	5.3	105	*373	10.6	3.2	73
65 OR OLDER	15061	2567	15.0	17.0	81	1126	18.6	7.5	100	928	22.9	6.2	123	488	13.8	3.2	74
18 - 34	28354	5894	34.4	20.8	98	2027	33.4	7.1	96	1200	29.6	4.2	85	1300	36.8	4.6	105
18 - 49	48339	10448	60.9	21.6	102	3520	58.1	7.3	97	2308	56.9	4.8	95	2460	69.6	5.1	117
25 - 54	45008	10209	59.5	22.7	107	3364	55.5	7.5	100	2138	52.7	4.8	95	2401	68.0	5.3	122
35 - 49	19985	4554	26.6	22.8	108	1493	24.6	7.5	100	1108	27.3	5.5	111	1160	32.8	5.8	133
50 OR OLDER	32647	6699	39.1	20.5	97	2542	41.9	7.8	104	1747	43.1	5.4	107	1073	30.4	3.3	75
GRADUATED COLLEGE	11155	1858	10.8	16.7	79	859	14.2	7.7	103	*265	6.5	2.4	47	579	16.4	5.2	119
ATTENDED COLLEGE	13682	3067	17.9	22.4	106	1002	16.5	7.3	98	*427	10.5	3.1	62	840	23.8	6.1	141
GRADUATED HIGH SCHOOL	33880	7641	44.6	22.6	107	2559	42.2	7.6	101	1653	40.8	4.9	97	1338	37.9	3.9	91
DID NOT GRADUATE HIGH SCHOOL	22270	4580	26.7	20.6	97	1643	27.1	7.4	99	1709	42.1	7.7	153	776	22.0	3.5	80
EMPLOYED	40306	8429	49.2	20.9	99	2842	46.9	7.1	94	1710	42.2	4.2	85	1874	53.0	4.6	107
EMPLOYED FULL-TIME	32850	6775	39.5	20.6	97	2269	37.4	6.9	92	1323	32.6	4.0	80	1401	39.7	4.3	98
EMPLOYED PART-TIME	7456	1654	9.6	22.2	105	*573	9.5	7.7	103	*387	9.5	5.2	104	*473	13.4	6.3	145
NOT EMPLOYED	40680	8717	50.8	21.4	101	3220	53.1	7.9	106	2345	57.8	5.8	115	1659	47.0	4.1	93
PROFESSIONAL/MANAGER	10392	1912	11.2	18.4	87	618	10.2	5.9	79	**248	6.1	2.4	48	*611	17.3	5.9	135
TECH/CLERICAL/SALES	17574	3789	22.1	21.6	102	1292	21.3	7.4	98	*441	10.9	2.5	50	741	21.0	4.2	97
PRECISION/CRAFT	985	*255	1.5	25.9	122	**135	2.2	13.7	183	*445	1.1	4.6	91	*67	1.9	6.8	156
OTHER EMPLOYED	11354	2473	14.4	21.8	103	797	13.1	7.0	94	976	24.1	8.6	172	*455	12.9	4.0	92
SINGLE	9863	1753	10.2	17.8	84	843	13.9	8.5	114	*462	11.4	4.7	94	*323	9.1	3.3	75
MARRIED	51375	11498	67.1	22.4	106	3639	60.0	7.1	95	2325	57.3	4.5	90	2597	73.5	5.1	116
DIVORCED/SEPARATED/WIDOWED	19748	3896	22.7	19.7	93	1580	26.1	8.0	107	1267	31.2	6.4	128	612	17.3	3.1	71
PARENTS	32590	7542	44.0	23.1	109	2438	40.2	7.5	100	1677	41.4	5.1	103	1834	51.9	5.6	129
WHITE	70416	14591	85.1	20.7	98	4856	80.1	6.9	92	3091	76.2	4.4	88	2997	84.8	4.3	98
BLACK	8778	2070	12.1	23.6	111	1007	16.6	11.5	153	964	23.8	11.0	219	*409	11.6	7.7	107
OTHER	1791	**485	2.8	27.1	128	**199	3.3	11.1	148	**0	0.0	0.0	0	**127	3.6	7.1	163
NORTHEAST-CENSUS	17786	3633	21.2	20.4	96	1018	16.8	5.7	76	**148	3.6	0.8	17	900	25.5	5.1	116
NORTH CENTRAL	20741	4348	25.4	21.0	99	1540	25.4	7.4	99	**137	3.4	0.7	13	935	26.5	4.5	103
SOUTH	27775	5291	30.9	19.0	90	2554	42.1	9.2	123	3739	92.2	13.5	269	845	23.9	3.0	70
WEST	14683	3875	22.6	26.4	125	951	15.7	6.5	87	**31	0.8	0.2	4	852	24.1	5.8	133
NORTHEAST-MKTG.	17961	3593	21.0	20.0	94	1071	17.7	6.0	80	*256	6.3	1.4	28	872	24.7	4.9	111
EAST CENTRAL	11885	2138	12.5	18.0	85	1061	17.5	8.9	119	*310	7.6	2.6	52	*363	10.3	3.1	70
WEST CENTRAL	14090	3192	18.6	22.7	107	778	12.8	5.5	74	**60	1.5	0.4	9	767	21.7	5.4	125
SOUTH	24081	4751	27.7	19.7	93	2268	37.4	9.4	126	3410	84.1	14.2	283	781	22.1	3.2	74
PACIFIC	12969	3472	20.2	26.8	126	884	14.6	6.8	91	**19	0.5	0.1	3	750	21.2	5.8	133
COUNTY SIZE A	32439	6725	39.2	20.7	98	2405	39.7	7.4	99	850	21.0	2.6	52	1324	37.5	4.1	94
COUNTY SIZE B	24915	4781	27.9	19.2	91	1666	27.5	6.7	89	1370	33.8	5.5	110	1042	29.5	4.2	96
COUNTY SIZE C	12930	3109	18.1	24.0	114	925	15.3	7.2	96	947	23.4	7.3	146	690	19.5	5.3	122
COUNTY SIZE D	10703	2531	14.8	23.6	112	1066	17.6	10.0	133	887	21.9	8.3	166	*477	13.5	4.5	102
METRO CENTRAL CITY	24518	5027	29.3	20.5	97	1601	26.4	6.5	87	1000	24.7	4.1	81	941	26.6	3.8	88
METRO SUBURBAN	35919	7414	43.2	20.6	97	2749	45.3	7.7	102	1301	32.1	3.6	72	1688	47.8	4.7	108
NON METRO	20549	4705	27.4	22.9	108	1712	28.2	8.3	111	1754	43.3	8.5	170	905	25.6	4.4	101
TOP 5 ADI'S	18341	4138	24.1	22.6	107	1296	21.4	7.1	94	**85	2.1	0.5	9	1000	28.3	5.5	125
TOP 10 ADI'S	25378	5115	29.8	20.2	95	1743	28.8	6.9	92	*494	12.2	1.9	39	1183	33.5	4.7	107
TOP 20 ADI'S	36488	7406	43.2	20.3	96	2648	43.7	7.3	97	866	21.4	2.4	47	1531	43.3	4.2	96
HSGLD INC. \$50,000 OR MORE	6612	1397	8.1	21.1	100	*533	8.8	8.1	108	**101	2.5	1.5	31	*460	13.0	7.0	159
\$40,000 OR MORE	12659	2496	14.6	19.7	93	977	16.1	7.7	103	**269	6.6	2.1	42	698	19.8	5.5	126
\$30,000 OR MORE	24698	5024	29.3	20.3	96	1936	31.9	7.8	105	*651	16.1	2.6	53	1405	39.8	5.7	130
\$25,000 OR MORE	32077	6834	39.9	21.3	101	2578	42.5	8.0	107	978	24.1	3.0	61	1782	50.4	5.6	127
\$20,000 - \$24,999	9144	1955	11.4	21.4	101	625	10.3	6.8	91	*386	9.5	4.2	84	**284	8.0	3.1	71
\$15,000 - \$19,999	8728	1870	10.9	21.4	101	566	9.3	6.5	87	*293	7.2	3.4	67	*298	8.4	3.4	78
\$10,000 - \$14,999	12562	2821	16.5	22.5	106	731	12.1	5.8	78	903	22.3	7.2	144	566	16.0	4.5	103
UNDER \$10,000	18475	3666	21.4	19.8	94	1562	25.8	8.5	113	1495	36.9	8.1	162	604	17.1	3.3	75
HOUSEHOLD OF 1 PERSON	11987	1941	11.3	16.2	76	767	12.7	6.4	85	685	16.9	5.7	114	285	8.1	2.4	55
2 PEOPLE	26577	5508	32.1	20.7	98	1826	30.1	6.9	92	1210	29.8	4.6	91	965	27.3	3.6	83
3 OR 4 PEOPLE	30617	6780	39.5	22.1	105	2405	39.7	7.9	105	1366	33.7	4.5	89	1453	41.1	4.7	109
5 OR MORE PEOPLE	11804	2917	17.0	24.7	117	1065	17.6	9.0	121	*794	19.6	6.7	134	*830	23.5	7.0	161
NO CHILD IN HSHLD	46165	9121	53.2	19.8	93	3333	55.0	7.2	96	2172	53.6	4.7	94	1578	44.7	3.4	78
CHILD(REN) UNDER 2 YRS	5325	1184	6.9	22.2	105	*323	5.3	6.1	81	**348	8.6	6.5	131	**287	8.1	5.4	124
2 - 5 YEARS	14221	3277	19.1	23.0	109	1071	17.7	7.5	101	846	20.9	5.9	119	803	22.7	5.6	129
6 - 11 YEARS	15117	3998	23.3	26.4	125	1340	22.1	8.9	118	1011	24.9	6.7	134	922	26.1	6.1	140
12 - 17 YEARS	16611	3935	22.9	23.7	112	1422	23.5	8.6	114	944	23.3	5.7	113	944	26.7	5.7	130
RESIDENCE OWNED	55884	12299	71.7	22.0	104	4620	76.2	8.3	110	2671	65.9	4.8	95	2716	76.9	4.9	111
VALUE: \$50,000 OR MORE	31744	6780	39.5	21.4	101	2503	41.3	7.9	105	836	20.6	2.6	53	1759	49.8	5.5	127
VALUE: UNDER \$50,000	24140	5519	32.2	22.9	108	2117	34.9	8.8	117	1836	45.3	7.6	152	957	27.1	4.0	91

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	TOTAL U.S. '000	BLACK FLAG				D-CON				HOT SHOT				NO PEST			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	17146	100.0	21.2	100	6062	100.0	7.5	100	4055	100.0	5.0	100	3533	100.0	4.4	100
ATLANTIC MONTHLY	415	**61	0.4	14.7	69	**13	0.2	3.1	42	**16	0.4	3.9	77	**20	0.6	4.8	110
BARRON'S	453	**144	0.8	31.8	150	**21	0.3	4.6	62	**11	0.3	2.4	48	**77	2.2	17.0	390
BETTER HOMES & GARDENS	16256	3699	21.6	22.8	107	1407	23.2	8.7	116	605	14.9	3.7	74	1006	28.5	6.2	142
BON APPETIT	2535	594	3.5	23.4	111	*298	4.9	11.8	157	**30	0.7	1.2	24	**142	4.0	5.6	128
BUSINESS WEEK	1278	*252	1.5	19.7	93	**77	1.3	6.0	80	**40	1.0	3.1	63	**95	2.7	7.4	170
CAR AND DRIVER	378	**107	0.6	28.3	134	**95	1.6	25.1	336	**5	0.1	1.3	26	**12	0.3	3.2	73
CBS MAGAZINE NETWORK (GROSS)	1498	367	2.1	24.5	116	*138	2.3	9.2	123	**45	1.1	3.0	60	**49	1.4	3.3	75
CHANGING TIMES	1505	316	1.8	21.0	99	*159	2.6	10.6	141	**68	1.7	4.5	90	**84	2.4	5.6	128
COLONIAL HOMES	1231	*282	1.6	22.9	108	**120	2.0	9.7	130	**110	2.7	8.9	178	**62	1.8	5.0	115
CONDE NAST MAG. PKG. (GROSS)	14146	3213	18.7	22.7	107	1215	20.0	8.6	115	543	13.4	3.8	77	763	21.6	5.4	124
CONSUMERS DIGEST	1323	338	2.0	25.5	121	**91	1.5	6.9	92	**32	0.8	2.4	48	**83	2.3	6.3	144
COSMOPOLITAN	7102	1500	8.7	21.1	100	542	8.9	7.6	102	*219	5.4	3.1	62	322	9.1	4.5	104
COUNTRY LIVING	2481	479	2.8	19.3	91	*140	2.3	5.6	75	**71	1.8	2.9	57	**110	3.1	4.4	102
CUISINE	1472	320	1.9	21.7	103	*167	2.8	11.3	152	**22	0.5	1.5	30	**61	1.7	4.1	95
CYCLE WORLD	425	**136	0.8	32.0	151	**51	0.8	12.0	160	**12	0.3	2.8	56	**7	0.2	1.6	38
DCI:CREATIVE IDEAS FOR LIV	2510	614	3.6	24.5	116	*227	3.7	9.0	121	*93	2.3	3.7	74	**107	3.0	4.3	98
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1424	8.3	21.3	100	640	10.6	9.6	128	497	12.3	7.4	148	*200	5.7	3.0	68
DISCOVER	894	*169	1.0	18.9	89	**94	1.6	10.5	140	**37	0.9	4.1	83	**35	1.0	3.9	90
EBONY	3507	911	5.3	26.0	123	427	7.0	12.2	163	353	8.7	10.1	201	*213	6.0	6.1	139
ESQUIRE	1083	*305	1.8	28.2	133	**108	1.8	10.0	133	**97	2.4	9.0	179	**87	2.5	8.0	184
ESSENCE	1830	592	3.5	32.3	153	249	4.1	13.6	182	*159	3.9	8.7	174	*153	4.3	8.4	192
FAMILY CIRCLE	15930	3708	21.6	23.3	110	1406	23.2	8.8	118	614	15.1	3.9	77	847	24.0	5.3	122
THE FAMILY HANDYMAN	1126	341	2.0	30.3	143	*101	1.7	9.0	120	**24	0.6	2.1	43	**72	2.0	6.4	147
FAMILY WEEKLY	11468	2677	15.6	23.3	110	847	14.0	7.4	99	768	18.9	6.7	134	549	15.5	4.8	110
FIELD & STREAM	2234	546	3.2	24.4	115	*203	3.3	9.1	121	**129	3.2	5.8	115	**112	3.2	5.0	115
FOOD & WINE	579	*136	0.8	23.5	111	**39	0.6	6.7	90	**39	1.0	6.7	135	**23	0.7	4.0	91
FORBES	728	**167	1.0	22.9	108	**83	1.4	11.4	152	**2	0.0	0.3	5	**84	2.4	11.5	264
FORTUNE	906	*186	1.1	20.5	97	**54	0.9	6.0	80	**13	0.3	1.4	29	**153	4.3	16.9	387
GENTLEMEN'S QUARTERLY	791	*221	1.3	27.9	132	**114	1.9	14.4	193	**44	1.1	5.6	111	**38	1.1	4.8	110
GLAMOUR	5265	1332	7.8	25.3	119	494	8.1	9.4	125	*232	5.7	4.4	88	325	9.2	6.2	141
GOLF DIGEST	636	*213	1.2	33.5	158	**38	0.6	6.0	80	**29	0.7	4.6	91	**107	3.0	16.8	386
GOLF DIGEST/TENNIS (GROSS)	1186	371	2.2	31.3	148	**124	2.0	10.5	140	**45	1.1	3.8	76	**121	3.4	10.2	234
GOLF MAGAZINE	441	**119	0.7	27.0	127	**45	0.7	10.2	136	**21	0.5	4.8	95	**53	1.5	12.0	275
GOLF MAGAZINE/SKI (GROSS)	922	*242	1.4	26.2	124	**82	1.4	8.9	119	**28	0.7	3.0	61	**73	2.1	7.9	181
GOOD HOUSEKEEPING	16487	3609	21.0	21.9	103	1396	23.0	8.5	113	608	15.0	3.7	74	860	24.3	5.2	120
HARPER'S BAZAAR	2423	641	3.7	26.5	125	*212	3.5	8.7	117	**109	2.7	4.5	90	**159	4.5	6.6	150
HEALTH	1994	580	3.4	29.1	137	*231	3.8	11.6	155	**155	3.8	7.8	155	**139	3.9	7.0	160
HEARST MAG CORP. BUY (GROSS)	44101	9689	56.5	22.0	104	3445	56.8	7.8	104	1706	42.1	3.9	77	2473	70.0	5.6	129
HEARST MAN POWER (GROSS)	1993	461	2.7	23.1	109	*159	2.6	8.0	107	**119	2.9	6.0	119	*197	5.6	9.9	227
HEARST WOMAN POWER (GROSS)	31274	6890	40.2	22.0	104	2490	41.1	8.0	106	1126	27.8	3.6	72	1690	47.8	5.4	124
HOUSE BEAUTIFUL	3623	742	4.3	20.5	97	242	4.0	6.7	89	*130	3.2	3.6	72	*192	5.4	5.3	121
INC.	283	**92	0.5	32.5	154	**12	0.2	4.2	57	**7	0.2	2.5	49	**33	0.9	11.7	267
JET	2928	770	4.5	26.3	124	358	5.9	12.2	163	*267	6.6	9.1	182	*188	5.3	6.4	147
LADIES' HOME JOURNAL	11918	2621	15.3	22.0	104	873	14.4	7.3	98	498	12.3	4.2	83	737	20.9	6.2	142
LHJ FAMILY GRP COMBO(GROSS)	16764	3833	22.4	22.9	108	1244	20.5	7.4	99	773	19.1	4.6	92	1095	31.0	6.5	150
LIFE	4254	922	5.4	21.7	102	389	6.4	9.1	122	*196	4.8	4.6	92	*265	7.5	6.2	143
L.A. TIMES HOME MAGAZINE	1145	334	1.9	29.2	138	**83	1.4	7.2	97	**0	0.0	0.0	0	**122	3.5	10.7	244
MADMOISELLE	2884	676	3.9	23.4	111	*244	4.0	8.5	113	*146	3.6	5.1	101	**169	4.8	5.9	134
MC CALL'S	13460	3094	18.0	23.0	109	1253	20.7	9.3	124	547	13.5	4.1	81	694	19.6	5.2	118
MC CALL'S/WRK MOTHER (GROSS)	14606	3395	19.8	23.2	110	1341	22.1	9.2	123	590	14.5	4.0	81	791	22.4	5.4	124
MECHANIX ILLUSTRATED	772	*204	1.2	26.4	125	**104	1.7	13.5	180	**51	1.3	6.6	132	**59	1.7	7.6	175
METROPOLITAN HOME	967	*216	1.3	22.3	106	**42	0.7	4.3	58	**24	0.6	2.5	50	**34	1.0	3.5	81
MONEY	1588	390	2.3	24.6	116	*96	1.6	6.0	81	*31	0.8	2.0	39	**103	2.9	6.5	149
MOTHER EARTH NEWS	1002	*265	1.5	26.4	125	**65	1.1	6.5	87	**19	0.5	1.9	38	**172	4.9	17.2	393
MS.	825	*170	1.0	20.6	97	**55	0.9	6.7	89	**64	1.6	7.8	155	**68	1.9	8.2	189
NATIONAL ENQUIRER	10336	2572	15.0	24.9	118	987	16.3	9.5	128	674	16.6	6.5	130	474	13.4	4.6	105
NATIONAL GEOGRAPHIC	9597	1823	10.6	19.0	90	698	11.5	7.3	97	337	8.3	3.5	70	508	14.4	5.3	121
NATIONAL SUNDAY MAGAZINE PKG	49558	10361	60.4	20.9	99	3748	61.8	7.6	101	1962	48.4	4.0	79	2378	67.3	4.8	110
NATURAL HISTORY	573	**90	0.5	15.7	74	**53	0.9	9.2	124	**22	0.5	3.8	77	**37	1.0	6.5	148
NEW WOMAN	1699	405	2.4	23.8	113	**93	1.5	5.5	73	**49	1.2	2.9	58	**87	2.5	5.1	117
NEW YORK INCLUDING CUE	443	**49	0.3	11.1	52	**27	0.4	6.1	81	*3	0.1	0.7	14	**42	1.2	9.5	217
THE NEW YORKER	1270	237	1.4	18.7	88	**107	1.8	8.4	113	**46	1.1	3.6	72	**117	3.3	9.2	211
NEWSWEEK	6277	1285	7.5	20.5	97	496	8.2	7.9	106	*192	4.7	3.1	61	364	10.3	5.8	133
THE N.Y. TIMES DAILY EDITION	1205	*239	1.4	19.8	94	*113	1.9	9.4	125	**4	0.1	0.3	7	*74	2.1	6.1	141
THE N.Y. TIMES MAGAZINE	2081	470	2.7	22.6	107	*205	3.4	9.9	132	**4	0.1	0.2	4	*81	2.3	3.9	89
OMNI	788	*126	0.7	16.0	76	**69	1.1	8.8	117	*31	0.8	3.9	79	*76	2.2	9.6	221
ON CABLE	1158	*266	1.6	23.0	108	*65	1.1	5.6	75	*28	0.7	2.4	48	*126	3.6	10.9	249
1001 HOME IDEAS	2852	632	3.7	22.2	105	*140	2.3	4.9	66	*121	3.0	4.2	85	*219	6.2	7.7	176
ORGANIC GARDENING	1658	344	2.0	20.7	98	*228	3.8	13.8	184	*103	2.5	6.2	124	*176	5.0	10.6	243
OUTDOOR LIFE	896	323	1.9	36.0	170	*81	1.3	9.0	121	*69	1.7	7.7	154	*62	1.8	6.9	159
PARADE MAGAZINE	24275	5128	29.9	21.1	100	1930	31.8	8.0	106	808	19.9	3.3	66	1208	34.2	5.0	114

	TOTAL U.S. '000	BLACK FLAG				D-CON				HOT SHOT				NO PEST			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	17146	100.0	21.2	100	6062	100.0	7.5	100	4055	100.0	5.0	100	3533	100.0	4.4	100
PARENTS	3845	916	5.3	23.8	113	301	5.0	7.8	105	**124	3.1	3.2	64	*263	7.4	6.8	157
PENTHOUSE	831	*257	1.5	30.9	146	**76	1.3	9.1	122	**64	1.6	7.7	154	**39	1.1	4.7	108
PEOPLE	11645	2686	15.7	23.1	109	770	12.7	6.6	88	417	10.3	3.6	72	683	19.3	5.9	134
PLAYBOY	2006	526	3.1	26.2	124	*133	2.2	6.6	89	**84	2.1	4.2	84	*132	3.7	6.6	151
POPULAR HOT RODDING	297	**82	0.5	27.6	130	**32	0.5	10.8	144	**6	0.1	2.0	40	**12	0.3	4.0	93
POPULAR MECHANICS	1018	*151	0.9	14.8	70	**70	1.2	6.9	92	**55	1.4	5.4	108	**118	3.3	11.6	266
POPULAR SCIENCE	878	*196	1.1	22.3	105	**61	1.0	6.9	93	**25	0.6	2.8	57	**71	2.0	8.1	185
PREVENTION	3913	739	4.3	18.9	89	400	6.6	10.2	137	*126	3.1	3.2	64	*211	6.0	5.4	124
PSYCHOLOGY TODAY	1710	351	2.0	20.5	97	*202	3.3	11.8	158	**45	1.1	2.6	53	**118	3.3	6.9	158
READER'S DIGEST	22204	5061	29.5	22.8	108	1694	27.9	7.6	102	1339	33.0	6.0	120	1124	31.8	5.1	116
REDBOOK	7684	1780	10.4	23.2	109	552	9.1	7.2	96	299	7.4	3.9	78	508	14.4	6.6	152
ROAD & TRACK	410	**88	0.5	21.5	101	**61	1.0	14.9	199	**19	0.5	4.6	93	**34	1.0	8.3	190
ROLLING STONE	969	231	1.3	23.8	113	**61	1.0	6.3	84	**65	1.6	6.7	134	**85	2.4	8.8	201
RUNNER'S WORLD	298	**51	0.3	17.1	81	**13	0.2	4.4	58	**6	0.1	2.0	40	**6	0.2	2.0	46
SATURDAY EVENING POST	1169	213	1.2	18.2	86	**46	0.8	3.9	53	**33	0.8	2.8	56	**65	1.8	5.6	127
SCIENCE 84	587	*126	0.7	21.5	101	**53	0.9	9.0	121	**29	0.7	4.9	99	**35	1.0	6.0	137
SCIENCE DIGEST	482	*127	0.7	26.3	124	**38	0.6	7.9	105	**22	0.5	4.6	91	**48	1.4	10.0	228
SCIENTIFIC AMERICAN	594	**95	0.6	16.0	76	**60	1.0	10.1	135	**27	0.7	4.5	91	**29	0.8	4.9	112
SELF	2089	365	2.1	17.5	83	**134	2.2	6.4	86	**35	0.9	1.7	33	**112	3.2	5.4	123
SEVENTEEN	2411	613	3.6	25.4	120	*273	4.5	11.3	151	**93	2.3	3.9	77	**98	2.8	4.1	93
SKI	480	**123	0.7	25.6	121	**37	0.6	7.7	103	**7	0.2	1.5	29	**20	0.6	4.2	96
SMITHSONIAN	2760	574	3.3	20.8	98	*244	4.0	8.8	118	**52	1.3	1.9	38	*117	3.3	4.2	97
SOAP OPERA DIGEST	3013	816	4.8	27.1	128	335	5.5	11.1	149	*178	4.4	5.9	118	*236	6.7	7.8	180
SOUTHERN LIVING	4184	810	4.7	19.4	91	413	6.8	9.9	132	404	10.0	9.7	193	**93	2.6	2.2	51
SPORT	559	*147	0.9	26.3	124	**25	0.4	4.5	60	*36	0.9	6.4	127	**49	1.4	8.8	201
THE SPORTING NEWS	436	**96	0.6	22.0	104	**24	0.4	5.5	74	**2	0.0	0.5	9	**31	0.9	7.1	163
SPORTS AFIELD	493	*183	1.1	37.1	175	**52	0.9	10.5	141	**42	1.0	8.5	170	**31	0.9	6.3	144
SPORTS ILLUSTRATED	2758	713	4.2	25.9	122	*246	4.1	8.9	119	**87	2.1	3.2	63	*149	4.2	5.4	124
STAR	7456	1994	11.6	26.7	126	692	11.4	9.3	124	569	14.0	7.6	152	356	10.1	4.8	109
SUNDAY	24936	4687	27.3	18.8	89	1859	30.7	7.5	100	625	15.4	2.5	50	1041	29.5	4.2	96
SUNSET	2124	625	3.6	29.4	139	*268	4.4	12.6	169	**13	0.3	0.6	12	**174	4.9	8.2	188
TV GUIDE	21661	5329	31.1	24.6	116	1713	28.3	7.9	106	1200	29.6	5.5	111	1248	35.3	5.8	132
TENNIS	550	**158	0.9	28.7	136	**86	1.4	15.6	209	**16	0.4	2.9	58	**14	0.4	2.5	58
TIME	8880	1961	11.4	22.1	104	770	12.7	8.7	116	278	6.9	3.1	63	548	15.5	6.2	141
TOWN & COUNTRY	917	*181	1.1	19.7	93	**81	1.3	8.8	118	**41	1.0	4.5	89	**42	1.2	4.6	105
TRAVEL & LEISURE	972	*195	1.1	20.1	95	**31	0.5	3.2	43	**33	0.8	3.4	68	**64	1.8	6.6	151
TRUE STORY	3356	1036	6.0	30.9	146	240	4.0	7.2	96	*301	7.4	9.0	179	*196	5.5	5.8	134
U.S. NEWS & WORLD REPORT	3410	736	4.3	21.6	102	*218	3.6	6.4	85	*103	2.5	3.0	60	**138	3.9	4.0	93
USA TODAY	1759	428	2.5	24.3	115	*194	3.2	11.0	147	**50	1.2	2.8	57	**131	3.7	7.4	171
US	1873	469	2.7	25.0	118	*158	2.6	8.4	113	**45	1.1	2.4	48	**73	2.1	3.9	89
VOGUE	3909	840	4.9	21.5	101	343	5.7	8.8	117	*130	3.2	3.3	66	*157	4.4	4.0	92
WALL STREET JOURNAL	1886	323	1.9	17.1	81	*98	1.6	5.2	69	**50	1.2	2.7	53	**135	3.8	7.2	164
WEIGHT WATCHERS	2120	498	2.9	23.5	111	*143	2.4	6.7	90	**110	2.7	5.2	104	*161	4.6	7.6	174
WOMAN'S DAY	14172	3501	20.4	24.7	117	1235	20.4	8.7	116	617	15.2	4.4	87	701	19.8	4.9	113
WORKING MOTHER	1146	301	1.8	26.3	124	**88	1.5	7.7	103	**44	1.1	3.8	77	**97	2.7	8.5	194
WORKING WOMAN	1322	249	1.5	18.8	89	**78	1.3	5.9	79	**35	0.9	2.6	53	**98	2.8	7.4	170
WORLD TENNIS	*163	**33	0.2	20.2	96	**13	0.2	8.0	107	**10	0.2	6.1	123	**4	0.1	2.5	56
ZIFF-DAVIS MAG NETWK (GROSS)	2532	513	3.0	20.3	96	*216	3.6	8.5	114	**56	1.4	2.2	44	*132	3.7	5.2	120
BLAIR INSERTS	43657	9135	53.3	20.9	99	3380	55.8	7.7	103	1454	35.9	3.3	67	2076	58.8	4.8	109
DAILY NEWSPAPERS																	
READ ANY	51633	10818	63.1	21.0	99	4093	67.5	7.9	106	2129	52.5	4.1	82	2262	64.0	4.4	100
READ ONE	43463	9295	54.2	21.4	101	3454	57.0	7.9	106	1836	45.3	4.2	84	1902	53.8	4.4	100
READ TWO OR MORE	8170	1522	8.9	18.6	88	639	10.5	7.8	104	293	7.2	3.6	72	360	10.2	4.4	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	11025	64.3	20.9	99	4015	66.2	7.6	102	2047	50.5	3.9	78	2501	70.8	4.7	109
READ ONE	46126	9623	56.1	20.9	99	3439	56.7	7.5	100	1883	46.4	4.1	82	2077	58.8	4.5	103
READ TWO OR MORE	5552	1402	8.2	21.4	101	577	9.5	8.8	118	*164	4.0	2.5	50	424	12.0	6.5	148
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.84				25.41				20.53				29.06			
30 DAY REACH	71455	14978	87.4	21.0	99	5308	87.6	7.4	99	3519	86.8	4.9	98	3221	91.2	4.5	103
50 SHWG - 30 DAY AV FREQ	14.56	14.11				13.27				10.81				15.01			
30 DAY REACH	67742	14241	83.1	21.0	99	5081	83.8	7.5	100	3323	81.9	4.9	98	3126	88.5	4.6	106
25 SHWG - 30 DAY AV FREQ	7.94	7.60				7.08				5.77				7.86			
30 DAY REACH	62117	13251	77.3	21.3	101	4768	78.7	7.7	103	3121	77.0	5.0	100	2977	84.3	4.8	110
CABLE TV: HOME WIRED	32077	6951	40.5	21.7	102	2208	36.4	6.9	92	1163	28.7	3.6	72	1455	41.2	4.5	104
HOME NOT WIRED	48909	10195	59.5	20.8	98	3854	63.6	7.9	105	2891	71.3	5.9	118	2078	58.8	4.2	97
HAVE PAY CABLE	15935	3629	21.2	22.8	108	1112	18.3	7.0	93	*536	13.2	3.4	67	824	23.3	5.2	119

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	
TOTAL FEMALE HOME MAKERS	80986	17146	100.0	21.2	100	6062	100.0	7.5	100	4055	100.0	5.0	100	3533	100.0	4.4	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	9430	55.0	21.5	101	3401	56.1	7.7	103	1844	45.5	4.2	84	2162	61.2	4.9	113	
10:00 AM - 3:00 PM	30659	6966	40.6	22.7	107	2704	44.6	8.8	118	1433	35.3	4.7	93	1598	45.2	5.2	119	
3:00 PM - 7:00 PM	31045	6690	39.0	21.5	102	2495	41.2	8.0	107	1312	32.4	4.2	84	1695	48.0	5.5	125	
7:00 PM - MIDNIGHT	15767	3375	19.7	21.4	101	1223	20.2	7.8	104	847	20.9	5.4	107	736	20.8	4.7	107	
MIDNIGHT - 6:00 AM	9120	2115	12.3	23.2	110	646	10.7	7.1	95	332	8.2	3.6	73	442	12.5	4.8	111	
6:00 AM - MIDNIGHT	58527	12482	72.8	21.3	101	4467	73.7	7.6	102	2649	65.3	4.5	90	2845	80.5	4.9	111	
ENTIRE DAY	59311	12689	74.0	21.4	101	4555	75.1	7.7	103	2665	65.7	4.5	90	2861	81.0	4.8	111	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	3719	11.7	23.0	109	1278	21.1	7.9	106	490	12.1	3.0	61	781	22.1	4.8	111	
ALL NEWS	2256	396	2.3	17.6	83	*156	2.6	6.9	92	*116	0.4	0.7	14	*67	1.9	3.0	68	
AOR/PROGRESSIVE	3874	891	5.2	23.0	109	380	6.3	9.8	131	*172	1.8	1.9	37	*201	5.7	5.2	119	
BEAUTIFUL MUSIC	5660	1131	6.6	20.0	94	406	6.7	7.2	96	*270	6.7	4.8	95	*326	9.2	5.8	132	
BLACK	2204	555	3.2	25.2	119	*143	2.4	6.5	87	*243	6.0	11.0	220	*184	5.2	8.3	191	
CLASSICAL	1418	*225	1.3	15.9	75	*132	2.2	9.3	124	*222	0.5	1.6	31	*41	1.2	2.9	66	
CHR/ROCK	9538	1952	11.4	20.5	97	657	10.8	6.9	92	418	10.3	4.4	88	508	14.4	5.3	122	
COUNTRY	12648	2729	15.9	21.6	102	1061	17.5	8.4	112	784	19.3	6.2	124	654	18.5	5.2	119	
GOLDEN OLDIES	1191	*221	1.3	18.6	88	*55	0.9	4.6	62	*134	3.3	11.3	225	*43	1.2	3.6	83	
MOR/NOSTALGIA	4757	884	5.2	18.6	88	418	6.9	8.8	117	*144	3.6	3.0	60	*332	9.4	7.0	160	
NEWS/TALK	3863	783	4.6	20.3	96	281	4.6	7.3	97	*110	2.7	2.8	57	*250	7.1	6.5	148	
RELIGIOUS	3084	624	3.6	20.2	96	*192	3.2	6.2	83	*233	5.7	7.6	151	*83	2.3	2.7	62	
SOFT ROCK	521	*134	0.8	25.7	121	*442	0.7	8.1	108	*11	0.3	2.1	42	*16	0.5	3.1	70	
URBAN CONTEMPORARY	1585	522	3.0	32.9	156	*201	3.3	12.7	169	*85	2.1	5.4	107	*108	3.1	6.8	156	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	715	4.2	21.9	104	*237	3.9	7.3	97	*152	3.7	4.7	93	*173	4.9	5.3	122	
ABC DIRECTION	2316	581	3.4	25.1	118	*183	3.0	7.9	106	*140	3.5	6.0	111	*87	2.5	3.8	86	
ABC ENTERTAINMENT	4834	1032	6.0	21.3	101	288	4.8	6.0	80	*205	5.1	4.2	85	*204	5.8	4.2	97	
ABC FM	2202	439	2.6	19.9	94	*200	3.3	9.1	121	*137	3.4	6.2	124	*140	4.0	6.4	146	
ABC INFORMATION	5425	1251	7.3	23.1	109	505	8.3	9.3	124	269	6.6	5.0	99	*266	7.5	4.9	112	
ABC ROCK	1677	322	1.9	19.2	91	*121	2.0	7.2	96	*116	0.4	1.0	19	*122	3.5	7.3	167	
CBS	4430	841	4.9	19.0	90	331	5.5	7.5	100	*76	1.9	1.7	34	*180	5.1	4.1	93	
MUTUAL	4992	1352	7.9	27.1	128	596	9.8	11.9	160	*158	3.9	3.2	63	*320	9.1	6.4	147	
NBC	4679	844	4.9	18.0	85	366	6.0	7.8	105	*142	3.5	3.0	61	*238	6.7	5.1	117	
RADIORADIO	1994	452	2.6	22.7	107	*111	1.8	5.6	74	*50	1.2	2.5	50	*96	2.7	4.8	110	
RKO ONE	2298	507	3.0	22.1	104	*217	3.6	9.4	126	*140	3.5	6.1	122	*114	3.2	5.0	114	
RKO TWO	3311	614	3.6	18.5	88	225	3.7	6.8	91	*201	5.0	6.1	121	*172	4.9	5.2	119	
THE SOURCE	2114	359	2.1	17.0	80	*238	3.9	11.3	150	*62	1.5	2.9	59	*52	1.5	2.5	56	
NON-WIRED : BLAIR	8654	1925	11.2	22.2	105	596	9.8	6.9	92	455	11.2	5.3	105	494	14.0	5.7	131	
INTERNET	12025	2708	15.8	22.5	106	1012	16.7	8.4	112	451	11.1	3.8	75	854	24.2	7.1	163	
KATZ RADIO GROUP	15359	3120	18.2	20.3	96	1432	23.6	9.3	125	565	13.9	3.7	73	793	22.4	5.2	118	
SUPERNET	10628	2272	13.3	21.4	101	816	13.5	7.7	103	463	11.4	4.4	87	555	15.7	5.2	120	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	1879	11.0	21.7	102	765	12.8	8.8	118	584	14.4	6.7	135	317	9.0	3.7	84	
WKDAY 9:00 AM - 1:00 PM	12163	2742	16.0	22.5	106	962	15.9	7.9	106	882	21.8	7.3	145	512	14.5	4.2	96	
WKDAY 1:00 PM - 4:30 PM	16150	3616	21.1	22.4	106	1304	21.5	8.1	108	1091	26.9	6.8	135	694	19.6	4.3	99	
WKDAY 4:30 PM - 7:30 PM	22463	4824	28.1	21.5	101	1833	30.2	8.2	109	1203	29.7	5.4	107	879	24.9	3.9	90	
WKDAY 7:30 PM - 8:00 PM	31795	6828	39.8	21.5	101	2537	41.9	8.0	107	1703	42.0	5.4	107	1295	36.7	4.1	93	
WKDAY 11:00 PM - 11:30 PM	23977	5278	30.8	22.0	104	1862	30.7	7.8	104	1287	31.7	5.4	107	992	28.1	4.1	95	
WKDAY 11:30 PM - 1:00 AM	7703	1611	9.4	20.9	99	651	10.7	8.5	113	429	10.6	5.6	111	338	9.6	4.4	101	
M-SAT 8-11 PM-SUN 7-11 PM	33800	7390	43.1	21.9	103	2649	43.7	7.8	105	1750	43.2	5.2	103	1484	42.0	4.4	101	
WKDAY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	1518	8.9	23.2	110	520	8.6	8.0	106	377	9.3	5.8	115	331	9.4	5.1	116
ANOTHER WORLD	N	4620	1109	6.5	24.0	113	427	7.0	9.2	123	436	10.8	9.4	188	189	5.3	4.1	94
AS THE WORLD TURNS	C	5614	1142	6.7	20.3	96	514	8.5	9.2	122	384	9.5	6.8	137	228	6.5	4.1	93
CAPITOL	C	3396	795	4.6	23.4	111	301	5.0	8.9	118	254	6.3	7.5	149	180	5.1	5.3	121
CBS MORN. NEWS 1	C	1446	333	1.9	23.0	109	155	2.6	10.7	143	*80	2.0	5.5	110	*37	1.0	2.6	59
CBS MORN. NEWS 2	C	1207	226	1.3	18.7	88	*78	1.3	6.5	86	*47	1.2	3.9	78	*53	1.5	4.4	101
DAYS OF OUR LIVES	N	5877	1418	8.3	24.1	114	594	9.8	10.1	135	503	12.4	8.6	171	209	5.9	3.6	82
FACTS OF LIFE - DAYTIME	N	2290	493	2.9	21.5	102	255	4.2	11.1	149	202	5.0	8.8	176	*120	3.4	5.2	120
FAMILY FEUD	A	3023	619	3.6	20.5	97	200	3.3	6.6	88	233	5.7	7.7	154	113	3.2	3.7	86
GENERAL HOSPITAL	A	6097	1325	7.7	21.7	103	438	7.2	7.2	96	313	7.7	5.1	103	248	7.0	4.1	93
GOOD MORNING, AMERICA-730	A	3515	807	4.7	23.0	108	299	4.9	8.5	114	244	6.0	6.9	139	157	4.4	4.5	102
GOOD MORNING, AMERICA-830	A	2818	610	3.6	21.6	102	246	4.1	8.7	117	212	5.2	7.5	150	131	3.7	4.6	107
GUIDING LIGHT	C	5339	1123	6.5	21.0	99	440	7.3	8.2	110	374	9.2	7.0	140	193	5.5	3.6	83
ONE LIFE TO LIVE	A	4478	1042	6.1	23.3	110	305	5.0	6.8	91	246	6.1	5.5	110	167	4.7	3.7	85
PRESS YOUR LUCK	C	2244	639	3.7	28.5	135	177	2.9										

		BLACK FLAG				D-CON				HOT SHOT				NO PEST			
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS																	
80986 17146 100.0 21.2 100 6062 100.0 7.5 100 4055 100.0 5.0 100 3533 100.0 4.4 100																	
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	5486	32.0	21.0	99	2134	35.2	8.2	109	1613	39.8	6.2	124	1000	28.3	3.8	88
NETWORK AFFILIATES - LATE	20261	4367	25.5	21.6	102	1606	26.5	7.9	106	1082	26.7	5.3	107	843	23.9	4.2	95
INDEPENDENTS - LATE	2076	489	2.9	23.6	111	186	3.1	9.0	120	**56	1.4	2.7	54	97	2.7	4.7	107
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 10453	2545	14.8	24.3	115	933	15.4	8.9	119	680	16.8	6.5	130	491	13.9	4.7	108
ABC MONDAY NIGHT MOVIE	A 6412	1380	8.0	21.5	102	529	8.7	8.3	110	369	9.1	5.8	115	299	8.5	4.7	107
ABC SUNDAY NIGHT MOVIE	A 12407	2886	16.8	23.3	110	940	15.5	7.6	101	571	14.1	4.6	92	576	16.3	4.6	106
ABC WORLD NEWS TONIGHT	A 6176	1329	7.8	21.5	102	479	7.9	7.8	104	314	7.7	5.1	102	283	8.0	4.6	105
AFTERMASH	C 5863	1376	8.0	23.5	111	446	7.4	7.6	102	*360	8.9	6.1	123	*211	6.0	3.6	82
ALICE	C 9594	2036	11.9	21.2	100	703	11.6	7.3	98	580	14.3	6.0	121	337	9.5	3.5	81
AMERICAN PARADE	C 6622	1300	7.6	19.6	93	470	7.8	7.1	95	343	8.5	5.2	103	276	7.8	4.2	96
BENSON	A 10886	2342	13.7	21.5	102	840	13.9	7.7	103	398	9.8	3.7	73	415	11.7	3.8	87
BLUE THUNDER	A 5036	1273	7.4	25.3	119	455	7.5	9.0	121	*316	7.8	6.3	125	244	6.9	4.8	111
CAGNEY & LACEY	C 9965	2218	12.9	22.3	105	738	12.2	7.4	99	457	11.3	4.6	92	563	15.9	5.6	130
CBS EVENING NEWS-DEAN	C 3491	683	4.0	19.6	92	337	5.6	9.7	129	**132	3.3	3.8	76	**113	3.2	3.2	74
CBS EVENING NEWS-RATHER	C 7123	1465	8.5	20.6	97	749	12.4	10.5	140	348	8.6	4.9	98	222	6.3	3.1	71
CBS SAT. NEWS-SCHIEFFER	C 3621	794	4.6	21.9	104	408	6.7	11.3	151	165	4.1	4.6	91	87	2.5	2.4	55
CBS SATURDAY NIGHT MOVIE	C 5436	1125	6.6	20.7	98	387	6.4	7.1	95	300	7.4	5.5	110	269	7.6	4.9	113
CBS WEDNESDAY NIGHT MOVIE	C 6100	1382	8.1	22.7	107	411	6.8	6.7	90	355	8.8	5.8	116	209	5.9	3.4	79
CHEERS	N 8889	1870	10.9	21.0	99	634	10.5	7.1	95	299	7.4	3.4	67	431	12.2	4.8	111
DALLAS	C 22109	4524	26.4	20.5	97	1701	28.1	7.7	103	1115	27.5	5.0	101	848	24.0	3.8	88
DIFF'RENT STROKES	N 6940	1598	9.3	23.0	109	535	8.8	7.7	103	393	9.7	5.7	113	253	7.2	3.6	84
DOUBLE TROUBLE	N 7223	1840	10.7	25.5	120	501	8.3	6.9	93	424	10.5	5.9	117	403	11.4	5.6	128
DUCK FACTORY	N 5595	1175	6.9	21.0	99	509	8.4	9.1	122	*212	5.2	3.8	76	331	9.4	5.9	136
DUKES OF HAZZARD	C 5768	1148	6.7	19.9	94	453	7.5	7.9	105	365	9.0	6.3	126	*178	5.0	3.1	71
DYNASTY	A 20053	4138	24.1	20.6	97	1498	24.7	7.5	100	1108	27.3	5.5	110	729	20.6	3.6	83
FACTS OF LIFE	N 8087	2056	12.0	25.4	120	579	9.6	7.2	96	449	11.1	5.6	111	388	11.0	4.8	110
FALCON CREST	C 20046	4197	24.5	20.9	99	1549	25.6	7.7	103	1044	25.7	5.2	104	820	23.2	4.1	94
FALL GUY	A 9084	2105	12.3	23.2	109	780	12.9	8.6	115	634	15.6	7.0	139	429	12.1	4.7	108
FAMILY TIES	N 7964	1717	10.0	21.6	102	626	10.3	7.9	105	458	11.3	5.8	115	400	11.3	5.0	115
FANTASY ISLAND	A 7687	1753	10.2	22.8	108	585	9.7	7.6	102	400	9.9	5.2	104	291	8.2	3.8	87
FOULUPS, BLEEPs & BLUNDERS	A 8861	1761	10.3	19.9	94	639	10.5	7.2	96	388	9.6	4.4	87	337	9.5	3.8	87
FOUR SEASONS	C 5095	1267	7.4	24.9	117	400	6.6	7.9	105	*302	7.4	5.9	118	*175	5.0	3.4	79
GIMME A BREAK	N 8838	1855	10.8	21.0	99	686	11.3	7.8	104	617	15.2	7.0	139	308	8.7	3.5	80
HART TO HART	A 8978	1756	10.2	19.6	92	645	10.6	7.2	96	427	10.5	4.8	95	378	10.7	4.2	97
HILL STREET BLUES	N 8590	1695	9.9	19.7	93	640	10.6	7.5	100	263	6.5	3.1	61	488	13.8	5.7	130
HOTEL	A 14085	2905	16.9	20.6	97	1094	18.0	7.8	104	814	20.1	5.8	115	573	16.2	4.1	93
JEFFERSONS	C 9360	2006	11.7	21.4	101	673	11.1	7.2	96	574	14.2	6.1	122	379	10.7	4.0	93
JENNIFER SLEPT HERE	N 5841	1345	7.8	23.0	109	434	7.2	7.4	99	*252	6.2	4.3	86	*221	6.3	3.8	87
KATE & ALLIE	C 9206	2171	12.7	23.6	111	669	11.0	7.3	97	315	7.8	3.4	68	426	12.1	4.6	106
KNIGHT RIDER	N 7076	1653	9.6	23.4	110	623	10.3	8.8	118	403	9.9	5.7	114	319	9.0	4.5	103
LOVE BOAT	A 12219	2732	15.9	22.4	106	959	15.8	7.8	105	819	20.2	6.7	134	497	14.1	4.1	93
MAGNUM PI	C 11199	2559	14.9	22.9	108	998	16.5	8.9	119	688	17.0	6.1	123	517	14.6	4.6	106
MAMA'S FAMILY	N 6057	1263	7.4	20.9	98	516	8.5	8.5	114	280	6.9	4.6	92	282	8.0	4.7	107
MASTER, THE	N 3598	848	4.9	23.6	111	347	5.7	9.6	129	*257	6.3	7.1	143	*183	5.2	5.1	117
MATT HOUSTON	A 6344	1367	8.0	21.5	102	503	8.3	7.9	106	400	9.9	6.3	126	284	8.0	4.5	103
NBC MONDAY NIGHT MOVIE	N 11994	2721	15.9	22.7	107	818	13.5	6.8	91	539	13.3	4.5	90	573	16.2	4.8	110
NBC NIGHTLY NEWS	N 5132	982	5.7	19.1	90	465	7.7	9.1	121	331	8.2	6.4	129	179	5.1	3.5	80
NBC NIGHTLY NEWS-SAT	N 3375	735	4.3	21.8	103	*265	4.4	7.9	105	*186	4.6	5.5	110	*115	3.3	3.4	78
NBC NIGHTLY NEWS-SUN	N 3130	471	2.7	15.0	71	*297	4.9	9.5	127	*145	3.6	4.6	93	*103	2.9	3.3	75
NBC SUNDAY NIGHT MOVIE	N 8284	1841	10.7	22.2	105	722	11.9	8.7	116	519	12.8	6.3	125	432	12.2	5.2	120
NEWMART	C 9240	2195	12.8	23.8	112	602	9.9	6.5	87	411	10.1	4.4	89	509	14.4	5.5	126
ONE DAY AT A TIME	C 7288	1358	7.9	18.6	88	508	8.4	7.0	93	427	10.5	5.9	117	296	8.4	4.1	93
PEOPLE ARE FUNNY	N 4855	1104	6.4	22.7	107	428	7.1	8.8	118	*181	4.5	3.7	74	*183	5.2	3.8	86
REAL PEOPLE	N 8869	1954	11.4	22.0	104	719	11.9	8.1	108	500	12.3	5.6	113	328	9.3	3.7	85
REMINGTON STEELE	N 7743	1601	9.3	20.7	98	534	8.8	6.9	92	342	8.4	4.4	88	298	8.4	3.8	88
RIPLY'S BELIEVE IT - NOT	A 5345	1213	7.1	22.7	107	381	6.3	7.1	95	*234	5.8	4.4	87	*206	5.8	3.9	88
RIPTIDE	N 6988	1566	9.1	22.4	106	495	8.2	7.1	95	410	10.1	5.9	117	377	10.7	5.4	124
SCARECROW & MRS. KING	C 10002	2113	12.3	21.1	100	772	12.7	7.7	103	616	15.2	6.2	123	535	15.1	5.3	123
SIMON & SIMON	C 10638	2487	14.5	23.4	110	935	15.4	8.8	117	687	16.9	6.5	129	454	12.9	4.3	98
60 MINUTES	C 13293	2644	15.4	19.9	94	1135	18.7	8.5	114	698	17.2	5.3	105	515	14.6	3.9	89
ST. ELSEWHERE	N 7017	1764	10.3	25.1	119	504	8.3	7.2	96	355	8.8	5.1	101	380	10.8	5.4	124
THREE'S COMPANY	A 10917	2416	14.1	22.1	105	862	14.2	7.9	105	572	14.1	5.2	105	482	13.6	4.4	101
T.J. HOOKER	A 9204	1993	11.6	21.7	102	731	12.1	7.9	106	530	13.1	5.8	115	319	9.0	3.5	79
TONIGHT SHOW	N 2372	432	2.5	18.2	86	191	3.3										

	TOTAL U.S. '000	RAID				REAL KILL											
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	25849	100.0	31.9	100	2936	100.0	3.6	100								
18 - 24	9282	1920	7.4	20.7	65	**170	5.8	1.8	51								
25 - 34	19072	6302	24.4	33.0	104	*450	15.3	2.4	65								
35 - 44	14591	4753	18.4	32.6	102	*496	16.9	3.4	94								
45 - 54	11345	4108	15.9	36.2	113	*479	16.3	4.2	116								
55 - 64	11635	3961	15.3	34.0	107	*450	15.3	3.9	107								
65 OR OLDER	15061	4806	18.6	31.9	100	891	30.3	5.9	163								
18 - 34	28354	8222	31.8	29.0	91	620	21.1	2.2	60								
18 - 49	48339	14960	57.9	30.9	97	1346	45.8	2.8	77								
25 - 54	45008	15163	58.7	33.7	106	1425	48.5	3.2	87								
35 - 49	19985	6738	26.1	33.7	106	726	24.7	3.6	100								
50 OR OLDER	32647	10890	42.1	33.4	105	1590	54.2	4.9	134								
GRADUATED COLLEGE	11155	4145	16.0	37.2	116	*318	10.8	2.9	79								
ATTENDED COLLEGE	13682	4349	16.8	31.8	100	*477	16.2	3.5	96								
GRADUATED HIGH SCHOOL	33880	11148	43.1	32.9	103	1095	37.3	3.2	89								
DID NOT GRADUATE HIGH SCHOOL	22270	6207	24.0	27.9	87	1047	35.7	4.7	130								
EMPLOYED	40306	13241	51.2	32.9	103	1346	45.8	3.3	92								
EMPLOYED FULL-TIME	32850	10699	41.4	32.6	102	1178	40.1	3.6	99								
EMPLOYED PART-TIME	7456	2542	9.8	34.1	107	**167	5.7	2.2	62								
NOT EMPLOYED	40680	12608	48.8	31.0	97	1590	54.2	3.9	108								
PROFESSIONAL/MANAGER	10392	3817	14.8	36.7	115	**251	8.5	2.4	67								
TECH/CLERICAL/SALES	17574	5700	22.1	32.4	102	*448	15.3	2.5	70								
PRECISION/CRAFT	985	*436	1.7	44.3	139	**6	0.2	0.6	17								
OTHER EMPLOYED	11354	3287	12.7	29.0	91	641	21.8	5.6	156								
SINGLE	9863	2416	9.3	24.5	77	*263	9.0	2.7	74								
MARRIED	51375	17787	68.8	34.6	108	1788	60.9	3.5	96								
DIVORCED/SEPARATED/WIDOWED	19748	5647	21.8	28.6	90	886	30.2	4.5	124								
PARENTS	32590	10742	41.6	33.0	103	842	28.7	2.6	71								
WHITE	70416	23047	89.2	32.7	103	2290	78.0	3.3	90								
BLACK	8778	2035	7.9	23.2	73	639	21.8	7.3	201								
OTHER	1791	*768	3.0	42.9	134	**7	0.2	0.4	11								
NORTHEAST-CENSUS	17786	5301	20.5	29.8	93	**105	3.6	0.6	16								
NORTH CENTRAL	20741	7747	30.0	37.4	117	544	18.5	2.6	72								
SOUTH	27775	8065	31.2	29.0	91	2155	73.4	7.8	214								
WEST	14683	4737	18.3	32.3	101	**132	4.5	0.9	25								
NORTHEAST-MKTG.	17961	4996	19.3	27.8	87	*343	11.7	1.9	53								
EAST CENTRAL	11885	4142	16.0	34.9	109	*231	7.9	1.9	54								
WEST CENTRAL	14090	5404	20.9	38.4	120	*436	14.9	3.1	85								
SOUTH	24081	7094	27.4	29.5	92	1837	62.6	7.6	210								
PACIFIC	12969	4214	16.3	32.5	102	**89	3.0	0.7	19								
COUNTY SIZE A	32439	9704	37.5	29.9	94	878	29.9	2.7	75								
COUNTY SIZE B	24915	8155	31.5	32.7	103	873	29.7	3.5	97								
COUNTY SIZE C	12930	4235	16.4	32.8	103	*493	16.8	3.8	105								
COUNTY SIZE D	10703	3755	14.5	35.1	110	692	23.6	6.5	178								
METRO CENTRAL CITY	24518	6682	25.9	27.3	85	764	26.0	3.1	86								
METRO SUBURBAN	35919	11943	46.2	33.2	104	954	32.5	2.7	73								
NON METRO	20549	7224	27.9	35.2	110	1217	41.5	5.9	163								
TOP 5 ADI'S	18341	5505	21.3	30.0	94	**183	6.2	1.0	28								
TOP 10 ADI'S	25378	7251	28.1	28.6	90	*458	15.6	1.8	50								
TOP 20 ADI'S	36488	10863	42.0	29.8	93	883	30.1	2.4	67								
HSHLD INC. \$50,000 OR MORE	6612	2726	10.5	41.2	129	**235	8.0	3.6	98								
\$40,000 OR MORE	12659	4805	18.6	38.0	119	*462	15.7	3.6	101								
\$30,000 OR MORE	24698	8628	33.4	34.9	109	802	27.3	3.2	90								
\$25,000 OR MORE	32077	11017	42.6	34.3	108	1048	35.7	3.3	90								
\$20,000 - \$24,999	9144	3001	11.6	32.8	103	**254	8.7	2.8	77								
\$15,000 - \$19,999	8728	2755	10.7	31.6	99	**222	7.6	2.5	70								
\$10,000 - \$14,999	12562	4180	16.2	33.3	104	*442	15.1	3.5	97								
UNDER \$10,000	18475	4896	18.9	26.5	83	971	33.1	5.3	145								
HOUSEHOLD OF 1 PERSON	11987	3207	12.4	26.8	84	378	12.9	3.2	87								
2 PEOPLE	26577	8809	34.1	33.1	104	1161	39.5	4.4	120								
3 OR 4 PEOPLE	30617	9713	37.6	31.7	99	1016	34.6	3.3	92								
5 OR MORE PEOPLE	11804	4120	15.9	34.9	109	*381	13.0	3.2	89								
NO CHILD IN HSHLD	46165	14434	55.8	31.3	98	1982	67.5	4.3	118								
CHILD(REN) UNDER 2 YRS	5325	1617	6.3	30.4	95	**107	3.6	2.0	55								
2 - 5 YEARS	14221	4348	16.8	30.6	96	*440	15.0	3.1	85								
6 - 11 YEARS	15117	5456	21.1	36.1	113	*458	15.6	3.0	84								
12 - 17 YEARS	16611	5927	22.9	35.7	112	*403	13.7	2.4	67								
RESIDENCE OWNED	55884	19545	75.6	35.0	110	2167	73.8	3.9	107								
VALUE: \$50,000 OR MORE	31744	11535	44.6	36.3	114	927	31.6	2.9	81								
VALUE: UNDER \$50,000	24140	8010	31.0	33.2	104	1240	42.2	5.1	142								

		TOTAL U.S. '000	A '000	RAID B % DOWN	C ACROSS % INDX	D	A '000	REAL KILL B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	C ACROSS % INDX	D
TOTAL FEMALE HOMEMAKERS		80986	25849	100.0	31.9	100	2936	100.0	3.6	100								
MAGAZINES	QUINTILE 1	15799	5725	22.1	36.2	114	541	18.4	3.4	94								
	QUINTILE 2	17259	6168	23.9	35.7	112	650	22.1	3.8	104								
	QUINTILE 3	13545	4389	17.0	32.4	102	*529	18.0	3.9	108								
	QUINTILE 4	15133	4689	18.1	31.0	97	*485	16.5	3.2	88								
	QUINTILE 5	19250	4878	18.9	25.3	79	731	24.9	3.8	105								
NEWSPAPERS	QUINTILE 1	12413	4122	15.9	33.2	104	*265	9.0	2.1	59								
	QUINTILE 2	24116	7820	30.3	32.4	102	1085	37.0	4.5	124								
	QUINTILE 3	11261	4036	15.6	35.8	112	*450	15.3	4.0	110								
	QUINTILE 4	20255	6196	24.0	30.6	96	604	20.6	3.0	82								
	QUINTILE 5	12940	3677	14.2	28.4	89	*531	18.1	4.1	113								
OUTDOOR	QUINTILE 1	14852	4632	17.9	31.2	98	*466	15.9	3.1	87								
	QUINTILE 2	15725	5113	19.8	32.5	102	580	19.8	3.7	102								
	QUINTILE 3	16330	5361	20.7	32.8	103	649	22.1	4.0	110								
	QUINTILE 4	16744	5408	20.9	32.3	101	530	18.1	3.2	87								
	QUINTILE 5	17334	5335	20.6	30.8	96	710	24.2	4.1	113								
RADIO-DRIVE TIME	QUINTILE 1	15911	5665	21.9	35.6	112	*549	18.7	3.5	95								
	QUINTILE 2	14837	4723	18.3	31.8	100	*447	15.2	3.0	83								
	QUINTILE 3	15339	4753	18.4	31.0	97	617	21.0	4.0	111								
	QUINTILE 4	16723	5189	20.1	31.0	97	*426	14.5	2.5	70								
	QUINTILE 5	18176	5519	21.4	30.4	95	898	30.6	4.9	136								
RADIO-MID- DAY	TERCILE 1	21020	7077	27.4	33.7	105	773	26.3	3.7	101								
	TERCILE 2	21610	7185	27.8	33.2	104	802	27.3	3.7	102								
	TERCILE 3	38355	11588	44.8	30.2	95	1361	46.4	3.5	98								
RADIO-TOTAL	QUINTILE 1	15988	5476	21.2	34.3	107	*490	16.7	3.1	85								
	QUINTILE 2	15626	5098	19.7	32.6	102	*515	17.5	3.3	91								
	QUINTILE 3	16723	5273	20.4	31.5	99	609	20.7	3.6	100								
	QUINTILE 4	16342	5161	20.0	31.6	99	522	17.8	3.2	88								
	QUINTILE 5	16306	4840	18.7	29.7	93	799	27.2	4.9	135								
TV-PRIME TIME	QUINTILE 1	15953	4999	19.3	31.3	98	661	22.5	4.1	114								
	QUINTILE 2	16137	5046	19.5	31.3	98	*636	21.7	3.9	109								
	QUINTILE 3	16420	5530	21.4	33.7	106	*424	14.4	2.6	71								
	QUINTILE 4	16687	5159	20.0	30.9	97	540	18.4	3.2	89								
	QUINTILE 5	15789	5116	19.8	32.4	102	675	23.0	4.3	118								
TV-DAYTIME	TERCILE 1	27736	8435	32.6	30.4	95	1186	40.4	4.3	118								
	TERCILE 2	26489	8559	33.1	32.3	101	938	31.9	3.5	98								
	TERCILE 3	26761	8856	34.3	33.1	104	812	27.7	3.0	84								
TV-TOTAL	QUINTILE 1	16345	4947	19.1	30.3	95	783	26.7	4.8	132								
	QUINTILE 2	16447	5364	20.8	32.6	102	639	21.8	3.9	107								
	QUINTILE 3	15980	5269	20.4	33.0	103	518	17.6	3.2	89								
	QUINTILE 4	15887	5099	19.7	32.1	101	*427	14.5	2.7	74								
	QUINTILE 5	16326	5171	20.0	31.7	99	569	19.4	3.5	96								
MAGAZINES-NEWSPAPERS: DUAL		20721	7324	28.3	35.3	111	736	25.1	3.6	98								
MAGAZINE IMPERATIVE		19186	6777	26.2	35.3	111	750	25.5	3.9	108								
NEWSPAPER IMPERATIVE		21899	6604	25.5	30.2	94	847	28.8	3.9	107								
MAGAZINES-OUTDOOR: DUAL		15451	5702	22.1	36.9	116	517	17.6	3.3	92								
MAGAZINE IMPERATIVE		25953	8869	34.3	34.2	107	1037	35.3	4.0	110								
OUTDOOR IMPERATIVE		24400	6759	26.1	27.7	87	901	30.7	3.7	102								
MAGAZINES-RADIO: DUAL		18049	6668	25.8	36.9	116	*505	17.2	2.8	77								
MAGAZINE IMPERATIVE		23571	7986	30.9	33.9	106	994	33.9	4.2	116								
RADIO IMPERATIVE		23278	6845	26.5	29.4	92	820	27.9	3.5	97								
MAGAZINES-TELEVISION: DUAL		15459	5264	20.4	34.1	107	697	23.7	4.5	124								
MAGAZINE IMPERATIVE		25829	9195	35.6	35.6	112	710	24.2	2.7	76								
TELEVISION IMPERATIVE		26039	7558	29.2	29.0	91	1053	35.9	4.0	112								
NEWSPAPERS-OUTDOOR: DUAL		16605	5650	21.9	34.0	107	637	21.7	3.8	106								
NEWSPAPER IMPERATIVE		26834	8793	34.0	32.8	103	983	33.5	3.7	101								
OUTDOOR IMPERATIVE		23346	6944	26.9	29.7	93	840	28.6	3.6	99								
NEWSPAPERS-RADIO: DUAL		17133	6070	23.5	35.4	111	*499	17.0	2.9	80								
NEWSPAPER IMPERATIVE		25892	8236	31.9	31.8	100	1077	36.7	4.2	115								
RADIO IMPERATIVE		23167	7360	28.5	31.8	100	783	26.7	3.4	93								
NEWSPAPERS-TELEVISION: DUAL		17159	5436	21.0	31.7	99	795	27.1	4.6	128								
NEWSPAPER IMPERATIVE		26214	8784	34.0	33.5	105	840	28.6	3.2	88								
TELEVISION IMPERATIVE		23412	7242	28.0	30.9	97	895	30.5	3.8	105								
OUTDOOR-RADIO: DUAL		15303	5134	19.9	33.5	105	*527	17.9	3.4	95								
OUTDOOR IMPERATIVE		24901	7706	29.8	30.9	97	965	32.9	3.9	107								
RADIO IMPERATIVE		26492	8492	32.9	32.1	100	868	29.6	3.3	90								
OUTDOOR-TELEVISION: DUAL		14794	4712	18.2	31.9	100	687	23.4	4.6	128								
OUTDOOR IMPERATIVE		25437	8385	32.4	33.0	103	792	27.0	3.1	86								
TELEVISION IMPERATIVE		27877	8818	34.1	31.6	99	1047	35.7	3.8	104								
RADIO-TELEVISION: DUAL		15996	5516	21.3	34.5	108	532	18.1	3.3	92								
RADIO IMPERATIVE		25478	8343	32.3	32.7	103	799	27.2	3.1	87								
TELEVISION IMPERATIVE		26573	7956	30.8	29.9	94	1200	40.9	4.5	125								

	TOTAL U.S. '000	HARD				REAL KILL											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	25849	100.0	31.9	100	2936	100.0	3.6	100								
ATLANTIC MONTHLY	415	*175	0.7	42.2	132	**7	0.2	1.7	47								
BARRON'S	453	*185	0.7	40.8	128	**0	0.0	0.0	0								
BETTER HOMES & GARDENS	16256	5932	22.9	36.5	114	657	22.4	4.0	111								
BON APPETIT	2535	869	3.4	34.3	107	**98	3.3	3.9	107								
BUSINESS WEEK	1278	425	1.6	33.3	104	**38	1.3	3.0	82								
CAR AND DRIVER	378	*147	0.6	38.9	122	**10	0.3	2.6	73								
CBS MAGAZINE NETWORK (GROSS)	1498	547	2.1	36.5	114	**36	1.2	2.4	66								
CHANGING TIMES	1505	591	2.3	39.3	123	**43	1.5	2.9	79								
COLONIAL HOMES	1231	420	1.6	34.1	107	**49	1.7	4.0	110								
CONDE NAST MAG. PKG. (GROSS)	14146	4333	16.8	30.6	96	337	11.5	2.4	66								
CONSUMERS DIGEST	1323	472	1.8	35.7	112	**29	1.0	2.2	60								
COSMOPOLITAN	7102	2278	8.8	32.1	100	*134	4.6	1.9	52								
COUNTRY LIVING	2481	974	3.8	39.3	123	*137	4.7	5.5	152								
CUISINE	1472	469	1.8	31.9	100	**67	2.3	4.6	126								
CYCLE WORLD	425	*228	0.9	53.6	168	**18	0.6	4.2	117								
DCI:CREATIVE IDEAS FOR LIV	2510	782	3.0	31.2	98	**149	5.1	5.9	164								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2156	8.3	32.2	101	448	15.3	6.7	185								
DISCOVER	894	264	1.0	29.5	93	**15	0.5	1.7	46								
EBONY	3507	861	3.3	24.6	77	*146	5.0	4.2	115								
ESQUIRE	1083	362	1.4	33.4	105	**52	1.8	4.8	132								
ESSENCE	1830	558	2.2	30.5	96	*101	3.4	5.5	152								
FAMILY CIRCLE	15930	5385	20.8	33.8	106	563	19.2	3.5	97								
THE FAMILY HANDYMAN	1126	474	1.8	42.1	132	**47	1.6	4.2	115								
FAMILY WEEKLY	11468	3897	15.1	34.0	106	592	20.2	5.2	142								
FIELD & STREAM	2234	716	2.8	32.1	100	**80	2.7	3.6	99								
FOOD & WINE	579	*195	0.8	33.7	106	**31	1.1	5.4	148								
FORBES	728	318	1.2	43.7	137	**26	0.9	3.6	99								
FORTUNE	906	356	1.4	39.3	123	**3	0.1	0.3	9								
GENTLEMEN'S QUARTERLY	791	293	1.1	37.0	116	**32	1.1	4.0	112								
GLAMOUR	5265	1745	6.8	33.1	104	**95	3.2	1.8	50								
GOLF DIGEST	636	*284	1.1	44.7	140	**17	0.6	2.7	74								
GOLF DIGEST/TENNIS (GROSS)	1186	469	1.8	39.5	124	**26	0.9	2.2	60								
GOLF MAGAZINE	441	*188	0.7	42.6	134	**26	0.9	5.9	163								
GOLF MAGAZINE/SKI (GROSS)	922	318	1.2	34.5	108	**39	1.3	4.2	117								
GOOD HOUSEKEEPING	16487	5852	22.6	35.5	111	663	22.6	4.0	111								
HARPER'S BAZAAR	2423	825	3.2	34.0	107	**71	2.4	2.9	81								
HEALTH	1994	800	3.1	40.1	126	**62	2.1	3.1	86								
HEARST MAG CORP. BUY (GROSS)	44101	15545	60.1	35.2	110	1602	54.6	3.6	100								
HEARST MAN POWER (GROSS)	1993	760	2.9	38.1	119	**47	1.6	2.4	65								
HEARST WOMAN POWER (GROSS)	31274	10887	42.1	34.8	109	1048	35.7	3.4	92								
HOUSE BEAUTIFUL	3623	1314	5.1	36.3	114	*207	7.1	5.7	158								
INC.	283	**138	0.5	48.8	153	**4	0.1	1.4	39								
JET	2928	729	2.8	24.9	78	*183	6.2	6.3	172								
LADIES' HOME JOURNAL	11918	4154	16.1	34.9	109	477	16.2	4.0	110								
LHJ FAMILY GRP COMBO(GROSS)	16764	5942	23.0	35.4	111	638	21.7	3.8	105								
LIFE	4254	1246	4.8	29.3	92	*135	4.6	3.2	88								
L.A. TIMES HOME MAGAZINE	1145	431	1.7	37.6	118	**10	0.3	0.9	24								
MADMOISELLE	2884	751	2.9	26.0	82	**87	3.0	3.0	83								
MC CALL'S	13460	5019	19.4	37.3	117	443	15.1	3.3	91								
MC CALL'S/WRK MOTHER (GROSS)	14606	5363	20.7	36.7	115	477	16.2	3.3	90								
MECHANIX ILLUSTRATED	772	*285	1.1	36.9	116	**28	1.0	3.6	100								
METROPOLITAN HOME	967	363	1.4	37.5	118	**30	1.0	3.1	86								
MONEY	1588	574	2.2	36.1	113	**48	1.6	3.0	83								
MOTHER EARTH NEWS	1002	345	1.3	34.4	108	**26	0.9	2.6	72								
MS.	825	274	1.1	33.2	104	**29	1.0	3.5	97								
NATIONAL ENQUIRER	10336	3518	13.6	34.0	107	394	13.4	3.8	105								
NATIONAL GEOGRAPHIC	9597	3513	13.6	36.6	115	*240	8.2	2.5	69								
NATIONAL SUNDAY MAGAZINE PKG	49558	16030	62.0	32.3	101	1761	60.0	3.6	98								
NATURAL HISTORY	573	*194	0.8	33.9	106	**9	0.3	1.6	43								
NEW WOMAN	1699	486	1.9	28.6	90	**54	1.8	3.2	88								
NEW YORK INCLUDING CUE	443	*138	0.5	31.2	98	**2	0.1	0.5	12								
THE NEW YORKER	1270	479	1.9	37.7	118	**32	1.1	2.5	70								
NEWSWEEK	6277	2184	8.4	34.8	109	*167	5.7	2.7	73								
THE N.Y. TIMES DAILY EDITION	1205	408	1.6	33.9	106	**12	0.4	1.0	27								
THE N.Y. TIMES MAGAZINE	2081	666	2.6	32.0	100	**1	0.0	0.0	1								
OMNI	788	325	1.3	41.2	129	**18	0.6	2.3	63								
ON CABLE	1158	390	1.5	33.7	106	**39	1.3	3.4	93								
1001 HOME IDEAS	2852	988	3.8	34.6	109	**99	3.4	3.5	96								
ORGANIC GARDENING	1658	711	2.8	42.9	134	**83	2.8	5.0	138								
OUTDOOR LIFE	896	391	1.5	43.6	137	**22	0.7	2.5	68								
PARADE MAGAZINE	24275	7463	28.9	30.7	96	698	23.8	2.9	79								

	TOTAL U.S. '000	A '000	RAID B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	80986	25849	100.0	31.9	100	2936	100.0	3.6	100								
PARENTS	3845	1146	4.4	29.8	93	**67	2.3	1.7	48								
PENTHOUSE	831	*291	1.1	35.0	110	**16	0.5	1.9	53								
PEOPLE	11645	3848	14.9	33.0	104	321	10.9	2.8	76								
PLAYBOY	2006	784	3.0	39.1	122	**27	0.9	1.3	37								
POPULAR HOT RODDING	297	**64	0.2	21.5	68	**15	0.5	5.1	139								
POPULAR MECHANICS	1018	439	1.7	43.1	135	**32	1.1	3.1	87								
POPULAR SCIENCE	878	329	1.3	37.5	117	**83	2.8	9.5	261								
PREVENTION	3913	1343	5.2	34.3	108	**138	4.7	3.5	97								
PSYCHOLOGY TODAY	1710	501	1.9	29.3	92	**104	3.5	6.1	168								
READER'S DIGEST	22204	8068	31.2	36.3	114	1029	35.0	4.6	128								
REDBOOK	7684	2757	10.7	35.9	112	251	8.5	3.3	90								
ROAD & TRACK	410	*151	0.6	36.8	115	**16	0.5	3.9	108								
ROLLING STONE	969	275	1.1	28.4	89	**24	0.8	2.5	68								
RUNNER'S WORLD	298	**96	0.4	32.2	101	*0	0.0	0.0	0								
SATURDAY EVENING POST	1169	396	1.5	33.9	106	**34	1.2	2.9	80								
SCIENCE 84	587	*246	1.0	41.9	131	**14	0.5	2.4	66								
SCIENCE DIGEST	482	*132	0.5	27.4	86	**13	0.4	2.7	74								
SCIENTIFIC AMERICAN	594	*185	0.7	31.1	98	**24	0.8	4.0	111								
SELF	2089	601	2.3	28.8	90	**43	1.5	2.1	57								
SEVENTEEN	2411	751	2.9	31.1	98	**74	2.5	3.1	85								
SKI	480	*129	0.5	26.9	84	**13	0.4	2.7	75								
SMITHSONIAN	2760	1021	3.9	37.0	116	**128	4.4	4.6	128								
SOAP OPERA DIGEST	3013	920	3.6	30.5	96	*103	3.5	3.4	94								
SOUTHERN LIVING	4184	1374	5.3	32.8	103	300	10.2	7.2	198								
SPORT	559	*198	0.8	35.4	111	**23	0.8	4.1	113								
THE SPORTING NEWS	436	*151	0.6	34.6	109	**6	0.2	1.4	38								
SPORTS AFIELD	493	*188	0.7	38.1	119	**3	0.1	0.6	17								
SPORTS ILLUSTRATED	2758	1071	4.1	38.8	122	**76	2.6	2.8	76								
STAR	7456	2446	9.5	32.8	103	*270	9.2	3.6	100								
SUNDAY	24936	7671	29.7	30.8	96	787	26.8	3.2	87								
SUNSET	2124	876	3.4	41.2	129	**79	2.7	3.7	103								
TV GUIDE	21661	7467	28.9	34.5	108	706	24.0	3.3	90								
TENNIS	550	*185	0.7	33.6	105	**9	0.3	1.6	45								
TIME	8880	3152	12.2	35.5	111	249	8.5	2.8	77								
TOWN & COUNTRY	917	322	1.2	35.1	110	**34	1.2	3.7	102								
TRAVEL & LEISURE	972	283	1.1	29.1	91	**39	1.3	4.0	111								
TRUE STORY	3356	1125	4.4	33.5	105	*166	5.7	4.9	136								
U.S. NEWS & WORLD REPORT	3410	1225	4.7	35.9	113	*152	5.2	4.5	123								
USA TODAY	1759	637	2.5	36.2	113	**41	1.4	2.3	64								
US	1873	614	2.4	32.8	103	**20	0.7	1.1	29								
VOGUE	3909	1236	4.8	31.6	99	**112	3.8	2.9	79								
WALL STREET JOURNAL	1886	616	2.4	32.7	102	**60	2.0	3.2	88								
WEIGHT WATCHERS	2120	780	3.0	36.8	115	**80	2.7	3.8	104								
WOMAN'S DAY	14172	5115	19.8	36.1	113	476	16.2	3.4	93								
WORKING MOTHER	1146	344	1.3	30.0	94	**34	1.2	3.0	82								
WORKING WOMAN	1322	407	1.6	30.8	96	**40	1.4	3.0	83								
WORLD TENNIS	*163	**40	0.2	24.5	77	*0	0.0	0.0	0								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	842	3.3	33.3	104	**99	3.4	3.9	108								
BLAIR INSERTS	43657	14030	54.3	32.1	101	1401	47.7	3.2	89								
DAILY NEWSPAPERS																	
READ ANY	51633	17365	67.2	33.6	105	1919	65.4	3.7	103								
READ ONE	43463	14543	56.3	33.5	105	1691	57.6	3.9	107								
READ TWO OR MORE	8170	2823	10.9	34.6	108	*228	7.8	2.8	77								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	17040	65.9	32.3	101	1860	63.4	3.5	97								
READ ONE	46126	14987	58.0	32.5	102	1698	57.8	3.7	102								
READ TWO OR MORE	6552	2053	7.9	31.3	98	*161	5.5	2.5	68								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.50				29.20											
30 DAY REACH	71455	22746	88.0	31.8	100	2584	88.0	3.6	100								
50 SHWG - 30 DAY AV FREQ	14.56	14.36				15.41											
30 DAY REACH	67742	21846	84.5	32.2	101	2462	83.9	3.6	100								
25 SHWG - 30 DAY AV FREQ	7.94	7.81				8.73											
30 DAY REACH	62117	20050	77.6	32.3	101	2168	73.8	3.5	96								
CABLE TV: HOME WIRED	32077	10552	40.8	32.9	103	1095	37.3	3.4	94								
HOME NOT WIRED	48909	15297	59.2	31.3	98	1841	62.7	3.8	104								
HAVE PAY CABLE	15935	5323	20.6	33.4	105	*470	16.0	2.9	81								

	TOTAL U.S. '000	RAID				REAL KILL											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	25849	100.0	31.9	100	2936	100.0	3.6	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	14578	56.4	33.2	104	1427	48.6	3.2	90								
10:00 AM - 3:00 PM	30659	10444	40.4	34.1	107	1103	37.6	3.6	99								
3:00 PM - 7:00 PM	31045	10240	39.6	33.0	103	1016	34.6	3.3	90								
7:00 PM - MIDNIGHT	15767	5034	19.5	31.9	100	543	18.5	3.4	95								
MIDNIGHT - 6:00 AM	9120	2926	11.3	32.1	101	289	9.8	3.2	87								
6:00 AM - MIDNIGHT	58527	19231	74.4	32.9	103	1834	62.5	3.1	86								
ENTIRE DAY	59311	19392	75.0	32.7	102	1843	62.8	3.1	86								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	5752	22.3	35.6	111	559	19.0	3.5	95								
ALL NEWS	2256	625	2.4	27.7	87	**27	0.9	1.2	33								
AOR/PROGRESSIVE	3874	1147	4.4	29.6	93	**50	1.7	1.3	36								
BEAUTIFUL MUSIC	5660	1907	7.4	33.7	106	*295	10.0	5.2	144								
BLACK	2204	588	2.3	26.7	84	*110	3.7	5.0	138								
CLASSICAL	1418	639	2.5	45.1	141	**39	1.3	2.8	76								
CHR/ROCK	9538	2942	11.4	30.8	97	*252	8.6	2.6	73								
COUNTRY	12648	4203	16.3	33.2	104	467	15.9	3.7	102								
GOLDEN OLDIES	1191	379	1.5	31.8	100	**28	1.0	2.4	65								
MOR/NOSTALGIA	4757	1509	5.8	31.7	99	*162	5.5	3.4	94								
NEWS/TALK	3863	1205	4.7	31.2	98	**141	4.8	3.7	101								
RELIGIOUS	3084	1020	3.9	33.1	104	**86	2.9	2.8	77								
SOFT ROCK	521	*194	0.8	37.2	117	**21	0.7	4.0	111								
URBAN CONTEMPORARY	1585	397	1.5	25.0	78	**30	1.0	1.9	52								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1057	4.1	32.4	102	**81	2.8	2.5	69								
ABC DIRECTION	2316	796	3.1	34.4	108	**52	1.8	2.2	62								
ABC ENTERTAINMENT	4834	1621	6.3	33.5	105	*140	4.8	2.9	80								
ABC FM	2202	580	2.2	26.3	83	**61	2.1	2.8	76								
ABC INFORMATION	5425	2016	7.8	37.2	116	*258	8.8	4.8	131								
ABC ROCK	1677	498	1.9	29.7	93	**9	0.3	0.5	15								
CBS	4430	1528	5.9	34.5	108	**122	4.2	2.8	76								
MUTUAL	4992	1737	6.7	34.8	109	*257	8.8	5.1	142								
NBC	4679	1516	5.9	32.4	102	**116	4.0	2.5	68								
RADIO RADIO	1994	532	2.1	26.7	84	**67	2.3	3.4	93								
RKO ONE	2298	698	2.7	30.4	95	**92	3.1	4.0	110								
RKO TWO	3311	1004	3.9	30.3	95	**112	3.8	3.4	93								
THE SOURCE	2114	644	2.5	30.5	95	**59	2.0	2.8	77								
NON-WIRED : BLAIR	8654	2908	11.2	33.6	105	361	12.3	4.2	115								
INTERNET	12025	3993	15.4	33.2	104	304	10.4	2.5	70								
KATZ RADIO GROUP	15359	4846	18.7	31.6	99	485	16.5	3.2	87								
SUPERNET	10628	3643	14.1	34.3	107	401	13.7	3.8	104								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2829	10.9	32.7	102	428	14.6	4.9	136								
WKDAY 9:00 AM - 1:00 PM	12163	3744	14.5	30.8	96	475	16.2	3.9	108								
WKDAY 1:00 PM - 4:30 PM	16150	4802	18.6	29.7	93	690	23.5	4.3	118								
WKDAY 4:30 PM - 7:30 PM	22463	6942	26.9	30.9	97	886	30.2	3.9	109								
WKDAY 7:30 PM - 8:00 PM	31795	9902	38.3	31.1	98	1296	44.1	4.1	112								
WKDAY 11:00 PM - 11:30 PM	23977	7901	30.6	33.0	103	967	32.9	4.0	111								
WKDAY 11:30 PM - 1:00 AM	7703	2450	9.5	31.8	100	284	9.7	3.7	102								
M-SAT 8-11 PM-SUN 7-11 PM	33800	10766	41.6	31.9	100	1244	42.4	3.7	102								
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1829	7.1	28.0	88	200	6.8	3.1	84								
ANOTHER WORLD	N 4620	1398	5.4	30.3	95	*170	5.8	3.7	101								
AS THE WORLD TURNS	C 5614	1670	6.5	29.7	93	348	11.9	6.2	171								
CAPITOL	C 3396	1030	4.0	30.3	95	204	6.9	6.0	166								
CBS MORN. NEWS 1	C 1446	492	1.9	34.0	107	*98	3.3	6.8	187								
CBS MORN. NEWS 2	C 1207	362	1.4	30.0	94	*70	2.4	5.8	160								
DAYS OF OUR LIVES	N 5877	1817	7.0	30.9	97	242	8.2	4.1	114								
FACTS OF LIFE - DAYTIME	N 2290	682	2.6	29.8	93	*90	3.1	3.9	108								
FAMILY FEUD	A 3023	827	3.2	27.4	86	133	4.5	4.4	121								
GENERAL HOSPITAL	A 6097	1734	6.7	28.4	89	158	5.4	2.6	71								
GOOD MORNING, AMERICA-730 A	A 3515	1114	4.3	31.7	99	164	5.6	4.7	129								
GOOD MORNING, AMERICA-830 A	A 2818	990	3.8	35.1	110	133	4.5	4.7	130								
GUIDING LIGHT	C 5339	1595	6.2	29.9	94	275	9.4	5.2	142								
ONE LIFE TO LIVE	A 4478	1354	5.2	30.2	95	107	3.6	2.4	66								
PRESS YOUR LUCK	C 2244	775	3.0	34.5	108	*50	1.7	2.2	61								
PRICE IS RIGHT 1	C 4348	1352	5.2	31.1	97	182	6.2	4.2	115								
PRICE IS RIGHT 2	C 5014	1600	6.2	31.9	100	212	7.2	4.2	117								
RYAN'S HOPE	A 3150	893	3.5	28.3	89	*70	2.4	2.2	61								
SALE OF THE CENTURY	N 2695	762	2.9	28.3	89	*115	3.9	4.3	118								
SEARCH FOR TOMORROW	N 2319	684	2.6	29.5	92	**114	3.9	4.9	136								
TODAY SHOW 1	N 2693	904	3.5	33.6	105	*150	5.1	5.6	154								
TODAY SHOW 2	N 2498	817	3.2	32.7	102	*84	2.9	3.4	93								
\$25,000 PYRAMID	C 2753	768	3.0	27.9	87	*77	2.6	2.8	77								
WHEEL OF FORTUNE	N 4388	1453	5.6	33.1	104	229	7.8	5.2	144								
YOUNG AND THE RESTLESS	C 5695	1739	6.7	30.5	96	298	10.1	5.2	144								
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A 1760	504	1.9	28.6	90	*109	3.7	6.2	171								
NBA PLAYOFF GAME -1 C	C 1136	367	1.4	32.3	101	*107	3.6	9.4	260								
NBC MAJOR LEAGUE PRE-GAME N	N 953	280	1.1	29.4	92	**73	2.5	7.7	211								
SPORTSWORLD - SUN	N 1233	415	1.6	33.7	105	**32	1.1	2.6	72								
SUNDAY MORNING	C 1611	490	1.9	30.4	95	**62	2.1	3.8	106								

	TOTAL U.S. '000	RAID				REAL KILL											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	25849	100.0	31.9	100	2936	100.0	3.6	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	8475	32.8	32.5	102	1223	41.7	4.7	129								
ABC SUNDAY NIGHT MOVIE	20261	6859	26.5	33.9	106	800	27.2	3.9	109								
INDEPENDENTS - LATE	2076	535	2.1	25.8	81	**40	1.4	1.9	53								
TV EVENING NTKW 6 PM - 2 AM																	
A TEAM	N 10453	3279	12.7	31.4	98	440	15.0	4.2	116								
ABC MONDAY NIGHT MOVIE	A 6412	2072	8.0	32.3	101	284	9.7	4.4	122								
ABC SUNDAY NIGHT MOVIE	A 12407	3933	15.2	31.7	99	413	14.1	3.3	92								
ABC WORLD NEWS TONIGHT	A 6176	1829	7.1	29.6	93	296	10.1	4.8	132								
AFTERMASH	C 5863	2169	8.4	37.0	116	*186	6.3	3.2	88								
ALICE	C 9594	3281	12.7	34.2	107	330	11.2	3.4	95								
AMERICAN PARADE	C 6622	2055	8.0	31.0	97	308	10.5	4.7	128								
BENSON	A 10886	3485	13.5	32.0	100	412	14.0	3.8	104								
BLUE THUNDER	A 5036	1702	6.6	33.8	106	*330	11.2	6.6	181								
CAGNEY & LACEY	C 9965	3362	13.0	33.7	106	375	12.8	3.8	104								
CBS EVENING NEWS-DEAN	C 3491	1162	4.5	33.3	104	**97	3.3	2.8	77								
CBS EVENING NEWS-RATHER	C 7123	2585	10.0	36.3	114	313	10.7	4.4	121								
CBS SAT. NEWS-SCHIEFFER	C 3621	1266	4.9	35.0	110	203	6.9	5.6	155								
CBS SATURDAY NIGHT MOVIE	C 5436	1707	6.6	31.4	98	238	8.1	4.4	121								
CBS WEDNESDAY NIGHT MOVIE	C 6100	2107	8.2	34.5	108	228	7.8	3.7	103								
CHEERS	N 8889	3044	11.8	34.2	107	250	8.5	2.8	78								
DALLAS	C 22109	7165	27.7	32.4	102	742	25.3	3.4	93								
DIFF'RENT STROKES	N 6940	2272	8.8	32.7	103	299	10.2	4.3	119								
DOUBLE TROUBLE	N 7223	2584	10.0	35.8	112	262	8.9	3.6	100								
DUCK FACTORY	N 5595	1886	7.3	33.7	106	*187	6.4	3.3	92								
DUKES OF HAZZARD	C 5768	1636	6.3	28.4	89	321	10.9	5.6	154								
DYNASTY	A 20053	5762	22.3	28.7	90	820	27.9	4.1	113								
FACTS OF LIFE	N 8087	2744	10.6	33.9	106	322	11.0	4.0	110								
FALCON CREST	C 20046	6381	24.7	31.8	100	720	24.5	3.6	99								
FALL GUY	A 9084	2821	10.9	31.1	97	458	15.6	5.0	139								
FAMILY TIES	N 7964	2537	9.8	31.9	100	280	9.5	3.5	97								
FANTASY ISLAND	A 7687	2312	8.9	30.1	94	279	9.5	3.6	100								
FOULUPS,BLEEPS & BLUNDERS	A 8861	2947	11.4	33.3	104	*241	8.2	2.7	75								
FOUR SEASONS	C 5095	1791	6.9	35.2	110	*164	5.6	3.2	89								
GIMME A BREAK	N 8838	2760	10.7	31.2	98	368	12.5	4.2	115								
HART TO HART	A 8978	3040	11.8	33.9	106	360	12.3	4.0	111								
HILL STREET BLUES	N 8590	2773	10.7	32.3	101	*246	8.4	2.9	79								
HOTEL	A 14085	4403	17.0	31.3	98	526	17.9	3.7	103								
JEFFERSONS	C 9360	3072	11.9	32.8	103	373	12.7	4.0	110								
JENNIFER SLEPT HERE	N 5841	2020	7.8	34.6	108	*181	6.2	3.1	85								
KATE & ALLIE	C 9206	3188	12.3	34.6	108	317	10.8	3.4	95								
KNIGHT RIDER	N 7076	2321	9.0	32.8	103	282	9.6	4.0	110								
LOVE BOAT	A 12219	3660	14.2	30.0	94	483	16.5	4.0	109								
MAGNUM PI	C 11199	3418	13.2	30.5	96	524	17.8	4.7	129								
MAMA'S FAMILY	N 6057	1922	7.4	31.7	99	277	9.4	4.6	126								
MASTER, THE	N 3598	1126	4.4	31.3	98	*153	5.2	4.3	117								
MATT HOUSTON	A 6344	2112	8.2	33.3	104	*209	7.1	3.3	91								
NBC MONDAY NIGHT MOVIE	N 11994	3695	14.3	30.8	97	270	9.2	2.3	62								
NBC NIGHTLY NEWS	N 5132	1607	6.2	31.3	98	256	8.7	5.0	138								
NBC NIGHTLY NEWS-SAT	N 3375	1005	3.9	29.8	93	**118	4.0	3.5	96								
NBC NIGHTLY NEWS-SUN	N 3130	872	3.4	27.9	87	*152	5.2	4.9	134								
NBC SUNDAY NIGHT MOVIE	N 8284	2618	10.1	31.6	99	*277	9.4	3.3	92								
NEWMART	C 9240	3027	11.7	32.8	103	360	12.3	3.9	107								
ONE DAY AT A TIME	C 7288	2320	9.0	31.8	100	*292	9.9	4.0	111								
PEOPLE ARE FUNNY	N 4855	1651	6.4	34.0	107	*218	7.4	4.5	124								
REAL PEOPLE	N 8869	2993	11.6	33.7	106	348	11.9	3.9	108								
REMINGTON STEELE	N 7743	2504	9.7	32.3	101	281	9.6	3.6	100								
RIPLEY'S BELIEVE IT - NOT	A 5345	1830	7.1	34.2	107	*183	6.2	3.4	94								
RIPTIDE	N 6988	2352	9.1	33.7	105	288	9.8	4.1	114								
SCARECROW & MRS. KING	C 10002	3062	11.8	30.6	96	381	13.0	3.8	105								
SIMON & SIMON	C 10638	3385	13.1	31.8	100	574	19.6	5.4	149								
60 MINUTES	C 13293	4472	17.3	33.6	105	601	20.5	4.5	125								
ST. ELSEWHERE	N 7017	2507	9.7	35.7	112	*210	7.2	3.0	83								
THREE'S COMPANY	A 10917	3635	14.1	33.3	104	370	12.6	3.4	93								
T.J. HOOKER	A 9204	2652	10.3	28.8	90	455	15.5	4.9	136								
TONIGHT SHOW	N 2372	832	3.2	35.1	110	87	3.0	3.7	101								
TRAPPER JOHN, M.D.	C 9846	3319	12.8	33.7	106	388	13.2	3.9	109								
TV BLOOPERS & PRAC. JOKES	N 9105	3146	12.2	34.6	108	262	8.9	2.9	79								
20/20	A 9387	3426	13.3	36.5	114	408	13.9	4.3	120								
WEBSTER	A 11067	3386	13.1	30.6	96	443	15.1	4.0	110								
WORLD NEWS - SUN	A 3062	1054	4.1	34.4	108	*171	5.8	5.6	154								
YELLOW ROSE	N 4978	1520	5.9	30.5	96	266	9.1	5.3	147								
TV VIEWING SPORTS EVENTS																	
BASKETBALL	8878	3238	12.5	36.5	114	*301	10.3	3.4	94								
BASKETBALL - COLLEGE GAMES	4080	1483	5.7	36.3	114	**177	6.0	4.3	120								
BASKETBALL - PRO GAMES	3607	1267	4.9	35.1	110	**192	6.5	5.3	147								
BOWLING	3883	1587	6.1	40.9	128	**133	4.5	3.4	94								
BOXING	3928	1477	5.7	37.6	118	**213	7.3	5.4	150								
FOOTBALL - COLLEGE GAMES	6366	2374	9.2	37.3	117	*205	7.0	3.2	89								
FOOTBALL - PRO GAMES	11300	4374	16.9	38.7	121	*442	15.1	3.9	108								
GOLF	3378	1307	5.1	38.7	121	**141	4.8	4.2	115								
POST-SEASON COLL. FOOTBALL	4906	1665	6.4	33.9	106	**203	6.9	4.1	114								
POST-SEASON PRO FOOTBALL	6120	2423	9.4	39.6	124	**240	8.2	3.9	108								
TENNIS	3033	1093	4.2	36.0	113	**176	6.0	5.8	160								
WRESTLING - PROFESSIONAL	3344	1189	4.6	35.6	111	**226	7.7	6.8	186								

	TOTAL U.S. '000	USE RODENT AND PEST CONTROL SERVICES				TYPES: TERMITE				PEST CONTROL (BUGS, RATS, ETC)			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAkers	80986	13156	100.0	16.2	100	4533	100.0	5.6	100	9364	100.0	11.6	100
18 - 24	9282	1017	7.7	11.0	67	**262	5.8	2.8	50	798	8.5	8.6	74
25 - 34	19072	2826	21.5	14.8	91	865	19.1	4.5	81	2153	23.0	11.3	98
35 - 44	14591	2557	19.4	17.5	108	692	15.3	4.7	85	1927	20.6	13.2	114
45 - 54	11345	2117	16.1	18.7	115	905	20.0	8.0	143	1446	15.4	12.7	110
55 - 64	11635	2247	17.1	19.3	119	846	18.7	7.3	130	1615	17.2	13.9	120
65 OR OLDER	15061	2392	18.2	15.9	98	963	21.2	6.4	114	1425	15.2	9.5	82
18 - 34	28354	3843	29.2	13.6	83	1127	24.9	4.0	71	2951	31.5	10.4	90
18 - 49	48339	7423	56.4	15.4	95	2212	48.8	4.6	82	5608	59.9	11.6	100
25 - 54	45008	7500	57.0	16.7	103	2462	54.3	5.5	98	5525	59.0	12.3	106
35 - 49	19985	3580	27.2	17.9	110	1085	23.9	5.4	97	2657	28.4	13.3	115
50 OR OLDER	32647	5733	43.6	17.6	108	2321	51.2	7.1	127	3756	40.1	11.5	100
GRADUATED COLLEGE	11155	1748	13.3	15.7	96	857	18.9	7.7	137	1176	12.6	10.5	91
ATTENDED COLLEGE	13682	2463	18.7	18.0	111	899	19.8	6.6	117	1676	17.9	12.2	106
GRADUATED HIGH SCHOOL	33880	5538	42.1	16.3	101	1730	38.2	5.1	91	4214	45.0	12.4	108
DID NOT GRADUATE HIGH SCHOOL	22270	3407	25.9	15.3	94	1047	23.1	4.7	84	2297	24.5	10.3	89
EMPLOYED	40306	6310	48.0	15.7	96	2343	51.7	5.8	104	4618	49.3	11.5	99
EMPLOYED FULL-TIME	32850	5133	39.0	15.6	96	1918	42.3	5.8	104	3760	40.2	11.4	99
EMPLOYED PART-TIME	7456	1177	8.9	15.8	97	*425	9.4	5.7	102	858	9.2	11.5	100
NOT EMPLOYED	40680	6846	52.0	16.8	104	2190	48.3	5.4	96	4746	50.7	11.7	101
PROFESSIONAL/MANAGER	10392	1557	11.8	15.0	92	700	15.4	6.7	120	1161	12.4	11.2	97
TECH/CLERICAL/SALES	17574	2747	20.9	15.6	96	987	21.8	5.6	100	2081	22.2	11.8	102
PRECISION/CRAFT	985	**220	1.7	22.3	137	**54	1.2	5.5	98	**156	1.7	15.8	137
OTHER EMPLOYED	11354	1786	13.6	15.7	97	603	13.3	5.3	95	1221	13.0	10.8	93
SINGLE	9863	1431	10.9	14.5	89	*454	10.0	4.6	82	1007	10.8	10.2	88
MARRIED	51375	8422	64.0	16.4	101	2887	63.7	5.6	100	6000	64.1	11.7	101
DIVORCED/SEPARATED/WIDOWED	19748	3303	25.1	16.7	103	1192	26.3	6.0	108	2358	25.2	11.9	103
PARENTS	32590	5152	39.2	15.8	97	1436	31.7	4.4	79	3920	41.9	12.0	104
WHITE	70416	11270	85.7	16.0	99	3994	88.1	5.7	101	8011	85.6	11.4	98
BLACK	8778	1730	13.1	19.7	121	489	10.8	5.6	100	1242	13.3	14.1	122
OTHER	1791	**156	1.2	8.7	54	**50	1.1	2.8	50	**111	1.2	6.2	54
NORTHEAST-CENSUS	17786	1748	13.3	9.8	60	486	10.7	2.7	49	1329	14.2	7.5	65
NORTH CENTRAL	20741	2485	18.9	12.0	74	751	16.6	3.6	65	1690	18.0	8.1	70
SOUTH	27775	7445	56.6	26.8	165	2944	64.9	10.6	189	5151	55.0	18.5	160
WEST	14683	1478	11.2	10.1	62	*353	7.8	2.4	43	1194	12.8	8.1	70
NORTHEAST-MKTG.	17961	2223	16.9	12.4	76	718	15.8	4.0	71	1530	16.3	8.5	74
EAST CENTRAL	11885	1537	11.7	12.9	80	511	11.3	4.3	77	1110	11.9	9.3	81
WEST CENTRAL	14090	1481	11.3	10.5	65	*365	8.1	2.6	46	1009	10.8	7.2	62
SOUTH	24081	6577	50.0	27.3	168	2606	57.5	10.8	193	4636	49.5	19.3	167
PACIFIC	12969	1338	10.2	10.3	64	*333	7.3	2.6	46	1079	11.5	8.3	72
COUNTY SIZE A	32439	4663	35.4	14.4	88	1618	35.7	5.0	89	3439	36.7	10.6	92
COUNTY SIZE B	24915	4258	32.4	17.1	105	1515	33.4	6.1	109	2940	31.4	11.8	102
COUNTY SIZE C	12930	2198	16.7	17.0	105	654	14.4	5.1	90	1624	17.3	12.6	109
COUNTY SIZE D	10703	2036	15.5	19.0	117	747	16.5	7.0	125	1361	14.5	12.7	110
METRO CENTRAL CITY	24518	4256	32.4	17.4	107	1341	29.6	5.5	98	3259	34.8	13.3	115
METRO SUBURBAN	35919	4747	36.1	13.2	81	1827	40.3	5.1	91	3121	33.3	8.7	75
NON METRO	20549	4153	31.6	20.2	124	1366	30.1	6.6	119	2984	31.9	14.5	126
TOP 5 ADI'S	18341	2030	15.4	11.1	68	599	13.2	3.3	58	1504	16.1	8.2	71
TOP 10 ADI'S	25378	3237	24.6	12.8	79	1049	23.1	4.1	74	2336	24.9	9.2	80
TOP 20 ADI'S	36488	5085	38.7	13.9	86	1804	39.8	4.9	88	3762	40.2	10.3	89
HSHLD INC. \$50,000 OR MORE	6612	1371	10.4	20.7	128	*562	12.4	8.5	152	963	10.3	14.6	126
\$40,000 OR MORE	12659	2417	18.4	19.1	118	972	21.4	7.7	137	1644	17.6	13.0	112
\$30,000 OR MORE	24698	4102	31.2	16.6	102	1546	34.1	6.3	112	2894	30.9	11.7	101
\$25,000 OR MORE	32077	5268	40.0	16.4	101	2032	44.8	6.3	113	3718	39.7	11.6	100
\$20,000 - \$24,999	9144	1520	11.6	16.6	102	582	12.8	6.4	114	1125	12.0	12.3	106
\$15,000 - \$19,999	8728	1322	10.0	15.1	93	*357	7.9	4.1	73	1090	11.6	12.5	108
\$10,000 - \$14,999	12562	2031	15.4	16.2	100	603	13.3	4.8	86	1482	15.8	11.8	102
UNDER \$10,000	18475	3014	22.9	16.3	100	960	21.2	5.2	93	1950	20.8	10.6	91
HOUSEHOLD OF 1 PERSON	11987	1638	12.5	13.7	84	610	13.5	5.1	91	1117	11.9	9.3	81
2 PEOPLE	26577	4540	34.5	17.1	105	1758	38.8	6.6	118	3108	33.2	11.7	101
3 OR 4 PEOPLE	30617	5023	38.2	16.4	101	1642	36.2	5.4	96	3661	39.1	12.0	103
5 OR MORE PEOPLE	11804	1955	14.9	16.6	102	*523	11.5	4.4	79	1477	15.8	12.5	108
NO CHILD IN HSHLD	46165	7564	57.5	16.4	101	2980	65.7	6.5	115	5130	54.8	11.1	96
CHILD(REN) UNDER 2 YRS	5325	766	5.8	14.4	89	**140	3.1	2.6	47	646	6.9	12.1	105
2 - 5 YEARS	14221	2116	16.1	14.9	92	*469	10.3	3.3	59	1731	18.5	12.2	105
6 - 11 YEARS	15117	2608	19.8	17.3	106	626	13.8	4.1	74	2110	22.5	14.0	121
12 - 17 YEARS	16611	2736	20.8	16.5	101	763	16.8	4.6	82	1944	20.8	11.7	101
RESIDENCE OWNED	55884	10209	77.6	18.3	112	3894	85.9	7.0	124	7094	75.8	12.7	110
VALUE: \$50,000 OR MORE	31744	5565	42.3	17.5	108	2156	47.6	6.8	121	3810	40.7	12.0	104
VALUE: UNDER \$50,000	24140	4645	35.3	19.2	118	1738	38.3	7.2	129	3284	35.1	13.6	118

RODENT AND PEST CONTROL SERVICES: USE AND TYPES
(FEMALE HOMEOWNERS)

			TOTAL U.S. '000	USE RODENT AND PEST CONTROL SERVICES				TYPES: TERMITE				PEST CONTROL (BUGS, RATS, ETC)					
				A	B	C	D	A	B	C	D	A	B	C	D		
				'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX		
TOTAL FEMALE HOMEOWNERS			80986	13156	100.0	16.2	100										
MAGAZINES	QUINTILE 1	15799	2778	21.1	17.6	108			4533	100.0	5.6	100	9364	100.0	11.6	100	
	QUINTILE 2	17259	3353	25.5	19.4	120	1076	23.7	6.8	122	2109	22.5	13.3	115			
	QUINTILE 3	13545	2110	16.0	15.6	96	1206	26.6	7.0	125	2381	25.4	13.8	119			
	QUINTILE 4	15133	2435	18.5	16.1	99	648	14.3	4.8	85	1545	16.5	11.4	99			
	QUINTILE 5	19250	2480	18.9	12.9	79	783	17.3	5.2	92	1697	18.1	11.2	97			
NEWSPAPERS	QUINTILE 1	12413	2134	16.2	17.2	106											
	QUINTILE 2	24116	4124	31.3	17.1	105	824	18.2	6.6	119	1511	16.1	12.2	105			
	QUINTILE 3	11261	1852	14.1	16.4	101	1523	33.6	6.3	113	2746	29.3	11.4	98			
	QUINTILE 4	20255	2893	22.0	14.3	88	578	12.8	5.1	92	1492	15.9	13.2	115			
	QUINTILE 5	12940	2152	16.4	16.6	102	1000	22.1	4.9	88	2092	22.3	10.3	89			
OUTDOOR	QUINTILE 1	14852	2346	17.8	15.8	97	608	13.4	4.7	84	1524	16.3	11.8	102			
	QUINTILE 2	15725	2658	20.2	16.9	104											
	QUINTILE 3	16330	2545	19.3	15.6	96	774	17.1	5.2	93	1775	19.0	12.0	103			
	QUINTILE 4	16744	2676	20.3	16.0	98	1044	23.0	6.6	119	1892	20.2	12.0	104			
	QUINTILE 5	17334	2931	22.3	16.9	104	779	17.2	4.8	85	1943	20.7	11.9	103			
RADIO-DRIVE TIME	QUINTILE 1	15911	2906	22.1	18.3	112	868	19.1	5.2	93	1848	19.7	11.0	95			
	QUINTILE 2	14837	2420	18.4	16.3	100	1069	23.6	6.2	110	1905	20.3	11.0	95			
	QUINTILE 3	15339	2424	18.4	15.8	97											
	QUINTILE 4	16723	2768	21.0	16.6	102	940	20.7	5.9	106	2197	23.5	13.8	119			
	QUINTILE 5	18176	2639	20.1	14.5	89	889	19.6	6.0	107	1719	18.4	11.6	100			
RADIO-MID- DAY	TERCILE 1	21020	3356	25.5	16.0	98	751	16.6	4.9	87	1718	18.3	11.2	97			
	TERCILE 2	21610	3960	30.1	18.3	113	981	21.6	5.9	105	1974	21.1	11.8	102			
	TERCILE 3	38355	5840	44.4	15.2	94	973	21.5	5.4	96	1756	18.8	9.7	84			
RADIO-TOTAL	QUINTILE 1	15988	2731	20.8	17.1	105	1039	22.9	4.9	88	2485	26.5	11.8	102			
	QUINTILE 2	15626	2627	20.0	16.8	103	1176	25.9	5.4	97	2797	29.9	12.9	112			
	QUINTILE 3	16723	2957	22.5	17.7	109	2318	51.1	6.0	108	4081	43.6	10.6	92			
	QUINTILE 4	16342	2458	18.7	15.0	93	796	17.6	5.0	89	2114	22.6	13.2	114			
	QUINTILE 5	16306	2382	18.1	14.6	90	882	19.5	5.6	101	1854	19.8	11.9	103			
TV-PRIME TIME	QUINTILE 1	15953	2543	19.3	15.9	98	1112	24.5	6.6	119	2041	21.8	12.2	106			
	QUINTILE 2	16137	2781	21.1	17.2	106	794	17.5	4.9	87	1752	18.7	10.7	93			
	QUINTILE 3	16420	2431	18.5	14.8	91	949	20.9	5.8	104	1603	17.1	9.8	85			
	QUINTILE 4	16687	2691	20.5	16.1	99											
	QUINTILE 5	15789	2710	20.6	17.2	106	883	19.5	5.5	99	1834	19.6	11.5	99			
TV-DAYTIME	TERCILE 1	27736	4940	37.5	17.8	110	769	17.0	4.8	85	2056	22.0	12.7	110			
	TERCILE 2	26489	4117	31.3	15.5	96	905	20.0	5.5	98	1729	18.5	10.5	91			
	TERCILE 3	26761	4100	31.2	15.3	94	855	18.9	5.1	92	1981	21.2	11.9	103			
TV-TOTAL	QUINTILE 1	16345	2734	20.8	16.7	103	1122	24.8	7.1	127	1764	18.8	11.2	97			
	QUINTILE 2	16447	2865	21.8	17.4	107	1616	35.6	5.8	104	3651	39.0	13.2	114			
	QUINTILE 3	15980	2603	19.8	16.3	100	1340	29.6	5.1	90	2824	30.2	10.7	92			
	QUINTILE 4	15887	2471	18.8	15.6	96	1577	34.8	5.9	105	2889	30.9	10.8	93			
	QUINTILE 5	16326	2483	18.9	15.2	94	818	18.0	5.0	89	2026	21.6	12.4	107			
MAGAZINES-NEWSPAPERS: DUAL		20721	3649	27.7	17.6	108	1061	23.4	6.5	115	1917	20.5	11.7	101			
	MAGAZINE IMPERATIVE	19186	3470	26.4	18.1	111	813	17.9	5.1	91	1984	21.2	12.4	107			
	NEWSPAPER IMPERATIVE	21899	3566	27.1	16.3	100	847	18.7	5.3	95	1692	18.1	10.7	92			
MAGAZINES-OUTDOOR: DUAL		15451	2778	21.1	18.0	111	996	22.0	6.1	109	1744	18.6	10.7	92			
	MAGAZINE IMPERATIVE	25953	4621	35.1	17.8	110											
	OUTDOOR IMPERATIVE	24400	3541	26.9	14.5	89	1430	31.5	6.9	123	2576	27.5	12.4	108			
MAGAZINES-RADIO: DUAL		18049	3334	25.3	18.5	114	1132	25.0	5.9	105	2629	28.1	13.7	119			
	MAGAZINE IMPERATIVE	23571	4056	30.8	17.2	106	1125	24.8	5.1	92	2462	26.3	11.2	97			
	RADIO IMPERATIVE	23278	3650	27.7	15.7	97											
MAGAZINES-TELEVISION: DUAL		15459	3068	23.3	19.8	122	1146	25.3	7.4	133	2045	21.8	13.2	114			
	MAGAZINE IMPERATIVE	25829	4282	32.5	16.6	102	1506	33.2	5.8	104	3344	35.7	12.9	111			
	TELEVISION IMPERATIVE	26039	3948	30.0	15.2	93	1095	24.2	4.5	80	2580	27.6	10.6	91			
NEWSPAPERS-OUTDOOR: DUAL		16605	2871	21.8	17.3	106	1248	27.5	6.9	124	2428	25.9	13.5	116			
	NEWSPAPER IMPERATIVE	26834	4396	33.4	16.4	101	1521	33.6	6.5	115	2914	31.1	12.4	107			
	OUTDOOR IMPERATIVE	23346	3578	27.2	15.3	94	1039	22.9	4.5	80	2629	28.1	11.3	98			
NEWSPAPERS-RADIO: DUAL		17133	2923	22.2	17.1	105											
	NEWSPAPER IMPERATIVE	25892	4316	32.8	16.7	103	1004	22.1	6.5	116	2228	23.8	14.4	125			
	RADIO IMPERATIVE	23167	3912	29.7	16.9	104	1670	36.8	6.5	116	3158	33.7	12.2	106			
NEWSPAPERS-TELEVISION: DUAL		17159	3060	23.3	17.8	110	1249	27.6	4.8	86	2813	30.0	10.8	93			
	NEWSPAPER IMPERATIVE	26214	4174	31.7	15.9	98											
	TELEVISION IMPERATIVE	23412	3780	28.7	16.1	99	1121	24.7	6.8	121	2040	21.8	12.3	106			
OUTDOOR-RADIO: DUAL		15303	2694	20.5	17.6	108	1540	34.0	5.7	103	3026	32.3	11.3	98			
	OUTDOOR IMPERATIVE	24901	3812	29.0	15.3	94	1129	24.9	4.8	86	2770	29.6	11.9	103			
	RADIO IMPERATIVE	26492	4367	33.2	16.5	101											
OUTDOOR-TELEVISION: DUAL		14794	2469	18.8	16.7	103											
	OUTDOOR IMPERATIVE	25437	3971	30.2	15.6	96	783	17.3	5.3	95	1872	20.0	12.7	109			
	TELEVISION IMPERATIVE	27877	4652	35.4	16.7	103	1571	34.7	6.2	110	2887	30.8	11.3	98			
RADIO-TELEVISION: DUAL		15996	2742	20.8	17.1	106	1539	34.0	5.5	99	3229	34.5	11.6	100			
	RADIO IMPERATIVE	25478	4372	33.2	17.2	106											
	TELEVISION IMPERATIVE	26573	4355	33.1	16.4	101	748	16.5	4.7	84	2071	22.1	12.9	112			

	TOTAL U.S. '000	USE RODENT AND PEST CONTROL SERVICES				TYPES: TERMITE				PEST CONTROL (BUGS, RATS, ETC)			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	13156	100.0	16.2	100	4533	100.0	5.6	100	9364	100.0	11.6	100
ATLANTIC MONTHLY	415	**57	0.4	13.7	85	**11	0.2	2.7	47	**54	0.6	13.0	113
BARRON'S	453	**86	0.7	19.0	117	**17	0.4	3.8	67	**64	0.7	14.1	122
BETTER HOMES & GARDENS	16256	2823	21.5	17.4	107	1279	28.2	7.9	141	1899	20.3	11.7	101
BON APPETIT	2535	389	3.0	15.3	94	*158	3.5	6.2	111	310	3.3	12.2	106
BUSINESS WEEK	1278	*211	1.6	16.5	102	**74	1.6	5.8	103	*184	2.0	14.4	125
CAR AND DRIVER	378	**66	0.5	17.5	107	**14	0.3	3.7	66	**60	0.6	15.9	137
CBS MAGAZINE NETWORK (GROSS)	1498	259	2.0	17.3	106	**78	1.7	5.2	93	*234	2.5	15.6	135
CHANGING TIMES	1505	346	2.6	23.0	142	**125	2.8	8.3	148	*253	2.7	16.8	145
COLONIAL HOMES	1231	469	3.6	38.1	235	**191	4.2	15.5	277	355	3.8	28.8	249
CONDE NAST MAG. PKG. (GROSS)	14146	2352	17.9	16.6	102	943	20.8	6.7	119	1803	19.3	12.7	110
CONSUMERS DIGEST	1723	319	2.4	24.1	148	**94	2.1	7.1	127	*243	2.6	18.4	159
COSMOPOLITAN	7102	1213	9.2	17.1	105	395	8.7	5.6	99	920	9.8	13.0	112
COUNTRY LIVING	2481	631	4.8	25.4	157	*243	5.4	9.8	175	427	4.6	17.2	149
CUISINE	1472	*206	1.6	14.0	86	**66	1.5	4.5	80	*159	1.7	10.8	93
CYCLE WORLD	425	**68	0.5	16.0	98	**13	0.3	3.1	55	**65	0.7	15.3	132
DCI:CREATIVE IDEAS FOR LIV	2510	700	5.3	27.9	172	*311	6.9	12.4	221	469	5.0	18.7	162
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2208	16.8	33.0	203	1091	24.1	16.3	291	1497	16.0	22.4	193
DISCOVER	894	*162	1.2	18.1	112	**39	0.9	4.4	78	*135	1.4	15.1	131
EBONY	3507	758	5.8	21.6	133	*222	4.9	6.3	113	532	5.7	15.2	131
ESQUIRE	1083	*209	1.6	19.3	119	**34	0.8	3.1	56	*169	1.8	15.6	135
ESSENCE	1830	356	2.7	19.5	120	**94	2.1	5.1	92	270	2.9	14.8	128
FAMILY CIRCLE	15930	2655	20.2	16.7	103	1032	22.8	6.5	116	1905	20.3	12.0	103
THE FAMILY HANDYMAN	1126	*194	1.5	17.2	106	**57	1.3	5.1	90	*147	1.6	13.1	113
FAMILY WEEKLY	11468	2135	16.2	18.6	115	748	16.5	6.5	117	1505	16.1	13.1	114
FIELD & STREAM	2234	429	3.3	19.2	118	**154	3.4	6.9	123	*287	3.1	12.8	111
FOOD & WINE	579	*95	0.7	16.4	101	**38	0.8	6.6	117	**77	0.8	13.3	115
FORBES	728	*110	0.8	15.1	93	**41	0.9	5.6	101	**94	1.0	12.9	112
FORTUNE	906	*157	1.2	17.3	107	**47	1.0	5.2	93	*123	1.3	13.6	117
GENTLEMEN'S QUARTERLY	791	*179	1.4	22.6	139	**65	1.4	8.2	147	*148	1.6	18.7	162
GLAMOUR	5265	875	6.7	16.6	102	367	8.1	7.0	125	644	6.9	12.2	106
GOLF DIGEST	636	*124	0.9	19.5	120	**28	0.6	4.4	79	*103	1.1	16.2	140
GOLF DIGEST/TENNIS (GROSS)	1186	299	2.3	25.2	155	*105	2.3	8.9	158	*235	2.5	19.8	171
GOLF MAGAZINE	441	**73	0.6	16.6	102	*116	0.4	3.6	65	**60	0.6	13.6	118
GOLF MAGAZINE/SKI (GROSS)	922	*118	0.9	12.8	79	*116	0.4	1.7	31	*105	1.1	11.4	98
GOOD HOUSEKEEPING	16487	2697	20.5	16.4	101	954	21.0	5.8	103	1957	20.9	11.9	103
HARPER'S BAZAAR	2423	520	4.0	21.5	132	*234	5.2	9.7	173	438	4.7	18.1	156
HEALTH	1994	457	3.5	22.9	141	*202	4.5	10.1	181	368	3.9	18.5	160
HEARST MAG CORP. BUY (GROSS)	44101	7977	60.6	18.1	111	2876	63.4	6.5	117	5910	63.1	13.4	116
HEARST MAN POWER (GROSS)	1993	258	2.0	12.9	80	*115	2.5	5.8	103	*208	2.2	10.4	90
HEARST WOMAN POWER (GROSS)	31274	5239	39.8	16.8	103	1788	39.4	5.7	102	3862	41.2	12.3	107
HOUSE BEAUTIFUL	3623	687	5.2	19.0	117	267	5.9	7.4	132	479	5.1	13.2	114
INC.	283	**69	0.5	24.4	150	*35	0.8	12.4	221	*58	0.6	20.5	177
JET	2928	556	4.2	19.0	117	*127	2.8	4.3	77	437	4.7	14.9	129
LADIES' HOME JOURNAL	11918	2244	17.1	18.8	116	797	17.6	6.7	119	1626	17.4	13.6	118
LHJ FAMILY GRP COMBO(GROSS)	16764	3203	24.3	19.1	118	1130	24.9	6.7	120	2366	25.3	14.1	122
LIFE	4254	811	6.2	19.1	117	*247	5.4	5.8	104	645	6.9	15.2	131
L.A. TIMES HOME MAGAZINE	1145	*101	0.8	8.8	54	**20	0.4	1.7	31	*89	1.0	7.8	67
MADMOISELLE	2884	482	3.7	16.7	103	*212	4.7	7.4	131	336	3.6	11.7	101
MC CALL'S	13460	2386	18.1	17.7	109	950	21.0	7.1	126	1715	18.3	12.7	110
MC CALL'S/WRK MOTHER (GROSS)	14606	2561	19.5	17.5	108	994	21.9	6.8	122	1865	19.9	12.8	110
MECHANIX ILLUSTRATED	772	**72	0.5	9.3	57	*30	0.7	3.9	69	*51	0.5	6.6	57
METROPOLITAN HOME	967	*201	1.5	20.8	128	*134	3.0	13.9	248	*144	1.5	14.9	129
MONEY	1588	302	2.3	19.0	117	*133	2.9	8.4	150	*262	2.8	16.5	143
MOTHER EARTH NEWS	1002	*161	1.2	16.1	99	*36	0.8	3.6	64	*131	1.4	13.1	113
MS.	825	*97	0.7	11.8	72	*16	0.4	1.9	35	*78	0.8	9.5	82
NATIONAL ENQUIRER	10336	1926	14.6	18.6	115	533	11.8	5.2	92	1421	15.2	13.7	119
NATIONAL GEOGRAPHIC	9597	1592	12.1	16.6	102	620	13.7	6.5	115	1213	13.0	12.6	109
NATIONAL SUNDAY MAGAZINE PKG	49558	8140	61.9	16.4	101	2970	65.5	6.0	107	5672	60.6	11.4	99
NATURAL HISTORY	573	*109	0.8	19.0	117	*36	0.8	6.3	112	*91	1.0	15.9	137
NEW WOMAN	1699	273	2.1	16.1	99	*84	1.9	4.9	88	*221	2.4	13.0	112
NEW YORK INCLUDING CUE	443	**63	0.5	14.2	88	*99	0.2	2.0	36	*60	0.6	13.5	117
THE NEW YORKER	1270	*223	1.7	17.6	108	*87	1.9	6.9	122	*165	1.8	13.0	112
NEWSWEEK	6277	986	7.5	15.7	97	350	7.7	5.6	100	697	7.4	11.1	96
THE N.Y. TIMES DAILY EDITION	1205	*179	1.4	14.9	91	*78	1.7	6.5	116	*110	1.2	9.1	79
THE N.Y. TIMES MAGAZINE	2081	295	1.8	11.3	70	*75	1.7	3.6	64	*176	1.9	8.5	73
OMNI	788	*131	1.0	16.6	102	*77	1.7	9.8	175	*109	1.2	13.8	120
ON CABLE	1158	*194	1.5	16.8	103	*62	1.4	5.4	96	*120	1.3	10.4	90
1001 HOME IDEAS	2852	501	3.8	17.6	108	*131	2.9	4.6	82	372	4.0	13.0	113
ORGANIC GARDENING	1658	316	2.4	19.1	117	*98	2.2	5.9	106	248	2.6	15.0	129
OUTDOOR LIFE	896	*192	1.5	21.4	132	*68	1.5	7.6	136	*146	1.6	16.3	141
PARADE MAGAZINE	24275	3975	30.2	16.4	101	1460	32.2	6.0	107	2654	28.3	10.9	95

	TOTAL U.S. '000	USE RODENT AND PEST CONTROL SERVICES								TYPES: TERMITE				PEST CONTROL (BUGS, RATS, ETC)			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	13156	100.0	16.2	100					4533	100.0	5.6	100	9364	100.0	11.6	100
PARENTS	3845	641	4.9	16.7	103					*237	5.2	6.2	110	504	5.4	13.1	113
PENTHOUSE	831	**92	0.7	11.1	68					**8	0.2	1.0	17	**76	0.8	9.1	79
PEOPLE	11645	1779	13.5	15.3	94					659	14.5	5.7	101	1267	13.5	10.9	94
PLAYBOY	2006	320	2.4	16.0	98					**113	2.5	5.6	101	*263	2.8	13.1	113
POPULAR HOT RODDING	297	**29	0.2	9.8	60					**0	0.0	0.0	0	**29	0.3	9.8	84
POPULAR MECHANICS	1018	**91	0.7	8.9	55					**50	1.1	4.9	88	**55	0.6	5.4	47
POPULAR SCIENCE	878	*158	1.2	18.0	111					**58	1.3	6.6	118	**124	1.3	14.1	122
PREVENTION	3913	791	6.0	20.2	124					*288	6.4	7.4	131	568	6.1	14.5	126
PSYCHOLOGY TODAY	1710	331	2.5	19.4	119					**125	2.8	7.3	131	256	2.7	15.0	129
READER'S DIGEST	22204	4274	32.5	19.2	118					1584	34.9	7.1	127	3031	32.4	13.7	118
REDBOOK	7684	1329	10.1	17.3	106					440	9.7	5.7	102	985	10.5	12.8	111
ROAD & TRACK	410	**33	0.3	8.0	50					**10	0.2	2.4	44	**33	0.4	8.0	70
ROLLING STONE	969	**114	0.9	11.8	72					**23	0.5	2.4	42	**96	1.0	9.9	86
RUNNER'S WORLD	298	**21	0.2	7.0	43					**9	0.2	3.0	54	**16	0.2	5.4	46
SATURDAY EVENING POST	1169	*158	1.2	13.5	83					**93	2.1	8.0	142	**102	1.1	8.7	75
SCIENCE 84	587	**91	0.7	15.5	95					**40	0.9	6.8	122	**70	0.7	11.9	103
SCIENCE DIGEST	482	**63	0.5	13.1	80					**17	0.4	3.5	63	**61	0.7	12.7	109
SCIENTIFIC AMERICAN	594	*194	1.5	32.7	201					**84	1.9	14.1	253	*166	1.8	27.9	242
SELF	2089	*314	2.4	15.0	93					**121	2.7	5.8	103	*274	2.9	13.1	113
SEVENTEEN	2411	547	4.2	22.7	140					**239	5.3	9.9	177	408	4.4	16.9	146
SKI	480	**45	0.3	9.4	58					**0	0.0	0.0	0	**45	0.5	9.4	81
SMITHSONIAN	2760	579	4.4	21.0	129					*214	4.7	7.8	139	500	5.3	18.1	157
SOAP OPERA DIGEST	3013	567	4.3	18.8	116					**107	2.4	3.6	63	398	4.3	13.2	114
SOUTHERN LIVING	4184	1508	11.5	36.0	222					780	17.2	18.6	333	1028	11.0	24.6	212
SPORT	559	**116	0.9	20.8	128					**21	0.5	3.8	67	**104	1.1	18.6	161
THE SPORTING NEWS	436	**48	0.4	11.0	68					**10	0.2	2.3	41	**33	0.4	7.6	65
SPORTS AFIELD	493	**104	0.8	21.1	130					**49	1.1	9.9	178	**92	1.0	18.7	161
SPORTS ILLUSTRATED	2758	379	2.9	13.7	85					*142	3.1	5.1	92	311	3.3	11.3	98
STAR	7456	1433	10.9	19.2	118					415	9.2	5.6	99	1040	11.1	13.9	121
SUNDAY	24936	3866	29.4	15.5	95					1414	31.2	5.7	101	2764	29.5	11.1	96
SUNSET	2124	*224	1.7	10.5	65					**34	0.8	1.6	29	*196	2.1	9.2	80
TV GUIDE	21661	3657	27.8	16.9	104					1111	24.5	5.1	92	2824	30.2	13.0	113
TENNIS	550	*176	1.3	32.0	197					**77	1.7	14.0	250	**132	1.4	24.0	208
TIME	8880	1361	10.3	15.3	94					529	11.7	6.0	106	1016	10.9	11.4	99
TOWN & COUNTRY	917	*166	1.3	18.1	111					**38	0.8	4.1	74	*135	1.4	14.7	127
TRAVEL & LEISURE	972	*212	1.6	21.8	134					**38	0.8	3.9	70	*180	1.9	18.5	160
TRUE STORY	3356	790	6.0	23.5	145					*196	4.3	5.8	104	541	5.8	16.1	139
U.S. NEWS & WORLD REPORT	3410	572	4.3	16.8	103					*270	6.0	7.9	141	375	4.0	11.0	95
USA TODAY	1759	*249	1.9	14.2	87					**155	3.4	8.8	157	*186	2.0	10.6	91
US	1873	*257	2.0	13.7	84					**94	2.1	5.0	90	*180	1.9	9.6	83
VOGUE	3909	681	5.2	17.4	107					*243	5.4	6.2	111	548	5.9	14.0	121
WALL STREET JOURNAL	1886	256	1.9	13.6	84					**124	2.7	6.6	117	*158	1.7	8.4	72
WEIGHT WATCHERS	2120	324	2.5	15.3	94					**85	1.9	4.0	72	*217	2.3	10.2	89
WOMAN'S DAY	14172	2246	17.1	15.8	98					838	18.5	5.9	106	1643	17.5	11.6	100
WORKING MOTHER	1146	*175	1.3	15.3	94					**44	1.0	3.8	69	*150	1.6	13.1	113
WORKING WOMAN	1322	*199	1.5	15.1	93					**39	0.9	3.0	53	*171	1.8	12.9	112
WORLD TENNIS	*163	**47	0.4	28.8	177					**17	0.4	10.4	186	**37	0.4	22.7	196
ZIFF-DAVIS MAG NETWK (GROSS)	2532	384	2.9	15.2	93					**71	1.6	2.8	50	360	3.8	14.2	123
BLAIR INSERTS	43657	6905	52.5	15.8	97					2573	56.8	5.9	105	4770	50.9	10.9	94
DAILY NEWSPAPERS																	
READ ANY	51633	8675	65.9	16.8	103					3149	69.5	6.1	109	6159	65.8	11.9	103
READ ONE	43463	7111	54.1	16.4	101					2478	54.7	5.7	102	5052	54.0	11.6	101
READ TWO OR MORE	8170	1564	11.9	19.1	118					670	14.8	8.2	147	1107	11.8	13.5	117
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8510	64.7	16.2	99					3126	69.0	5.9	106	5929	63.3	11.3	97
READ ONE	46126	7416	56.4	16.1	99					2730	60.2	5.9	106	5133	54.8	11.1	96
READ TWO OR MORE	6552	1094	8.3	16.7	103					396	8.7	6.0	108	796	8.5	12.1	105
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.32								28.68				27.97			
30 DAY REACH	71455	11637	88.5	16.3	100					3859	85.1	5.4	96	8378	89.5	11.7	101
50 SHMG - 30 DAY AV FREQ	14.56	14.32								15.03				14.60			
30 DAY REACH	67742	11127	84.6	16.4	101					3685	81.3	5.4	97	8057	86.0	11.9	103
25 SHMG - 30 DAY AV FREQ	7.94	7.94								8.14				8.05			
30 DAY REACH	62117	10011	76.1	16.1	99					3400	75.0	5.5	98	7275	77.7	11.7	101
CABLE TV: HOME WIRED	32077	5393	41.0	16.8	103					1802	39.8	5.6	100	3783	40.4	11.8	102
HOME NOT WIRED	48909	7763	59.0	15.9	98					2731	60.2	5.6	100	5581	59.6	11.4	99
HAVE PAY CABLE	15935	2582	19.6	16.2	100					853	18.8	5.4	96	1945	20.8	12.2	106

	TOTAL U.S. '000	USE RODENT AND PEST CONTROL SERVICES				TYPES: TERMITE				PEST CONTROL (BUGS, RATS, ETC)			
		A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	13156	100.0	16.2	100	4531	100.0	5.6	100	9364	100.0	11.6	100
RADIO AVG. DAILY (M-F) CUME													
6:00 AM - 10:00 AM	43921	7464	56.7	17.0	105	2560	56.5	5.8	104	5413	57.8	12.3	107
10:00 AM - 3:00 PM	30659	5182	39.4	16.9	104	1583	34.9	5.2	92	3762	40.2	12.3	106
3:00 PM - 7:00 PM	31045	5118	38.9	16.5	101	1747	38.5	5.6	101	3789	40.5	12.2	106
7:00 PM - MIDNIGHT	15767	2793	21.2	17.7	109	927	20.5	5.9	105	2076	22.2	13.2	114
MIDNIGHT - 6:00 AM	9120	1407	10.7	15.4	95	468	10.3	5.1	92	967	10.3	10.6	92
6:00 AM - MIDNIGHT	58527	9832	74.7	16.8	103	3302	72.8	5.6	101	7110	75.9	12.1	105
ENTIRE DAY	59311	9928	75.5	16.7	103	3342	73.7	5.6	101	7169	76.6	12.1	105
AVG DAILY M-F CUME: 6AM-MDNT													
FORMATS: ADULT CONTEMPORARY	16172	2457	18.7	15.2	94	814	18.0	5.0	90	1756	18.8	10.9	94
ALL NEWS	2256	249	1.9	11.0	68	**85	1.9	3.8	67	*173	1.8	7.7	66
AOR/PROGRESSIVE	3874	398	3.0	10.3	63	*125	2.8	3.2	58	302	3.2	7.8	67
BEAUTIFUL MUSIC	5660	1081	8.2	19.1	118	400	10.6	8.5	152	686	7.3	12.1	105
BLACK	2204	482	3.7	21.9	135	*141	3.1	6.4	114	354	3.8	16.1	139
CLASSICAL	1418	*267	2.0	18.8	116	**132	2.9	9.3	166	*211	2.3	14.9	129
CHR/ROCK	9538	1527	11.6	16.0	99	464	10.2	4.9	87	1176	12.6	12.3	107
COUNTRY	12648	2432	18.5	19.2	118	745	16.4	5.9	105	1794	19.2	14.2	123
GOLDEN OLDIES	1191	*188	1.4	15.8	97	**46	1.0	3.9	69	*128	1.4	10.7	93
MOR/NOSTALGIA	4757	732	5.6	15.4	95	*240	5.3	5.0	90	546	5.8	11.5	99
NEWS/TALK	3863	440	3.3	11.4	70	*158	3.5	4.1	73	298	3.2	7.7	67
RELIGIOUS	3084	539	4.1	17.5	108	**155	3.4	5.0	90	408	4.4	13.2	114
SOFT ROCK	521	**56	0.4	10.7	66	**13	0.3	2.5	45	**40	0.4	7.7	66
URBAN CONTEMPORARY	1585	384	2.9	24.2	149	*124	2.7	7.8	140	268	2.9	16.9	146
WIRED NETWORKS:													
ABC CONTEMPORARY	3261	502	3.8	15.4	95	*213	4.7	6.5	117	311	3.3	9.5	82
ABC DIRECTION	2316	462	3.5	19.9	123	**102	2.3	4.4	79	407	4.3	17.6	152
ABC ENTERTAINMENT	4834	709	5.4	14.7	90	*212	4.7	4.4	78	543	5.8	11.2	97
ABC FM	2202	529	4.0	24.0	148	**127	2.8	5.8	103	410	4.4	18.6	161
ABC INFORMATION	5425	831	6.3	15.3	94	252	5.6	4.6	83	546	5.8	10.1	87
ABC ROCK	1677	*138	1.0	8.2	51	**26	0.6	1.6	28	*109	1.2	6.5	56
CBS	4430	598	4.5	13.5	83	*222	4.9	5.0	90	444	4.7	10.0	87
MUTUAL	4992	1029	7.8	20.6	127	393	8.7	7.9	141	715	7.6	14.3	124
NBC	4679	718	5.5	15.3	94	255	5.6	5.4	97	558	6.0	11.9	103
RADIORADIO	1994	340	2.6	17.1	105	*173	3.8	8.7	155	*223	2.4	11.2	97
RKO ONE	2298	401	3.0	17.4	107	*143	3.2	6.2	111	315	3.4	13.7	119
RKO TWO	3311	434	3.3	13.1	81	*197	4.3	5.9	106	315	3.4	9.5	82
THE SOURCE	2114	346	2.6	16.4	101	*145	3.2	6.9	123	*231	2.5	10.9	95
NON-WIRED: BLAIR	8654	1554	11.8	18.0	111	429	9.5	5.0	89	1073	11.5	12.4	107
INTERNET	12025	2056	15.6	17.1	105	664	14.6	5.5	99	1507	16.1	12.5	108
KATZ RADIO GROUP	15359	2145	16.3	14.0	86	891	19.7	5.8	104	1451	15.5	9.4	82
SUPERNET	10628	1959	14.9	18.4	113	589	13.0	5.5	99	1490	15.9	14.0	121
TELEVISION AVG. HALF HOUR													
WKDAY 7:00 AM - 9:00 AM	8659	1583	12.0	18.3	113	530	11.7	6.1	109	1114	11.9	12.9	111
WKDAY 9:00 AM - 1:00 PM	12163	2099	16.0	17.3	106	664	14.6	5.5	98	1507	16.1	12.4	107
WKDAY 1:00 PM - 4:30 PM	16150	2855	21.7	17.7	109	889	19.6	5.5	98	2109	22.5	13.1	113
WKDAY 4:30 PM - 7:30 PM	22463	3619	27.5	16.1	99	1192	26.3	5.3	95	2588	27.6	11.5	100
WKDAY 7:30 PM - 8:00 PM	31795	5094	38.7	16.0	99	1642	36.2	5.2	92	3665	39.1	11.5	100
WKDAY 11:00 PM - 11:30 PM	23977	3928	29.9	16.4	101	1217	26.8	5.1	91	2810	30.0	11.7	101
WKDAY 11:30 PM - 1:00 AM	7703	1222	9.3	15.9	98	340	7.5	4.4	79	886	9.5	11.5	99
M-SAT 8-11 PM+SUN 7-11 PM	83800	5456	41.5	16.1	99	1793	39.6	5.3	95	3973	42.4	11.8	102
WKDY DAYTIME NTK 7AM-4:30PM													
ALL MY CHILDREN	A 6538	1182	9.0	18.1	111	305	6.7	4.7	83	938	10.0	14.3	124
ANOTHER WORLD	N 4620	961	7.3	20.8	128	303	6.7	6.6	117	723	7.7	15.6	135
AS THE WORLD TURNS	C 5614	1094	8.3	19.5	120	409	9.0	7.3	130	746	8.0	13.3	115
CAPITOL	C 3396	605	4.6	17.8	110	224	4.9	6.6	118	403	4.3	11.9	103
CBS MORN. NEWS 1	C 1446	324	2.5	22.4	138	124	2.7	8.6	153	215	2.3	14.9	129
CBS MORN. NEWS 2	C 1207	240	1.8	19.9	122	94	2.1	7.8	139	164	1.8	13.6	118
DAYS OF OUR LIVES	N 5877	1123	8.5	19.1	118	391	8.6	6.7	119	841	9.0	14.3	124
FACTS OF LIFE - DAYTIME	N 2290	381	2.9	16.6	102	110	2.4	4.8	86	307	3.3	13.4	116
FAMILY FEUD	A 3023	473	3.6	15.6	96	154	3.4	5.1	91	340	3.6	11.2	97
GENERAL HOSPITAL	A 6097	983	7.5	16.1	99	223	4.9	3.7	65	736	7.9	12.1	104
GOOD MORNING, AMERICA-730	A 3515	571	4.3	16.2	100	169	3.7	4.8	86	407	4.3	11.6	100
GOOD MORNING, AMERICA-830	A 2818	491	3.7	17.4	107	149	3.3	5.3	94	345	3.7	12.2	106
GUIDING LIGHT	C 5339	1074	8.2	20.1	124	372	8.2	7.0	124	788	8.4	14.8	128
ONE LIFE TO LIVE	A 4478	703	5.3	15.7	97	162	3.6	3.6	65	538	5.7	12.0	104
PRESS YOUR LUCK	C 2244	314	2.4	14.0	86	*82	1.8	3.7	65	239	2.6	10.7	92
PRICE IS RIGHT 1	C 4348	749	5.7	17.2	106	269	5.9	6.2	111	477	5.1	11.0	95
PRICE IS RIGHT 2	C 5014	863	6.6	17.2	106	314	6.9	6.3	112	583	6.2	11.6	101
RYAN'S HOPE	A 3150	570	4.3	18.1	111	152	3.4	4.8	86	454	4.8	14.4	125
SALE OF THE CENTURY	N 2695	360	2.7	13.4	82	*131	2.9	4.9	87	232	2.5	8.6	74
SEARCH FOR TOMORROW	N 2319	466	3.5	20.1	124	215	4.7	9.3	166	311	3.3	13.4	116
TODAY SHOW 1	N 2693	572	4.3	21.2	131	209	4.6	7.8	139	370	4.0	13.7	119
TODAY SHOW 2	N 2498	428	3.3	17.1	105	206	4.5	8.2	147	260	2.8	10.4	90
\$25,000 PYRAMID	C 2753	404	3.1	14.7	90	*113	2.5	4.1	73	297	3.2	10.8	93
WHEEL OF FORTUNE	N 4388	737	5.6	16.8	103	210	4.6	4.8	86	552	5.9	12.6	109
YOUNG AND THE RESTLESS	C 5695	1069	8.1	18.8	116	396	8.7	7.0	124	720	7.7	12.6	109
WEEKEND DAYTIME NTK PRE 6PM													
ABC WIDE WORLD-SPORTS SAT	A 1760	305	2.3	17.3	107	*135	3.0	7.7	137	181	1.9	10.3	89
NBA PLAYOFF GAME -1	C 1136	283	2.2	24.9	153	*132	2.9	11.6	208	153	1.6	13.5	116
NBC MAJOR LEAGUE PRE-GAME	N 953	*161	1.2	16.9	104	**55	1.2	5.8	103	**114	1.2	12.0	103
SPORTSWORLD - SUN	N 1233	184	1.4	14.9	92	**44	1.0	3.6	64	143	1.5	11.6	100
SUNDAY MORNING	C 1611	318	2.4	19.7	122	*143	3.2	8.9	159	198	2.1	12.3	106

	TOTAL U.S. '000	USE RODENT AND PEST CONTROL SERVICES				TYPES: TERMITE				PEST CONTROL (BUGS, RATS, ETC)			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	13156	100.0	16.2	100	4533	100.0	5.6	100	9364	100.0	11.6	100
WKDAY LOCAL EVENING TV NEWS													
NETWORK AFFILIATES - EARLY	25063	4493	34.2	17.2	106	1566	34.5	6.0	107	3169	33.8	12.2	105
NETWORK AFFILIATES - LATE	20261	3314	25.2	16.4	101	1021	22.5	5.0	90	2394	25.6	11.8	102
INDEPENDENTS - LATE	2076	298	2.3	14.4	88	106	2.3	5.1	91	219	2.3	10.5	91
TV EVENING NTWK 6 PM - 2 AM													
A TEAM	N 10453	1724	13.1	16.5	102	602	13.3	5.8	103	1269	13.6	12.1	105
ABC MONDAY NIGHT MOVIE	A 6412	991	7.5	15.5	95	388	8.6	6.1	108	700	7.5	10.9	94
ABC SUNDAY NIGHT MOVIE	A 12407	1986	15.1	16.0	99	676	14.9	5.4	97	1449	15.5	11.7	101
ABC WORLD NEWS TONIGHT	A 6176	1036	7.9	16.8	103	376	8.3	6.1	109	693	7.4	11.2	97
AFTERMASH	C 5863	890	6.8	15.2	93	314	6.9	5.4	96	606	6.5	10.3	89
ALICE	C 9594	1509	11.5	15.7	97	478	10.5	5.0	89	1095	11.7	11.4	99
AMERICAN PARADE	C 6622	1155	8.8	17.4	107	402	8.9	6.1	108	787	8.4	11.9	103
BENSON	A 10886	1683	12.8	15.5	95	482	10.6	4.4	79	1203	12.8	11.1	96
BLUE THUNDER	A 5036	894	6.8	17.8	109	288	6.4	5.7	102	618	6.6	12.3	106
CAGNEY & LACEY	C 9965	1411	10.7	14.2	87	477	10.5	4.8	86	958	10.2	9.6	83
CBS EVENING NEWS-DEAN	C 3491	600	4.6	17.2	106	*154	3.4	4.4	79	448	4.8	12.8	111
CBS EVENING NEWS-RATHER	C 7123	1199	9.1	16.8	104	456	10.1	6.4	114	858	9.2	12.0	104
CBS SAT. NEWS-SCHIEFFER	C 3621	605	4.6	16.7	103	205	4.5	5.7	101	428	4.6	11.8	102
CBS SATURDAY NIGHT MOVIE	C 5436	958	7.3	17.6	108	318	7.0	5.8	105	693	7.4	12.7	110
CBS WEDNESDAY NIGHT MOVIE	C 6100	906	6.9	14.9	91	310	6.8	5.1	91	673	7.2	11.0	95
CHEERS	N 8889	1279	9.7	14.4	89	398	8.8	4.5	80	859	9.2	9.7	84
DALLAS	C 22109	4218	32.1	19.1	117	1442	31.8	6.5	117	3100	33.1	14.0	121
DIFF'RENT STROKES	N 6940	1078	8.2	15.5	96	303	6.7	4.4	78	779	8.3	11.2	97
DOUBLE TROUBLE	N 7223	1193	9.1	16.5	102	407	9.0	5.6	101	834	8.9	11.5	100
DUCK FACTORY	N 5595	720	5.5	12.9	79	258	5.7	4.6	82	508	5.4	9.1	79
DUKES OF HAZZARD	C 5768	1058	8.0	18.3	113	333	7.3	5.8	103	766	8.2	13.3	115
DYNASTY	A 20053	3501	26.6	17.5	107	1053	23.2	5.3	94	2468	26.4	12.3	106
FACTS OF LIFE	N 8027	1303	9.9	16.1	99	425	9.4	5.3	94	899	9.6	11.1	96
FALCON CREST	C 20046	3795	28.8	18.9	117	1247	27.5	6.2	111	2763	29.5	13.8	119
FALL GUY	A 9084	1419	10.8	15.6	96	501	11.1	5.5	99	1025	10.9	11.3	98
FAMILY TIES	N 7964	1251	9.5	15.7	97	417	9.2	5.2	94	847	9.0	10.6	92
FANTASY ISLAND	A 7687	1203	9.1	15.6	96	372	8.2	4.8	86	851	9.1	11.1	96
FOULUPS, BLEEPERS & BLUNDERS	A 8861	1356	10.3	15.3	94	445	9.8	5.0	90	1019	10.9	11.5	99
FOUR SEASONS	C 5095	748	5.7	14.7	90	*207	4.6	4.1	73	570	6.1	11.2	97
GIMME A BREAK	N 8838	1396	10.6	15.8	97	443	9.8	5.0	90	980	10.5	11.1	96
HART TO HART	A 8978	1543	11.7	17.2	106	491	10.8	5.5	98	1150	12.3	12.8	111
HILL STREET BLUES	N 8590	1356	10.3	15.8	97	518	11.4	6.0	108	882	9.4	10.3	89
HOTEL	A 14085	2283	17.4	16.2	100	657	14.5	4.7	83	1714	18.3	12.2	105
JEFFERSONS	C 9360	1530	11.6	16.3	101	523	11.5	5.6	100	1081	11.5	11.5	100
JENNIFER SLEPT HERE	N 5841	849	6.5	14.5	89	230	5.1	3.9	70	587	6.3	10.0	87
KATE & ALLIE	C 9206	1377	10.5	15.0	92	441	9.7	4.8	86	1003	10.7	10.9	94
KNIGHT RIDER	N 7076	1214	9.2	17.2	106	438	9.7	6.2	111	877	9.4	12.4	107
LOVE BOAT	A 12219	2200	16.7	18.0	111	707	15.6	5.8	103	1565	16.7	12.8	111
MAGNUM PI	C 11199	2052	15.6	18.3	113	699	15.4	6.2	112	1551	16.6	13.8	120
MAMA'S FAMILY	N 6057	1037	7.9	17.1	105	297	6.6	4.9	88	742	7.9	12.3	106
MASTER, THE	N 3598	534	4.1	14.8	91	*173	3.8	4.8	86	414	4.4	11.5	100
MATT HOUSTON	A 6344	852	6.5	13.4	83	284	6.3	4.5	80	622	6.6	9.8	85
NBC MONDAY NIGHT MOVIE	N 11994	1736	13.2	14.5	89	526	11.6	4.4	78	1335	14.3	11.1	96
NBC NIGHTLY NEWS	N 5132	994	7.6	19.4	119	367	8.1	7.2	128	693	7.4	13.5	117
NBC NIGHTLY NEWS-SAT	N 3375	577	4.4	17.1	105	*197	4.3	5.8	104	403	4.3	11.9	103
NBC NIGHTLY NEWS-SUN	N 3130	586	4.5	18.7	115	*281	6.2	9.0	160	380	4.1	12.1	105
NBC SUNDAY NIGHT MOVIE	N 8284	1317	10.0	15.9	98	417	9.2	5.0	90	1108	11.8	13.4	116
NEWHART	C 9240	1364	10.4	14.8	91	471	10.4	5.1	91	931	9.9	10.1	87
ONE DAY AT A TIME	C 7288	1173	8.9	16.1	99	321	7.1	4.4	79	902	6.6	12.4	107
PEOPLE ARE FUNNY	N 4855	854	6.5	17.6	108	*206	4.5	4.2	76	629	6.7	13.0	112
REAL PEOPLE	N 8869	1521	11.6	17.1	106	431	9.5	4.9	87	1078	11.5	12.2	105
REMINGTON STEELE	N 7743	1128	8.6	14.6	90	384	8.5	5.0	89	815	8.7	10.5	91
RIPLY'S BELIEVE IT - NOT	A 5345	848	6.4	15.9	98	*216	4.8	4.0	72	685	7.3	12.8	111
RIPTIDE	N 6988	1012	7.7	14.5	89	376	8.3	5.4	96	676	7.2	9.7	84
SCARECROW & MRS. KING	C 10002	1614	12.3	16.1	99	599	13.2	6.0	107	1145	12.2	11.4	99
SIMON & SIMON	C 10638	1777	13.5	16.7	103	565	12.5	5.3	95	1340	14.3	12.6	109
60 MINUTES	C 13293	2257	17.2	17.0	105	765	16.9	5.8	103	1545	16.5	11.6	101
ST. ELSEWHERE	N 7017	1074	8.2	15.3	94	382	8.4	5.4	97	718	7.7	10.2	88
THREE'S COMPANY	A 10917	1704	13.0	15.6	96	471	10.4	4.3	77	1231	13.1	11.3	98
T.J. HOOKER	A 9204	1615	12.3	17.5	108	511	11.3	5.6	99	1111	11.9	12.1	104
TONIGHT SHOW	N 2372	439	3.3	18.5	114	151	3.3	6.4	114	305	3.3	12.9	111
TRAPPER JOHN, M.D.	C 9846	1736	13.2	17.6	109	549	12.1	5.6	100	1283	13.7	13.0	113
TV BLOOPERS & PRAC. JOKES	N 9105	1349	10.3	14.8	91	356	7.9	3.9	70	992	10.6	10.9	94
20/20	A 9387	1518	11.5	16.2	100	517	11.4	5.5	98	1126	12.0	12.0	104
WEBSTER	A 11067	1619	12.3	14.6	90	511	11.3	4.6	82	1131	12.1	10.2	88
WORLD NEWS - SUN	A 3062	435	3.3	14.2	87	*174	3.8	5.7	102	274	2.9	8.9	77
YELLOW ROSE	N 4978	945	7.2	19.0	117	332	7.3	6.7	119	648	6.9	13.0	113
TV VIEWING SPORTS EVENTS													
BASEBALL	8878	1739	13.2	19.6	121	570	12.6	6.4	115	1201	12.8	13.5	117
BASKETBALL - COLLEGE GAMES	4080	791	6.0	19.4	119	*345	7.6	8.5	151	*501	5.4	12.3	106
BASKETBALL - PRO GAMES	3607	779	5.9	21.6	133	*325	7.2	9.0	161	535	5.7	14.8	128
BOWLING	3883	745	5.7	19.2	118	**235	5.2	6.1	108	530	5.7	13.6	118
BOXING	3928	760	5.8	19.3	119	**237	5.2	6.0	108	*569	6.1	14.5	125
FOOTBALL - COLLEGE GAMES	6366	1475	11.2	23.2	143	638	14.1	10.0	179	1087	11.6	17.1	148
FOOTBALL - PRO GAMES	11300	2069	15.7	18.3	113	772	17.0	6.8	122	1583	16.9	14.0	121
GOLF	3378	663	5.0	19.6	121	*210	4.6	6.2	111	*475	5.1	14.1	122
POST-SEASON COLL. FOOTBALL	4906	995	7.6	20.3	125	485	10.7	9.9	177	716	7.6	14.6	126
POST-SEASON PRO FOOTBALL	6120	1242	9.4	20.3	125	*440	9.7	7.2	128	1027	11.0	16.8	145
TENNIS	3033	666	5.1	22.0	135	**247	5.4	8.1	145	*495	5.3	16.3	141
WRESTLING - PROFESSIONAL	3344	746	5.7	22.3	137	**187	4.1	5.6	100	527	5.6	15.8	136

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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OVEN CLEANERS

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-19

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>									

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	46043	100.0	56.9	100	14270	100.0	17.6	100	14980	100.0	18.5	100	16793	100.0	20.7	100
18 - 24	9282	4915	10.7	53.0	93	1589	11.1	17.1	97	1647	11.0	17.7	96	1679	10.0	18.1	87
25 - 34	19072	11010	23.9	57.7	102	3468	24.3	18.2	103	3759	25.1	19.7	107	3782	22.5	19.8	96
35 - 44	14591	8670	18.8	59.4	105	2884	20.2	19.8	112	2829	18.9	19.4	105	2957	17.6	20.3	98
45 - 54	11345	6638	14.4	58.5	103	2311	16.2	20.4	116	2039	13.6	18.0	97	2287	13.6	20.2	97
55 - 64	11635	6752	14.7	58.0	102	1903	13.3	16.4	93	2203	14.7	18.9	102	2645	15.8	22.7	110
65 OR OLDER	15061	8059	17.5	53.5	94	2115	14.8	14.0	80	2502	16.7	16.6	90	3442	20.5	22.9	110
18 - 34	28354	15925	34.6	56.2	99	5056	35.4	17.8	101	5407	36.1	19.1	103	5462	32.5	19.3	93
18 - 49	48339	27736	60.2	57.4	101	9090	63.7	18.8	107	9136	61.0	18.9	102	9510	56.6	19.7	95
25 - 54	45008	26317	57.2	58.5	103	8663	60.7	19.2	109	8627	57.6	19.2	104	9027	53.8	20.1	97
35 - 49	19985	11812	25.7	59.1	104	4034	28.3	20.2	115	3729	24.9	18.7	101	4049	24.1	20.3	98
50 OR OLDER	32647	18307	39.8	56.1	99	5180	36.3	15.9	90	5844	39.0	17.9	97	7283	43.4	22.3	108
GRADUATED COLLEGE	11155	6268	13.6	56.2	99	1704	11.9	15.3	87	1868	12.5	16.7	91	2697	16.1	24.2	117
ATTENDED COLLEGE	13682	7561	16.4	55.3	97	2069	14.5	15.1	86	2583	17.2	18.9	102	2910	17.3	21.3	103
GRADUATED HIGH SCHOOL	33880	20216	43.9	59.7	105	6233	43.7	18.4	104	6629	44.3	19.6	106	7354	43.8	21.7	105
DID NOT GRADUATE HIGH SCHOOL	22270	11997	26.1	53.9	95	4265	29.9	19.2	109	3900	26.0	17.5	95	3833	22.8	17.2	83
EMPLOYED	40306	23129	50.2	57.4	101	6950	48.7	17.2	98	7510	50.1	18.6	101	8669	51.6	21.5	104
EMPLOYED FULL-TIME	32850	19129	41.5	58.2	102	5715	40.0	17.4	99	6325	42.2	19.3	104	7089	42.2	21.6	104
EMPLOYED PART-TIME	7456	4000	8.7	53.6	94	1235	8.7	16.6	94	1185	7.9	15.9	86	1580	9.4	21.2	102
NOT EMPLOYED	40680	22914	49.8	56.3	99	7320	51.3	18.0	102	7470	49.9	18.4	99	8124	48.4	20.0	96
PROFESSIONAL/MANAGER	10392	5792	12.6	55.7	98	1578	11.1	15.2	86	1798	12.0	17.3	94	2416	14.4	23.2	112
TECH/CLERICAL/SALES	17574	10125	22.0	57.6	101	2930	20.5	16.7	95	3452	23.0	19.6	106	3744	22.3	21.3	103
PRECISION/CRAFT	985	564	1.2	57.3	101	**217	1.5	22.0	125	**162	1.1	16.4	89	**186	1.1	18.9	91
OTHER EMPLOYED	11354	6648	14.4	58.6	103	2226	15.6	19.6	111	2099	14.0	18.5	100	2323	13.8	20.5	99
SINGLE	9863	5260	11.4	53.3	94	1884	13.2	19.1	108	1328	8.9	13.5	73	2047	12.2	20.8	100
MARRIED	51375	29285	63.6	57.0	100	8888	62.3	17.3	98	10257	68.5	20.0	108	10140	60.4	19.7	95
DIVORCED/SEPARATED/WIDOWED	19748	11498	25.0	58.2	102	3498	24.5	17.7	101	3395	22.7	17.2	93	4605	27.4	23.3	112
PARENTS	32590	18975	41.2	58.2	102	6513	45.6	20.0	113	6447	43.0	19.8	107	6015	35.8	18.5	89
WHITE	70416	40150	87.2	57.0	100	11741	82.3	16.7	95	13196	88.1	18.7	101	15214	90.6	21.6	104
BLACK	8778	4980	10.8	56.7	100	2151	15.1	24.5	139	1508	10.1	17.2	93	1321	7.9	15.0	73
OTHER	1791	*913	2.0	51.0	90	**378	2.6	21.1	120	**277	1.8	15.5	84	**258	1.5	14.4	69
NORTHEAST-CENSUS	17786	10246	22.3	57.6	101	3702	25.9	20.8	118	3278	21.9	18.4	100	3266	19.4	18.4	89
NORTH CENTRAL	20741	11706	25.4	56.4	99	3209	22.5	15.5	88	4006	26.7	19.3	104	4490	26.7	21.6	104
SOUTH	27775	15584	33.8	56.1	99	5148	36.1	18.5	105	5125	34.2	18.5	100	5312	31.6	19.1	92
WEST	14683	8508	18.5	57.9	102	2211	15.5	15.1	85	2571	17.2	17.5	95	3725	22.2	25.4	122
NORTHEAST-MKTG.	17961	10163	22.1	56.6	100	3732	26.2	20.8	118	3243	21.6	18.1	98	3188	19.0	17.7	86
EAST CENTRAL	11885	6942	15.1	58.4	103	1848	13.0	15.5	88	2626	17.5	22.1	119	2468	14.7	20.8	100
WEST CENTRAL	14090	7875	17.1	55.9	98	2177	15.3	15.5	88	2582	17.2	18.3	99	3116	18.6	22.1	107
SOUTH	24081	13566	29.5	56.3	99	4571	32.0	19.0	108	4273	28.5	17.7	96	4721	28.1	19.6	95
PACIFIC	12969	7497	16.3	57.8	102	1942	13.6	15.0	85	2256	15.1	17.4	94	3300	19.7	25.4	123
COUNTY SIZE A	32439	17850	38.8	55.0	97	6020	42.2	18.6	105	5625	37.6	17.3	94	6206	37.0	19.1	92
COUNTY SIZE B	24915	14313	31.1	57.4	101	4476	31.4	18.0	102	4504	30.1	18.1	98	5333	31.8	21.4	103
COUNTY SIZE C	12930	7595	16.5	58.7	103	1915	13.4	14.8	84	2706	18.1	20.9	113	2974	17.7	23.0	111
COUNTY SIZE D	10703	6285	13.7	58.7	103	1859	13.0	17.4	99	2145	14.3	20.0	108	2280	13.6	21.3	103
METRO CENTRAL CITY	24518	13151	28.6	53.6	94	4715	33.0	19.2	109	4056	27.1	16.5	89	4381	26.1	17.9	86
METRO SUBURBAN	35919	20949	45.5	58.3	103	6141	43.0	17.1	97	6967	46.5	19.4	105	7842	46.7	21.8	105
NON METRO	20549	11943	25.9	58.1	102	3415	23.9	16.6	94	3958	26.4	19.3	104	4571	27.2	22.2	107
TOP 5 ADI'S	18341	10559	22.9	57.6	101	3706	26.0	20.2	115	3283	21.9	17.9	97	3571	21.3	19.5	94
TOP 10 ADI'S	25378	13897	30.2	54.8	96	4797	33.6	18.9	107	4339	29.0	17.1	92	4760	28.3	18.8	90
TOP 20 ADI'S	36488	19990	43.4	54.8	96	6357	44.5	17.4	99	6574	43.9	18.0	97	7059	42.0	19.3	93
HSGLD INC. \$50,000 OR MORE	6612	3750	8.1	56.7	100	1299	9.1	19.6	111	1055	7.0	16.0	86	1395	8.3	21.1	102
\$40,000 OR MORE	12659	7156	15.5	56.5	99	2350	16.5	18.6	105	2083	13.9	16.5	89	2724	16.2	21.5	104
\$30,000 OR MORE	24698	14035	30.5	56.8	100	4500	31.5	18.2	103	4193	28.0	17.0	92	5343	31.8	21.6	104
\$25,000 OR MORE	32077	18477	40.1	57.6	101	5833	40.9	18.2	103	5820	38.9	18.1	98	6824	40.6	21.3	103
\$20,000 - \$24,999	9144	5294	11.5	57.9	102	1563	11.0	17.1	97	1700	11.3	18.6	101	2031	12.1	22.2	107
\$15,000 - \$19,999	8728	4766	10.4	54.6	96	1370	9.6	15.7	89	1584	10.6	18.1	98	1812	10.8	20.8	100
\$10,000 - \$14,999	12562	7531	16.4	60.0	105	2200	15.4	17.5	99	2728	18.2	21.7	117	2604	15.5	20.7	100
UNDER \$10,000	18475	9974	21.7	54.0	95	3305	23.2	17.9	102	3147	21.0	17.0	92	3523	21.0	19.1	92
HOUSEHOLD OF 1 PERSON	11987	6841	14.9	57.1	100	1431	10.0	11.9	68	1908	12.7	15.9	86	3502	20.9	29.2	141
2 PEOPLE	26577	14883	32.3	56.0	98	4183	29.3	15.7	89	4944	33.0	18.6	101	5756	34.3	21.7	104
3 OR 4 PEOPLE	30617	17607	38.2	57.5	101	5975	41.9	19.5	111	5947	39.7	19.4	105	5685	33.9	18.6	90
5 OR MORE PEOPLE	11804	6712	14.6	56.9	100	2681	18.8	22.7	129	2181	14.6	18.5	100	1850	11.0	15.7	76
NO CHILD IN HSHLD	46165	25698	55.8	55.7	98	7218	50.6	15.6	89	8098	54.1	17.5	95	10382	61.8	22.5	108
CHILD(REN) UNDER 2 YRS	5325	2921	6.3	54.9	96	945	6.6	17.7	101	1030	6.9	19.3	105	946	5.6	17.8	86
2 - 5 YEARS	14221	7940	17.2	55.8	98	2743	19.2	19.3	109	2674	17.9	18.8	102	2524	15.0	17.7	86
6 - 11 YEARS	15117	8824	19.2	58.4	103	3139	22.0	20.8	118	3145	21.0	20.8	112	2540	15.1	16.8	81
12 - 17 YEARS	16611	9875	21.4	59.4	105	3671	25.7	22.1	125	3206	21.4	19.3	104	2998	17.9	18.0	87
RESIDENCE OWNED	55884	31737	68.9	56.8	100	9109	63.8	16.3	93	10338	69.0	18.5	100	12290	73.2	22.0	106
VALUE: \$50,000 OR MORE	31744	17789	38.6	56.0	99	5153	36.1	16.2	92	5370	35.8	16.9	91	7266	43.3	22.9	110
VALUE: UNDER \$50,000	24140	13949	30.3	57.8	102	3956	27.7	16.4	93	4968	33.2	20.6	111	5025	29.9	20.8	100

OVEN CLEANERS: USAGE IN LAST 6 MONTHS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS		80986	46043	100.0	56.9	100	14270	100.0	17.6	100	14980	100.0	18.5	100	16793	100.0	20.7	100
MAGAZINES	QUINTILE 1	15799	9652	21.0	61.1	107	3256	22.8	20.6	117	3047	20.3	19.3	104	3349	19.9	21.2	102
	QUINTILE 2	17259	10089	21.9	58.5	103	2991	21.0	17.3	98	3441	23.0	19.9	108	3658	21.8	21.2	102
	QUINTILE 3	13545	7873	17.1	58.1	102	2479	17.4	18.3	104	2555	17.1	18.9	102	2840	16.9	21.0	101
	QUINTILE 4	15133	8321	18.1	55.0	97	2535	17.8	16.8	95	2573	17.2	17.0	92	3213	19.1	21.2	102
	QUINTILE 5	19250	10108	22.0	52.5	92	3009	21.1	15.6	89	3364	22.5	17.5	94	3734	22.2	19.4	94
NEWSPAPERS	QUINTILE 1	12413	7307	15.9	58.9	104	2291	16.1	18.5	105	2248	15.0	18.1	98	2769	16.5	22.3	108
	QUINTILE 2	24116	14115	30.7	58.5	103	4569	32.0	18.9	108	4414	29.5	18.3	99	5132	30.6	21.3	103
	QUINTILE 3	11261	6467	14.0	57.4	101	2103	14.7	18.7	106	2249	15.0	20.0	108	2115	12.6	18.8	91
	QUINTILE 4	20255	10983	23.9	54.2	95	3043	21.3	15.0	85	3745	25.0	18.5	100	4196	25.0	20.7	100
	QUINTILE 5	12940	7171	15.6	55.4	97	2265	15.9	17.5	99	2324	15.5	18.0	97	2582	15.4	20.0	96
OUTDOOR	QUINTILE 1	14852	8168	17.7	55.0	97	2568	18.0	17.3	98	2736	18.3	18.4	100	2864	17.1	19.3	93
	QUINTILE 2	15725	8886	19.3	56.5	99	2945	20.6	18.7	106	2849	19.0	18.1	98	3092	18.4	19.7	95
	QUINTILE 3	16330	9213	20.0	56.4	99	2963	20.8	18.1	103	2956	19.7	18.1	98	3294	19.6	20.2	97
	QUINTILE 4	16744	9656	21.0	57.7	101	2822	19.8	16.9	96	2884	19.3	17.2	93	3951	23.5	23.6	114
	QUINTILE 5	17334	10120	22.0	58.4	103	2972	20.8	17.1	97	3556	23.7	20.5	111	3592	21.4	20.7	100
RADIO-DRIVE TIME	QUINTILE 1	15911	9034	19.6	56.8	100	2962	20.8	18.6	106	2876	19.2	18.1	98	3196	19.0	20.1	97
	QUINTILE 2	14837	8309	18.0	56.0	99	2735	19.2	18.4	105	2525	16.9	17.0	92	3050	18.2	20.6	99
	QUINTILE 3	15339	8816	19.1	57.5	101	2809	19.7	18.3	104	2750	18.4	17.9	97	3257	19.4	21.2	102
	QUINTILE 4	16723	9773	21.2	58.4	103	2826	19.8	16.9	96	3532	23.6	21.1	114	3415	20.3	20.4	98
	QUINTILE 5	18176	10111	22.0	55.6	98	2938	20.6	16.2	92	3297	22.0	18.1	98	3875	23.1	21.3	103
RADIO-MID- DAY	TERCILE 1	21020	12026	26.1	57.2	101	3723	26.1	17.7	101	3924	26.2	18.7	101	4379	26.1	20.8	100
	TERCILE 2	21610	12390	26.9	57.3	101	3918	27.5	18.1	103	4093	27.3	18.9	102	4379	26.1	20.3	98
	TERCILE 3	38355	21627	47.0	56.4	99	6629	46.5	17.3	98	6963	46.5	18.2	98	4035	47.8	20.9	101
RADIO-TOTAL	QUINTILE 1	15988	9123	19.8	57.1	100	3102	21.7	19.4	110	2802	18.7	17.5	95	3219	19.2	20.1	97
	QUINTILE 2	15626	8804	19.1	56.3	99	2711	19.0	17.3	98	2940	19.6	18.8	102	3153	18.8	20.2	97
	QUINTILE 3	16723	9525	20.7	57.0	100	3012	21.1	18.0	102	3100	20.7	18.5	100	3414	20.3	20.4	98
	QUINTILE 4	16342	9548	20.7	58.4	103	2814	19.7	17.2	98	3139	21.0	19.2	104	3594	21.4	22.0	106
	QUINTILE 5	16306	9043	19.6	55.5	98	2631	18.4	16.1	92	3000	20.0	18.4	99	3413	20.3	20.9	101
TV-PRIME TIME	QUINTILE 1	15953	9286	20.2	58.2	102	3132	21.9	19.6	111	2840	19.0	17.8	96	3315	19.7	20.8	100
	QUINTILE 2	16137	9580	20.8	59.4	104	2984	20.9	18.5	105	3079	20.6	19.1	103	3516	20.9	21.8	105
	QUINTILE 3	16420	9244	20.1	56.3	99	2777	19.5	16.9	96	3178	21.2	19.4	105	3289	19.6	20.0	97
	QUINTILE 4	16687	9046	19.6	54.2	95	2828	19.8	16.9	96	2835	18.9	17.0	92	3383	20.1	20.3	98
	QUINTILE 5	15789	8887	19.3	56.3	99	2549	17.9	16.1	92	3049	20.4	19.3	104	3289	19.6	20.8	100
TV-DAYTIME	TERCILE 1	27736	15412	33.5	55.6	98	5234	36.7	18.9	107	4601	30.7	16.6	90	5577	33.2	20.1	97
	TERCILE 2	26489	15279	33.2	57.7	101	4479	31.4	16.9	96	5341	35.7	20.2	109	5459	32.5	20.6	99
	TERCILE 3	26761	15352	33.3	57.4	101	4558	31.9	17.0	97	5038	33.6	18.8	102	5757	34.3	21.5	104
TV-TOTAL	QUINTILE 1	16345	9537	20.7	58.3	103	3388	23.7	20.7	118	2658	17.7	16.3	88	3491	20.8	21.4	103
	QUINTILE 2	16447	9305	20.2	56.6	100	2941	20.6	17.9	101	3245	21.7	19.7	107	3119	18.6	19.0	91
	QUINTILE 3	15980	9225	20.0	57.7	102	2742	19.2	17.2	97	3112	20.8	19.5	105	3371	20.1	21.1	102
	QUINTILE 4	15887	8936	19.4	56.2	99	2500	17.5	15.7	89	3101	20.7	19.5	106	3335	19.9	21.0	101
	QUINTILE 5	16326	9040	19.6	55.4	97	2699	18.9	16.5	94	2864	19.1	17.5	95	3477	20.7	21.3	103
MAGAZINES-NEWSPAPERS: DUAL		20721	12116	26.3	58.5	103	3988	27.9	19.2	109	3714	24.8	17.9	97	4414	26.3	21.3	103
MAGAZINE IMPERATIVE		19186	11586	25.2	60.4	106	3449	24.2	18.0	102	4000	26.7	20.8	113	4136	24.6	21.6	104
NEWSPAPER IMPERATIVE		21899	12626	27.4	57.7	101	3998	28.0	18.3	104	4007	26.7	18.3	99	4621	27.5	21.1	102
MAGAZINES-OUTDOOR: DUAL		15451	9178	19.9	59.4	104	2998	21.0	19.4	110	2975	19.9	19.3	104	3205	19.1	20.7	100
MAGAZINE IMPERATIVE		25953	15414	33.5	59.4	104	4582	32.1	17.7	100	5076	33.9	19.6	106	5756	34.3	22.2	107
OUTDOOR IMPERATIVE		24400	12971	28.2	53.2	94	3929	27.5	16.1	91	4209	28.1	17.3	93	4533	28.8	19.8	96
MAGAZINES-RADIO: DUAL		18049	10387	22.6	57.5	101	3314	23.2	18.4	104	3470	23.2	19.2	104	3603	21.5	20.0	96
MAGAZINE IMPERATIVE		23571	14430	31.3	61.2	108	4331	30.4	18.4	104	4801	32.0	20.4	110	5299	31.6	22.5	108
RADIO IMPERATIVE		23278	12808	27.8	55.0	97	4014	28.1	17.2	98	4109	27.4	17.7	95	4686	27.9	20.1	97
MAGAZINES-TELEVISION: DUAL		15459	9186	20.0	59.4	105	3055	21.4	19.8	112	3020	20.2	19.5	106	3111	18.5	20.1	97
MAGAZINE IMPERATIVE		25829	15245	33.1	59.0	104	4601	32.2	17.8	101	5026	33.6	19.5	105	5618	33.5	21.8	105
TELEVISION IMPERATIVE		26039	14428	31.3	55.4	97	4598	32.2	17.7	100	4484	29.9	17.2	93	5345	31.8	20.5	99
NEWSPAPERS-OUTDOOR: DUAL		16605	9530	20.7	57.4	101	3397	23.8	20.5	116	2851	19.0	17.2	93	3281	19.5	19.8	95
NEWSPAPER IMPERATIVE		26834	15950	34.6	59.4	105	4782	33.5	17.8	101	5141	34.3	19.2	104	6026	35.9	22.5	108
OUTDOOR IMPERATIVE		23346	12713	27.6	54.5	96	3793	26.6	16.2	92	4409	29.4	18.9	102	4511	26.9	19.3	93
NEWSPAPERS-RADIO: DUAL		17133	9992	21.7	58.3	103	3312	23.2	19.3	110	3108	20.7	18.1	98	3572	21.3	20.8	101
NEWSPAPER IMPERATIVE		25892	15257	33.1	58.9	104	4752	33.3	18.4	104	4854	32.4	18.7	101	5651	33.7	21.8	105
RADIO IMPERATIVE		23167	12675	27.5	54.7	96	3818	26.8	16.5	94	4319	28.8	18.6	101	4539	27.0	19.6	94
NEWSPAPERS-TELEVISION: DUAL		17159	10099	21.9	58.9	104	3182	22.3	18.5	105	3760	21.8	19.0	103	3657	21.8	21.3	103
NEWSPAPER IMPERATIVE		26214	15199	33.0	58.0	102	4651	32.6	17.7	101	4852	32.4	18.5	100	5696	33.9	21.7	105
TELEVISION IMPERATIVE		23412	13144	28.5	56.1	99	4312	30.2	18.4	105								

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	46043	100.0	56.9	100	14270	100.0	17.6	100	14980	100.0	18.5	100	16793	100.0	20.7	100
ATLANTIC MONTHLY	415	265	0.6	63.9	112	**130	0.9	31.3	178	**48	0.3	11.6	63	*87	0.5	21.0	101
BARRON'S	453	300	0.7	66.2	116	**125	0.9	27.6	157	**91	0.6	20.1	109	**84	0.5	18.5	89
BETTER HOMES & GARDENS	16256	9436	20.5	58.0	102	2755	19.3	16.9	96	3102	20.7	19.1	103	3578	21.3	22.0	106
BON APPETIT	2535	1400	3.0	55.2	97	442	3.1	17.4	99	483	3.2	19.1	103	476	2.8	18.8	91
BUSINESS WEEK	1278	851	1.8	66.6	117	*234	1.6	18.3	104	293	2.0	22.9	124	324	1.9	25.4	122
CAR AND DRIVER	378	*227	0.5	60.1	106	**82	0.6	21.7	123	**96	0.6	25.4	137	**49	0.3	13.0	63
CBS MAGAZINE NETWORK (GROSS)	1498	897	1.9	59.9	105	256	1.8	17.1	97	370	2.5	24.7	134	*271	1.6	18.1	87
CHANGING TIMES	1505	872	1.9	57.9	102	285	2.0	18.9	107	*260	1.7	17.3	93	328	2.0	21.8	105
COLONIAL HOMES	1231	733	1.6	59.5	105	209	1.5	17.0	96	294	2.0	23.9	129	231	1.4	18.8	90
CONDE NAST MAG. PKG. (GROSS)	14146	8147	17.7	57.6	101	2795	19.6	19.8	112	2702	18.0	19.1	103	2649	15.8	18.7	90
CONSUMERS DIGEST	1323	805	1.7	60.8	107	*232	1.6	17.5	100	*276	1.8	20.9	113	298	1.8	22.5	109
COSMOPOLITAN	7102	4277	9.3	60.2	106	1553	10.9	21.9	124	1183	7.9	16.7	90	1541	9.2	21.7	105
COUNTRY LIVING	2481	1364	3.0	55.0	97	360	2.5	14.5	82	395	2.6	15.9	86	608	3.6	24.5	118
CUISINE	1472	860	1.9	58.4	103	248	1.7	16.8	96	292	1.9	19.8	107	321	1.9	21.8	105
CYCLE WORLD	425	*314	0.7	73.9	130	**90	0.6	21.2	120	**112	0.7	26.4	142	**112	0.7	26.4	127
DCI:CREATIVE IDEAS FOR LIV	2510	1519	3.3	60.5	106	554	3.9	22.1	125	472	3.2	18.8	102	493	2.9	19.6	95
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3850	8.4	57.5	101	1222	8.6	18.3	104	1275	8.5	19.0	103	1353	8.1	20.2	97
DISCOVER	894	575	1.2	64.3	113	*199	1.4	22.3	126	*198	1.3	22.1	120	*179	1.1	20.0	97
EBONY	3507	2138	4.6	61.0	107	984	6.9	28.1	159	716	4.8	20.4	110	438	2.6	12.5	60
ESQUIRE	1083	739	1.6	68.2	120	358	2.5	33.1	188	216	1.4	19.9	108	*165	1.0	15.2	73
ESSENCE	1830	1151	2.5	62.9	111	487	3.4	26.6	151	408	2.7	22.3	121	256	1.5	14.0	67
FAMILY CIRCLE	15930	9773	21.2	61.3	108	3069	21.5	19.3	109	3140	21.0	19.7	107	3564	21.2	22.4	108
THE FAMILY HANDYMAN	1126	666	1.4	59.1	104	*224	1.6	19.9	113	*251	1.7	22.3	121	*191	1.1	17.0	82
FAMILY WEEKLY	11468	6689	14.5	58.3	103	1916	13.4	16.7	95	2212	14.8	19.3	104	2560	15.2	22.3	108
FIELD & STREAM	2234	1413	3.1	63.2	111	451	3.2	20.2	115	610	4.1	27.3	148	352	2.1	15.8	76
FOOD & WINE	579	355	0.8	61.3	108	*171	1.2	29.5	168	*114	0.8	19.7	106	**71	0.4	12.3	59
FORBES	728	468	1.0	64.3	113	**105	0.7	14.4	82	**115	0.8	15.8	85	*248	1.5	34.1	164
FORTUNE	906	649	1.4	71.6	126	*180	1.3	19.9	113	*235	1.6	25.9	140	*234	1.4	25.8	125
GENTLEMEN'S QUARTERLY	791	453	1.0	57.3	101	*170	1.2	21.5	122	*138	0.9	17.4	94	*144	0.9	18.2	88
GLAMOUR	5265	3164	6.9	60.1	106	1103	7.7	20.9	119	1075	7.2	20.4	110	987	5.9	18.7	90
GOLF DIGEST	636	367	0.8	57.7	101	**114	0.8	17.9	102	**103	0.7	16.2	88	*150	0.9	23.6	114
GOLF DIGEST/TENNIS (GROSS)	1186	718	1.6	60.5	106	*222	1.6	18.7	106	*227	1.5	19.1	103	269	1.6	22.7	109
GOLF MAGAZINE	441	*257	0.6	58.3	103	*177	0.5	17.5	99	**94	0.6	21.3	115	**86	0.5	19.5	94
GOLF MAGAZINE/SKI (GROSS)	922	536	1.2	58.1	102	*149	1.0	16.2	92	*189	1.3	20.5	111	*197	1.2	21.4	103
GOOD HOUSEKEEPING	16487	9964	21.6	60.4	106	2967	20.8	18.0	102	3407	22.7	20.7	112	3590	21.4	21.8	105
HARPER'S BAZAAR	2423	1434	3.1	59.2	104	468	3.3	19.3	110	523	3.5	21.6	117	443	2.6	18.3	88
HEALTH	1994	1243	2.7	62.3	110	411	2.9	20.6	117	496	3.3	24.9	134	336	2.0	16.9	81
HEARST MAG CORP. BUY (GROSS)	44101	26529	57.6	60.2	106	8589	60.2	19.5	111	8686	58.0	19.7	106	9253	55.1	21.0	101
HEARST MAN POWER (GROSS)	1993	1258	2.7	63.1	111	456	3.2	22.9	130	367	2.4	18.4	100	435	2.6	21.8	105
HEARST WOMAN POWER (GROSS)	31274	19001	41.3	60.8	107	6173	43.3	19.7	112	6328	42.2	20.2	109	6500	38.7	20.8	100
HOUSE BEAUTIFUL	3623	2165	4.7	59.8	105	779	5.5	21.5	122	626	4.2	17.3	93	760	4.5	21.0	101
INC.	283	*199	0.4	70.3	124	**88	0.6	31.1	176	**54	0.4	19.1	103	**58	0.3	20.5	99
JET	2928	1801	3.9	61.5	108	854	6.0	29.2	166	565	3.8	19.3	104	382	2.3	13.0	63
LADIES' HOME JOURNAL	11918	7288	15.8	61.2	108	2441	17.1	20.5	116	2277	15.2	19.1	103	2569	15.3	21.6	104
LHJ FAMILY GRP COMBO(GROSS)	16764	10296	22.4	61.4	108	3366	23.6	20.1	114	3404	22.7	20.3	110	3525	21.0	21.0	101
LIFE	4254	2503	5.4	58.8	103	917	6.4	21.6	122	713	4.8	16.8	91	874	5.2	20.5	99
L.A. TIMES HOME MAGAZINE	1145	634	1.4	55.4	97	*240	1.7	21.0	119	*143	1.0	12.5	68	251	1.5	21.9	106
MADEMOISELLE	2884	1655	3.6	57.4	101	603	4.2	20.9	119	509	3.4	17.6	95	543	3.2	18.8	91
MC CALL'S	13460	7856	17.1	58.4	103	2452	17.2	18.2	103	2698	18.0	20.0	108	2707	16.1	20.1	97
MC CALL'S/WRK MOTHER (GROSS)	14606	8624	18.7	59.0	104	2647	18.5	18.1	103	2941	19.6	20.1	109	3036	18.1	20.8	100
MECHANIX ILLUSTRATED	772	548	1.2	71.0	125	*211	1.5	27.3	155	*197	1.3	25.5	138	*140	0.8	18.1	87
METROPOLITAN HOME	967	552	1.2	57.1	100	*180	1.3	18.6	106	*176	1.2	18.2	98	*196	1.2	20.3	98
MONEY	1588	884	1.9	55.7	98	*305	2.1	19.2	109	*210	1.4	13.2	71	368	2.2	23.2	112
MOTHER EARTH NEWS	1002	537	1.2	53.6	94	*194	1.4	19.4	110	*132	0.9	13.2	71	*211	1.3	21.1	102
MS.	825	439	1.0	53.2	94	*142	1.0	17.2	98	*110	0.7	13.3	72	187	1.1	22.7	109
NATIONAL ENQUIRER	10336	6402	13.9	61.9	109	2310	16.2	22.3	127	2288	15.3	22.1	120	1804	10.7	17.5	84
NATIONAL GEOGRAPHIC	9597	5438	11.8	56.7	100	1451	10.2	15.1	86	1796	12.0	18.7	101	2191	13.0	22.8	110
NATIONAL SUNDAY MAGAZINE PKG	49558	28531	62.0	57.6	101	9035	63.3	18.2	103	9402	62.8	19.0	103	10094	60.1	20.4	98
NATURAL HISTORY	573	355	0.8	62.0	109	**66	0.5	11.5	65	**117	0.8	20.4	110	*172	1.0	30.0	145
NEW WOMAN	1699	990	2.2	58.3	102	309	2.2	18.2	103	303	2.0	17.8	96	378	2.3	22.2	107
NEW YORK INCLUDING CUE	443	308	0.7	69.5	122	*119	0.8	26.9	152	**112	0.7	25.3	137	*77	0.5	17.4	84
THE NEW YORKER	1270	763	1.7	60.1	106	*224	1.6	17.6	100	*243	1.6	19.1	103	295	1.8	23.2	112
NEWSWEEK	6277	3650	7.9	58.1	102	1093	7.7	17.4	99	1182	7.9	18.8	102	1376	8.2	21.9	106
THE N.Y. TIMES DAILY EDITION	1205	801	1.7	66.5	117	277	1.9	23.0	130	237	1.6	19.7	106	287	1.7	23.8	115
THE N.Y. TIMES MAGAZINE	2081	1273	2.8	61.2	108	434	3.0	20.9	118	372	2.5	17.9	97	467	2.8	22.4	108
OMNI	788	428	0.9	54.3	96	*143	1.0	18.1	103	*100	0.7	12.7	69	*184	1.1	23.4	113
ON CABLE	1158	733	1.6	63.3	111	*294	2.1	25.4	144	*240	1.6	20.7	112	*199	1.2	17.2	83
1001 HOME IDEAS	2852	1765	3.8	61.9	109	514	3.6	18.0	102	631	4.2	22.1	120	620	3.7	21.7	105
ORGANIC GARDENING	1658	934	2.0	56.3	99	276	1.9	16.6	94	284	1.9	17.1	93	374	2.2	22.6	109
OUTDOOR LIFE	896	531	1.2	59.3	104	*124	0.9	13.8	79	*220	1.5	24.6	133	*187	1.1	20.9	101
PARADE MAGAZINE	24275	14315	31.1	59.0	104	4654	32.6	19.2	109	4806	32.1	19.8	107	4854	28.9	20.0	96

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	46043	100.0	56.9	100	14270	100.0	17.6	100	14980	100.0	18.5	100	16793	100.0	20.7	100
PARENTS	3845	2188	4.8	56.9	100	600	4.2	15.6	89	760	5.1	19.8	107	828	4.9	21.5	104
PENTHOUSE	831	460	1.0	55.4	97	*133	0.9	16.0	91	*166	1.1	20.0	108	*161	1.0	19.4	93
PEOPLE	11645	6775	14.7	58.2	102	2132	14.9	18.3	104	2274	15.2	19.5	106	2369	14.1	20.3	98
PLAYBOY	2006	1060	2.3	52.8	93	447	3.1	22.3	126	306	2.0	15.3	82	307	1.8	15.3	74
POPULAR HOT RODDING	297	*220	0.5	74.1	130	*57	0.4	19.2	109	*103	0.7	34.7	187	*61	0.4	20.5	99
POPULAR MECHANICS	1018	598	1.3	58.7	103	*236	1.7	23.2	132	*157	1.0	15.4	83	*205	1.2	20.1	97
POPULAR SCIENCE	878	558	1.2	63.6	112	*254	1.8	28.9	164	*115	0.8	13.1	71	*190	1.1	21.6	104
PREVENTION	3913	2358	5.1	60.3	106	760	5.3	19.4	110	700	4.7	17.9	97	898	5.3	22.9	111
PSYCHOLOGY TODAY	1710	1137	2.5	66.5	117	306	2.1	17.9	102	329	2.2	19.2	104	503	3.0	29.4	142
READER'S DIGEST	22204	13365	29.0	60.2	106	3858	27.0	17.4	99	4557	30.4	20.5	111	4951	29.5	22.3	108
REDBOOK	7684	4760	10.3	61.9	109	1653	11.6	21.5	122	1737	11.6	22.6	122	1369	8.2	17.8	86
ROAD & TRACK	410	*230	0.5	56.1	99	*69	0.5	16.8	96	*124	0.8	30.2	164	*37	0.2	9.0	44
ROLLING STONE	969	582	1.3	60.1	106	*165	1.2	17.0	97	*127	0.8	13.1	71	291	1.7	30.0	145
RUNNER'S WORLD	298	*145	0.3	48.7	86	*16	0.1	5.4	30	*44	0.3	14.8	80	*85	0.5	28.5	138
SATURDAY EVENING POST	1169	770	1.7	65.9	116	300	2.1	25.7	146	251	1.7	21.5	116	219	1.3	18.7	90
SCIENCE 84	587	357	0.8	60.8	107	*140	1.0	23.9	135	*101	0.7	17.2	93	*115	0.7	19.6	94
SCIENCE DIGEST	482	336	0.7	69.7	123	*138	1.0	28.6	162	*94	0.6	19.5	105	*104	0.6	21.6	104
SCIENTIFIC AMERICAN	594	416	0.9	70.0	123	*153	1.1	25.8	146	*90	0.6	15.2	82	*173	1.0	29.1	140
SELF	2089	1174	2.5	56.2	99	379	2.7	18.1	103	383	2.6	18.3	99	412	2.5	19.7	95
SEVENTEEN	2411	1501	3.3	62.3	110	633	4.4	26.3	149	529	3.5	21.9	119	338	2.0	14.0	68
SKI	480	279	0.6	58.1	102	*73	0.5	15.2	86	*95	0.6	19.8	107	*111	0.7	23.1	112
SMITHSONIAN	2760	1482	3.2	53.7	94	493	3.5	17.9	101	448	3.0	16.2	88	541	3.2	19.6	95
SOAP OPERA DIGEST	3013	1877	4.1	62.3	110	691	4.8	22.9	130	663	4.4	22.0	119	523	3.1	17.4	84
SOUTHERN LIVING	4184	2331	5.1	55.7	98	669	4.7	16.0	91	803	5.4	19.2	104	860	5.1	20.6	99
SPORT	559	320	0.7	57.2	101	*122	0.9	21.8	124	*110	0.7	19.7	106	*87	0.5	15.6	75
THE SPORTING NEWS	436	*253	0.5	58.0	102	*95	0.7	21.8	124	*83	0.6	19.0	103	*76	0.5	17.4	84
SPORTS AFIELD	493	324	0.7	65.7	116	*82	0.6	16.6	94	*115	0.8	23.3	126	*126	0.8	25.6	123
SPORTS ILLUSTRATED	2758	1603	3.5	58.1	102	546	3.8	19.8	112	524	3.5	19.0	103	533	3.2	19.3	93
STAR	7456	4769	10.4	64.0	113	1821	12.8	24.4	139	1527	10.2	20.5	111	1421	8.5	19.1	92
SUNDAY	24936	14369	31.2	57.6	101	4794	33.6	19.2	109	4443	29.7	17.8	96	5132	30.6	20.6	99
SUNSET	2124	1273	2.8	59.9	105	308	2.2	14.5	82	331	2.2	15.6	84	634	3.8	29.8	144
TV GUIDE	21661	12613	27.4	58.2	102	4311	30.2	19.9	113	4311	28.8	19.9	108	3991	23.8	18.4	89
TENNIS	550	350	0.8	63.6	112	*108	0.8	19.6	111	*123	0.8	22.4	121	*119	0.7	21.6	104
TIME	8880	5068	11.0	57.1	100	1860	13.0	20.9	119	1572	10.5	17.7	96	1636	9.7	18.4	89
TOWN & COUNTRY	917	471	1.0	51.4	90	*128	0.9	14.0	79	*106	0.7	11.6	62	237	1.4	25.8	125
TRAVEL & LEISURE	972	586	1.3	60.3	106	*247	1.7	25.4	144	*165	1.1	17.0	92	*174	1.0	17.9	86
TRUE STORY	3356	2077	4.5	61.9	109	891	6.2	26.5	151	554	3.7	16.5	89	633	3.8	18.9	91
U.S. NEWS & WORLD REPORT	3410	1975	4.3	57.9	102	650	4.6	19.1	108	666	4.4	19.5	106	659	3.9	19.3	93
USA TODAY	1759	1022	2.2	58.1	102	295	2.1	16.8	95	373	2.5	21.2	115	354	2.1	20.1	97
US	1873	985	2.1	52.6	93	343	2.4	18.3	104	257	1.7	13.7	74	385	2.3	20.6	99
VOGUE	3909	2154	4.7	55.1	97	711	5.0	18.2	103	736	4.9	18.8	102	706	4.2	18.1	87
WALL STREET JOURNAL	1866	1075	2.3	57.0	100	298	2.1	15.8	90	307	2.0	16.3	88	470	2.8	24.9	120
WEIGHT WATCHERS	2120	1356	2.9	64.0	113	544	3.8	25.7	146	378	2.5	17.8	96	434	2.6	20.5	99
WOMAN'S DAY	14172	8646	18.8	61.0	107	2794	19.6	19.7	112	2891	19.3	20.4	110	2961	17.6	20.9	101
WORKING MOTHER	1146	767	1.7	66.9	118	*195	1.4	17.0	97	*244	1.6	21.3	115	329	2.0	28.7	138
WORKING WOMAN	1322	857	1.9	64.8	114	244	1.7	18.5	105	279	1.9	21.1	114	334	2.0	25.3	122
WORLD TENNIS	*163	*134	0.3	82.2	145	*221	0.1	12.9	73	*58	0.4	35.6	192	*55	0.3	33.7	163
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1483	3.2	58.6	103	491	3.4	19.4	110	533	3.6	21.1	114	458	2.7	18.1	87
BLAIR INSERTS	43657	25103	54.5	57.5	101	8167	57.2	18.7	106	8142	54.4	18.6	101	8794	52.4	20.1	97
DAILY NEWSPAPERS																	
READ ANY	51633	29673	64.4	57.5	101	9348	65.5	18.1	103	9412	62.8	18.2	99	10913	65.0	21.1	102
READ ONE	43463	25121	54.6	57.8	102	7867	55.1	18.1	103	8055	53.8	18.5	100	9199	54.8	21.2	102
READ TWO OR MORE	8170	4552	9.9	55.7	98	1481	10.4	18.1	103	1358	9.1	16.6	90	1714	10.2	21.0	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	30549	66.3	58.0	102	9613	67.4	18.2	104	9939	66.3	18.9	102	10998	65.5	20.9	101
READ ONE	46126	26708	58.0	57.9	102	8361	58.6	18.1	103	8801	58.8	19.1	103	9545	56.8	20.7	100
READ TWO OR MORE	6552	3842	8.3	58.6	103	1252	8.8	19.1	108	1138	7.6	17.4	94	1452	8.6	22.2	107
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.39				27.29				28.05				26.89			
30 DAY REACH	71455	40260	87.4	56.3	99	12538	87.9	17.5	100	12842	85.7	18.0	97	14880	88.6	20.8	100
50 SHWG - 30 DAY AV FREQ	14.56	14.49				14.27				14.93				14.29			
30 DAY REACH	67742	38093	82.7	56.2	99	11985	84.0	17.7	100	12091	80.7	17.8	96	14017	83.5	20.7	100
25 SHWG - 30 DAY AV FREQ	7.94	7.87				7.79				8.06				7.76			
30 DAY REACH	62117	35052	76.1	56.4	99	10979	76.9	17.7	100	11211	74.8	18.0	98	12862	76.6	20.7	100
CABLE TV: HOME WIRED	32077	18669	40.5	58.2	102	5910	41.4	18.4	105	5894	39.3	18.4	99	6865	40.9	21.4	103
HOME NOT WIRED	48909	27374	59.5	56.0	98	8360	58.6	17.1	97	9087	60.7	18.6	100	9928	59.1	20.3	98
HAVE PAY CABLE	15935	9669	21.0	60.7	107	3409	23.9	21.4	121	2821	18.8	17.7	96	3439	20.5	21.6	104

	TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	46043	100.0	56.9	100	14270	100.0	17.6	100	14980	100.0	18.5	100	16793	100.0	20.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	25485	55.4	58.0	102	8202	57.5	18.7	106	8073	53.9	18.4	99	9210	54.8	21.0	101
10:00 AM - 3:00 PM	30659	17703	38.4	57.7	102	5549	38.9	18.1	103	5789	38.6	18.9	102	6365	37.9	20.8	100
3:00 PM - 7:00 PM	31045	17808	38.7	57.4	101	5542	38.8	17.9	101	5739	38.3	18.5	100	6528	38.9	21.0	101
7:00 PM - MIDNIGHT	15767	9054	19.7	57.4	101	2909	20.4	18.4	105	2870	19.2	18.2	98	3275	19.5	20.8	100
MIDNIGHT - 6:00 AM	9120	5143	11.2	56.4	99	1595	11.2	17.5	99	1613	10.8	17.7	96	1935	11.5	21.2	102
6:00 AM - MIDNIGHT	58527	33636	73.1	57.5	101	10553	74.0	18.0	102	10878	72.6	18.6	100	12204	72.7	20.9	101
ENTIRE DAY	59311	34065	74.0	57.4	101	10704	75.0	18.0	102	11016	73.5	18.6	100	12344	73.5	20.8	100
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	16172	9251	20.1	57.2	101	2632	18.4	16.3	92	2914	19.5	18.0	97	3704	22.1	22.9	110
ALL NEWS	2256	1435	3.1	63.6	112	477	3.3	21.1	120	340	2.3	15.1	81	618	3.7	27.4	132
AOR/PROGRESSIVE	3874	2266	4.9	58.5	103	673	4.7	17.4	99	824	5.5	21.3	115	768	4.6	19.8	96
BEAUTIFUL MUSIC	5660	3318	7.2	58.6	103	1075	7.5	19.0	108	1124	7.5	19.9	107	1120	6.7	19.8	95
BLACK	2204	1303	2.8	59.1	104	632	4.4	28.7	163	363	2.4	16.5	89	308	1.8	14.0	67
CLASSICAL	1418	820	1.8	57.8	102	315	2.2	22.2	126	*241	1.6	17.0	92	264	1.6	18.6	90
CHR/ROCK	9538	5523	12.0	57.9	102	1805	12.6	18.9	107	1668	11.1	17.5	95	2049	12.2	21.5	104
COUNTRY	12648	7292	15.8	57.7	101	2364	16.6	18.7	106	2491	16.6	19.7	106	2437	14.5	19.3	93
GOLDEN OLDIES	1191	696	1.5	58.4	103	*270	1.9	22.7	129	*232	1.5	19.5	105	*195	1.2	16.4	79
MOR/NOSTALGIA	4757	2762	6.0	58.1	102	784	5.5	16.5	94	908	6.1	19.1	103	1069	6.4	22.5	108
NEWS/TALK	3863	2299	5.0	59.5	105	546	3.8	14.1	80	796	5.3	20.6	111	957	5.7	24.8	119
RELIGIOUS	3084	1568	3.4	50.8	89	436	3.1	14.1	80	450	3.0	14.6	79	681	4.1	22.1	106
SOFT ROCK	521	239	0.5	45.9	81	**80	0.6	15.4	87	**66	0.4	12.7	68	**93	0.6	17.9	86
URBAN CONTEMPORARY	1585	1022	2.2	64.5	113	505	3.5	31.9	181	296	2.0	18.7	101	221	1.3	13.9	67
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1893	4.1	58.0	102	725	5.1	22.2	126	503	3.4	15.4	83	665	4.0	20.4	98
ABC DIRECTION	2316	1283	2.8	55.4	97	479	3.4	20.7	117	409	2.7	17.7	95	394	2.3	17.0	82
ABC ENTERTAINMENT	4834	2860	6.2	59.2	104	823	5.8	17.0	97	1017	6.8	21.0	114	1019	6.1	21.1	102
ABC FM	2202	1278	2.8	58.0	102	518	3.6	23.5	134	359	2.4	16.3	88	401	2.4	18.2	88
ABC INFORMATION	5425	3170	6.9	58.4	103	808	5.7	14.9	85	1037	6.9	19.1	103	1325	7.9	24.4	118
ABC ROCK	1677	963	2.1	57.4	101	304	2.1	18.1	103	319	2.1	19.0	103	340	2.0	20.3	98
CBS	4430	2590	5.6	58.5	103	787	5.5	17.8	101	789	5.3	17.8	96	1014	6.0	22.9	110
MUTUAL	4992	2901	6.3	58.1	102	857	6.0	17.2	97	1039	6.9	20.8	113	1005	6.0	20.1	97
NBC	4679	2860	6.2	61.1	108	777	5.4	16.6	94	906	6.0	19.4	105	1177	7.0	25.2	121
RADIORADIO	1994	1306	2.8	65.5	115	475	3.3	23.8	135	385	2.6	19.3	104	446	2.7	22.4	108
RKO ONE	2298	1291	2.8	56.2	99	473	3.3	20.6	117	352	2.3	15.3	83	466	2.8	20.3	98
RKO TWO	3311	1906	4.1	57.6	101	589	4.1	17.8	101	676	4.5	20.4	110	641	3.8	19.4	93
THE SOURCE	2114	1296	2.8	61.3	108	408	2.9	19.3	110	387	2.6	18.3	99	501	3.0	23.7	114
NON-WIRED : BLAIR	8654	4957	10.8	57.3	101	1529	10.7	17.7	100	1524	10.2	17.6	95	1904	11.3	22.0	106
INTERNET	12025	7013	15.2	58.3	103	2411	16.9	20.0	114	2206	14.7	18.3	99	2396	14.3	19.9	96
KATZ RADIO GROUP	15359	9020	19.6	58.7	103	2648	18.6	17.2	98	3066	20.5	20.0	108	3305	19.7	21.5	104
SUPERNET	10628	6155	13.4	57.9	102	2043	14.3	19.2	109	1908	12.7	18.0	97	2203	13.1	20.7	100
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4903	10.6	56.6	100	1534	10.7	17.7	101	1527	10.2	17.6	95	1842	11.0	21.3	103
WKDAY 9:00 AM - 1:00 PM	12163	6827	14.8	56.1	99	2252	15.8	18.5	105	2138	14.3	17.6	95	2437	14.5	20.0	97
WKDAY 1:00 PM - 4:30 PM	16150	9122	19.8	56.5	99	3090	21.7	19.1	109	2874	19.2	17.8	96	3159	18.8	19.6	94
WKDAY 4:30 PM - 7:30 PM	22463	12870	28.0	57.3	101	4061	28.5	18.1	103	4071	27.2	18.1	98	4738	28.2	21.1	102
WKDAY 7:30 PM - 8:00 PM	31795	18151	39.4	57.1	100	5656	39.6	17.8	101	5762	38.5	18.1	98	6734	40.1	21.2	102
WKDAY 11:00 PM - 11:30 PM	23977	13975	30.4	58.3	103	4372	30.6	18.2	103	4446	29.7	18.5	100	5157	30.7	21.5	104
WKDAY 11:30 PM - 1:00 AM	7703	4551	9.9	59.1	104	1447	10.1	18.8	107	1445	9.6	18.8	101	1659	9.9	21.5	104
M-SAT 8-11 PM-SUN 7-11 PM	33800	19442	42.2	57.5	101	6153	43.1	18.2	103	6217	41.5	18.4	99	7073	42.1	20.9	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	3655	7.9	55.9	98	1298	9.1	19.9	113	1143	7.6	17.5	95	1214	7.2	18.6	90
ANOTHER WORLD	N 4620	2603	5.7	56.3	99	946	6.6	20.5	116	833	5.6	18.0	97	824	4.9	17.8	86
AS THE WORLD TURNS	C 5614	2997	6.5	53.4	94	937	6.6	16.7	95	933	6.2	16.6	90	1127	6.7	20.1	97
CAPITOL	C 3396	1889	4.1	55.6	98	612	4.3	18.0	102	628	4.2	18.5	100	648	3.9	19.1	92
CBS MORN. NEWS 1	C 1446	748	1.6	51.7	91	228	1.6	15.8	89	239	1.6	16.5	89	281	1.7	19.4	94
CBS MORN. NEWS 2	C 1207	616	1.3	51.0	90	196	1.4	16.2	92	187	1.2	15.5	84	233	1.4	19.3	93
DAYS OF OUR LIVES	N 5877	3448	7.5	58.7	103	1161	8.1	19.8	112	1099	7.3	18.7	101	1188	7.1	20.2	97
FACTS OF LIFE - DAYTIME	N 2290	1306	2.8	57.0	100	416	2.9	18.2	103	424	2.8	18.5	100	465	2.8	20.3	98
FAMILY FEUD	A 3023	1647	3.6	54.5	96	501	3.5	16.6	94	536	3.6	17.7	96	611	3.6	20.2	97
GENERAL HOSPITAL	A 6097	3406	7.4	55.9	98	1150	8.1	18.9	107	1163	7.8	19.1	103	1093	6.5	17.9	86
GOOD MORNING, AMERICA-730A	A 3515	1963	4.3	55.8	98	580	4.0	16.5	94	656	4.4	18.7	101	727	4.3	20.7	100
GOOD MORNING, AMERICA-830A	A 2818	1721	3.7	61.1	107	569	4.0	20.2	115	544	3.6	19.3	104	607	3.6	21.5	104
GUIDING LIGHT	C 5339	2943	6.4	55.1	97	951	6.7	17.8	101	925	6.2	17.3	94	1067	6.4	20.0	96
ONE LIFE TO LIVE	A 4478	2625	5.7	58.6	103	951	6.7	21.2	121	818	5.5	18.3	99	856	5.1	19.1	92
PRESS YOUR LUCK	C 2244	1294	2.8	57.7	101	440	3.1	19.6	111	375	2.5	16.7	90	479	2.9	21.3	103
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	TOTAL U.S. '000	ARM & HAMMER				DOW				EASY-OFF				MR. MUSCLE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAkers	80986	4755	100.0	5.9	100	4345	100.0	5.4	100	34885	100.0	43.1	100	7312	100.0	9.0	100
18 - 24	9282	*344	7.2	3.7	63	*425	9.8	4.6	85	3806	10.9	41.0	95	699	9.6	7.5	83
25 - 34	19072	1449	30.5	7.6	129	1116	25.7	5.9	109	8010	23.0	42.0	98	1990	27.2	10.4	116
35 - 44	14591	1069	22.5	7.3	125	861	19.8	5.9	110	6331	18.1	43.4	101	1734	23.7	11.9	132
45 - 54	11345	635	13.4	5.6	95	628	14.5	5.5	103	5220	15.0	46.0	107	1001	13.7	8.8	98
55 - 64	11635	629	13.2	5.4	92	666	15.3	5.7	107	5330	15.3	45.8	106	1025	14.0	8.8	98
65 OR OLDER	15061	630	13.2	4.2	71	649	14.9	4.3	80	6189	17.7	41.1	95	863	11.8	5.7	63
18 - 34	28354	1792	37.7	6.3	108	1541	35.5	5.4	101	11816	33.9	41.7	97	2689	36.8	9.5	105
18 - 49	48339	3200	67.3	6.6	113	2684	61.8	5.6	103	20749	59.5	42.9	100	4851	66.3	10.0	111
25 - 54	45008	3153	66.3	7.0	119	2605	60.0	5.8	108	19561	56.1	43.5	101	4725	64.6	10.5	116
35 - 49	19985	1407	29.6	7.0	120	1143	26.3	5.7	107	8933	25.6	44.7	104	2162	29.6	10.8	120
50 OR OLDER	32647	1555	32.7	4.8	81	1661	38.2	5.1	95	14136	40.5	43.3	101	2461	33.7	7.5	83
GRADUATED COLLEGE	11155	775	16.3	6.9	118	771	17.7	6.9	129	4683	13.4	42.0	97	846	11.6	7.6	84
ATTENDED COLLEGE	13682	1042	21.9	7.6	130	734	16.9	5.4	100	5665	16.2	41.4	96	1301	17.8	9.5	105
GRADUATED HIGH SCHOOL	33880	1942	40.8	5.7	98	1798	41.4	5.3	99	15295	43.8	45.1	105	3453	47.2	10.2	113
DID NOT GRADUATE HIGH SCHOOL	22270	997	21.0	4.5	76	1042	24.0	4.7	87	9241	26.5	41.5	96	1713	23.4	7.7	85
EMPLOYED	40306	2569	54.0	6.4	109	2232	51.4	5.5	103	17402	49.9	43.2	100	3945	54.0	9.8	108
EMPLOYED FULL-TIME	32850	2234	47.0	6.8	116	1846	42.5	5.6	105	14176	40.6	43.2	100	3404	46.6	10.4	115
EMPLOYED PART-TIME	7456	*335	7.0	4.5	77	*386	8.9	5.2	96	3227	9.3	43.3	100	541	7.4	7.3	80
NOT EMPLOYED	40680	2187	46.0	5.4	92	2113	48.6	5.2	97	17482	50.1	43.0	100	3367	46.0	8.3	92
PROFESSIONAL/MANAGER	10392	722	15.2	6.9	118	629	14.5	6.1	113	4275	12.3	41.1	96	952	13.0	9.2	101
TECH/CLERICAL/SALES	17574	1176	24.7	6.7	114	904	20.8	5.1	96	7577	21.7	43.1	100	1772	24.2	10.1	112
PRECISION/CRAFT	985	**68	1.4	6.9	118	**106	2.4	10.8	201	*339	1.0	34.4	80	**57	0.8	5.8	64
OTHER EMPLOYED	11354	603	12.7	5.3	90	593	13.6	5.2	97	5212	14.9	45.9	107	1164	15.9	10.3	114
SINGLE	9863	478	10.1	4.8	83	489	11.3	5.0	92	3997	11.5	40.5	94	668	9.1	6.8	75
MARRIED	51375	3077	64.7	6.0	102	2931	67.5	5.7	106	21932	62.9	42.7	99	4894	66.9	9.5	106
DIVORCED/SEPARATED/WIDOWED	19748	1200	25.2	6.1	103	925	21.3	4.7	87	8956	25.7	45.4	105	1750	23.9	8.9	98
PARENTS	32590	2296	48.3	7.0	120	1738	40.0	5.3	99	14249	40.8	43.7	102	3603	49.3	11.1	122
WHITE	70416	4067	85.5	5.8	98	3778	87.0	5.4	100	30353	87.0	43.1	100	6370	87.1	9.0	100
BLACK	8778	583	12.3	6.6	113	477	11.0	5.4	101	3876	11.1	44.2	103	770	10.5	8.8	97
OTHER	1791	**105	2.2	5.9	100	**90	2.1	5.0	94	*656	1.9	36.6	85	**172	2.4	9.6	106
NORTHEAST-CENSUS	17786	930	19.6	5.2	89	1072	24.7	6.0	112	7657	21.9	43.1	100	1482	20.3	8.3	92
NORTH CENTRAL	20741	1147	24.1	5.5	94	1448	33.3	7.0	130	8769	25.1	42.3	98	1938	26.5	9.3	103
SOUTH	27775	1419	29.8	5.1	87	1292	29.7	4.7	87	11743	33.7	42.3	98	2234	30.6	8.0	89
WEST	14683	1259	26.5	8.6	146	534	12.3	3.6	68	6716	19.3	45.7	106	1658	22.7	11.3	125
NORTHEAST-MKTG.	17961	824	17.3	4.6	78	969	22.3	5.4	101	7391	21.2	41.2	96	1437	19.7	8.0	89
EAST CENTRAL	11885	620	13.0	5.2	89	925	21.3	7.8	145	5124	14.7	43.1	100	1058	14.5	8.9	99
WEST CENTRAL	14090	895	18.8	6.4	108	854	19.7	6.1	113	5932	17.0	42.1	98	1475	20.2	10.5	116
SOUTH	24081	1329	27.9	5.5	94	1140	26.2	4.7	88	10488	30.1	43.6	101	1907	26.1	7.9	88
PACIFIC	12969	1088	22.9	8.4	143	*457	10.5	3.5	66	5951	17.1	45.9	107	1435	19.6	11.1	123
COUNTY SIZE A	32439	1872	39.4	5.8	98	1805	41.5	5.6	104	13573	38.9	41.8	97	2822	38.6	8.7	96
COUNTY SIZE B	24915	1620	34.1	6.5	111	1256	28.9	5.0	94	11049	31.7	44.3	103	2172	29.7	8.7	97
COUNTY SIZE C	12930	742	15.6	5.7	98	629	14.5	4.9	91	5601	16.1	43.3	101	1210	16.5	9.4	104
COUNTY SIZE D	10703	522	11.0	4.9	83	655	15.1	6.1	114	4661	13.4	43.5	101	1107	15.1	10.3	115
METRO CENTRAL CITY	24518	1412	29.7	5.8	98	1218	28.0	5.0	93	10209	29.3	41.6	97	2032	27.8	8.3	92
METRO SUBURBAN	35919	2167	45.6	6.0	103	2014	46.4	5.6	105	15947	45.7	44.4	103	3383	46.3	9.4	104
NON METRO	20549	1176	24.7	5.7	97	1112	25.6	5.4	101	8729	25.0	42.5	99	1897	25.9	9.2	102
TOP 5 ADI'S	18341	1066	22.4	5.8	99	1196	27.5	6.5	122	7958	22.8	43.4	101	1630	22.3	8.9	98
TOP 10 ADI'S	25378	1333	28.0	5.3	89	1441	33.2	5.7	106	10298	29.5	40.6	94	2186	29.9	8.6	95
TOP 20 ADI'S	36488	2065	43.4	5.7	96	2146	49.4	5.9	110	14979	42.9	41.1	95	3178	43.5	8.7	96
HSHLD INC. \$50,000 OR MORE	6612	*373	7.8	5.6	96	*457	10.5	6.9	129	2747	7.9	41.5	96	777	10.6	11.8	130
\$40,000 OR MORE	12659	806	17.0	6.4	108	802	18.5	6.3	118	5183	14.9	40.9	95	1450	19.8	11.5	127
\$30,000 OR MORE	24698	1630	34.3	6.6	112	1398	32.2	5.7	106	10361	29.7	42.0	97	2770	37.9	11.2	124
\$25,000 OR MORE	32077	2134	44.9	6.7	113	1903	43.8	5.9	111	13607	39.0	42.4	98	3454	47.2	10.8	119
\$20,000 - \$24,999	9144	579	12.2	6.3	108	*544	12.5	5.9	111	4120	11.8	45.1	105	978	13.4	10.7	118
\$15,000 - \$19,999	8728	*393	8.3	4.5	77	*427	9.8	4.9	91	3773	10.8	43.2	100	628	8.6	7.2	80
\$10,000 - \$14,999	12562	749	15.8	6.0	102	563	13.0	4.5	84	5771	16.5	45.9	107	998	13.6	7.9	88
UNDER \$10,000	18475	900	18.9	4.9	83	909	20.9	4.9	92	7613	21.8	41.2	96	1254	17.1	6.8	75
HOUSEHOLD OF 1 PERSON	11987	707	14.9	5.9	100	572	13.2	4.8	89	5372	15.4	44.8	104	784	10.7	6.5	72
2 PEOPLE	26577	1337	28.1	5.0	86	1435	33.0	5.4	101	10921	31.3	41.1	95	2380	32.5	9.0	99
3 OR 4 PEOPLE	30617	1856	39.0	6.1	103	1585	36.5	5.2	96	13525	38.8	44.2	103	2815	38.5	9.2	102
5 OR MORE PEOPLE	11804	856	18.0	7.3	124	*753	17.3	6.4	119	5066	14.5	42.9	100	1334	18.2	11.3	125
NO CHILD IN HSHLD	46165	2308	48.5	5.0	85	2467	56.8	5.3	100	19449	55.8	42.1	98	3560	48.7	7.7	85
CHILD(REN) UNDER 2 YRS	5325	**295	6.2	5.5	94	*330	7.6	6.2	116	2214	6.3	41.6	97	*529	7.2	9.9	110
2 - 5 YEARS	14221	1073	22.6	7.5	129	659	15.2	4.6	86	6086	17.4	42.8	99	1387	19.0	9.8	108
6 - 11 YEARS	15117	1201	25.3	7.9	135	944	21.7	6.2	116	6535	18.7	43.2	100	1683	23.0	11.1	123
12 - 17 YEARS	16611	1161	24.4	7.0	119	925	21.3	5.6	104	7410	21.2	44.6	104	2039	27.9	12.3	136
RESIDENCE OWNED	55884	3300	69.4	5.9	101	2963	68.2	5.3	99	23828	68.3	42.6	99	5208	71.2	9.3	103
VALUE: \$50,000 OR MORE	31744	1951	41.0	6.1	105	1776	40.9	5.6	104	13092	37.5	41.2	96	3319	45.4	10.5	116
VALUE: UNDER \$50,000	24140	1349	28.4	5.6	95	1188	27.3	4.9	92	10736	30.8	44.5	103	1888	25.8	7.8	87

		TOTAL U.S. '000	ARM & HAMMER				DOWN				EASY-OFF				MR. MUSCLE			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	4755	100.0	5.9	100	4345	100.0	5.4	100	34885	100.0	43.1	100	7312	100.0	9.0	100
MAGAZINES	QUINTILE 1	15799	1053	22.1	6.7	114	932	21.4	5.9	110	7319	21.0	46.3	108	1679	23.0	10.6	118
	QUINTILE 2	17259	1091	22.9	6.3	108	1037	23.9	6.0	112	7855	22.5	45.5	106	1679	23.0	9.7	108
	QUINTILE 3	13545	917	19.3	6.8	115	733	16.9	5.4	101	6025	17.3	44.5	103	1288	17.6	9.5	105
	QUINTILE 4	15133	830	17.5	5.5	93	820	18.9	5.4	101	6196	17.8	40.9	95	1285	17.6	8.5	94
	QUINTILE 5	19250	865	18.2	4.5	77	823	18.9	4.3	80	7491	21.5	38.9	90	1381	18.9	7.2	79
NEWSPAPERS	QUINTILE 1	12413	755	15.9	6.1	104	896	20.6	7.2	135	5655	16.2	45.6	106	1036	14.2	8.3	92
	QUINTILE 2	24116	1311	27.6	5.4	93	1436	33.0	6.0	111	10580	30.3	43.9	102	2368	32.4	9.8	109
	QUINTILE 3	11261	801	16.8	7.1	121	614	14.1	5.5	102	4829	13.8	42.9	100	1138	15.6	10.1	111
	QUINTILE 4	20255	1067	22.4	5.3	90	800	18.4	3.9	74	8406	24.1	41.5	96	1827	25.0	9.0	100
	QUINTILE 5	12940	821	17.3	6.3	108	*599	13.8	4.6	86	5415	15.5	41.8	97	943	12.9	7.3	81
OUTDOOR	QUINTILE 1	14852	846	17.8	5.7	97	896	20.6	6.0	112	6146	17.6	41.4	96	1370	18.7	9.2	102
	QUINTILE 2	15725	1020	21.5	6.5	110	775	17.8	4.9	92	6919	19.8	44.0	102	1346	18.4	8.6	95
	QUINTILE 3	16330	902	19.0	5.5	94	875	20.1	5.4	100	7150	20.5	43.8	102	1572	21.5	9.6	107
	QUINTILE 4	16744	947	19.9	5.7	96	800	18.4	4.8	89	7376	21.1	44.1	102	1460	20.0	8.7	97
	QUINTILE 5	17334	1041	21.9	6.0	102	1000	23.0	5.8	108	7294	20.9	42.1	98	1565	21.4	9.0	100
RADIO-DRIVE TIME	QUINTILE 1	15911	889	18.7	5.6	95	847	19.5	5.3	99	6743	19.3	42.4	98	1548	21.2	9.7	108
	QUINTILE 2	14837	718	15.1	4.8	82	733	16.9	4.9	92	6437	18.5	43.4	101	1384	18.9	9.3	103
	QUINTILE 3	15339	1021	21.5	6.7	113	808	18.6	5.3	98	6668	19.1	43.5	101	1327	18.1	8.7	96
	QUINTILE 4	16723	1128	23.7	6.7	115	1042	24.0	6.2	116	7040	20.2	42.1	98	1574	21.5	9.4	104
	QUINTILE 5	18176	999	21.0	5.5	94	916	21.1	5.0	94	7998	22.9	44.0	102	1479	20.2	8.1	90
RADIO-MID- DAY	TERCILE 1	21020	1295	27.2	6.2	105	1253	28.8	6.0	111	8986	25.8	42.7	99	1989	27.2	9.5	105
	TERCILE 2	21610	1261	26.5	5.8	99	1213	27.9	5.6	105	9353	26.8	43.3	100	2020	27.6	9.3	104
	TERCILE 3	38355	2199	46.2	5.7	98	1879	43.2	4.9	91	16545	47.4	43.1	100	3302	45.2	8.6	95
RADIO-TOTAL	QUINTILE 1	15988	898	18.9	5.6	96	812	18.7	5.1	95	6946	19.9	43.4	101	1501	20.5	9.4	104
	QUINTILE 2	15626	993	20.9	6.4	108	834	19.2	5.3	99	6635	19.0	42.5	99	1464	20.0	9.4	104
	QUINTILE 3	16723	1058	22.3	6.3	108	962	22.1	5.8	107	7182	20.6	42.9	100	1752	24.0	10.5	116
	QUINTILE 4	16342	914	19.2	5.6	95	955	22.0	5.8	109	7173	20.6	43.9	102	1339	18.3	8.2	91
	QUINTILE 5	16306	892	18.8	5.5	93	782	18.0	4.8	89	6949	19.9	42.6	99	1256	17.2	7.7	85
TV-PRIME TIME	QUINTILE 1	15953	768	16.2	4.8	82	897	20.6	5.6	105	6918	19.8	43.4	101	1599	21.9	10.0	111
	QUINTILE 2	16137	967	20.3	6.0	102	850	19.6	5.3	98	7103	20.4	44.0	102	1628	22.3	10.1	112
	QUINTILE 3	16420	961	20.2	5.9	100	1057	24.3	6.4	120	7017	20.1	42.7	99	1483	20.3	9.0	100
	QUINTILE 4	16687	769	16.2	4.6	78	880	20.3	5.3	98	7094	20.3	42.5	99	1217	16.6	7.3	81
	QUINTILE 5	15789	1291	27.2	8.2	139	662	15.2	4.2	78	6754	19.4	42.8	99	1385	18.9	8.8	97
TV-DAYTIME	TERCILE 1	27736	1359	28.6	4.9	83	1493	34.4	5.4	100	11838	33.9	42.7	99	2179	29.8	7.9	87
	TERCILE 2	26489	1750	36.8	6.6	113	1394	32.1	5.3	98	11443	32.8	43.2	100	2631	36.0	9.9	110
	TERCILE 3	26761	1646	34.6	6.2	105	1458	33.6	5.4	102	11603	33.3	43.4	101	2503	34.2	9.4	104
TV-TOTAL	QUINTILE 1	16345	813	17.1	5.0	85	945	21.7	5.8	108	7266	20.8	44.5	103	1370	18.7	8.4	93
	QUINTILE 2	16447	853	17.9	5.2	88	807	18.6	4.9	91	6904	19.8	42.0	97	1585	21.7	9.6	107
	QUINTILE 3	15980	910	19.1	5.7	97	911	21.0	5.7	106	7028	20.1	44.0	102	1455	19.9	9.1	101
	QUINTILE 4	15887	983	20.7	6.2	105	919	21.2	5.8	108	6692	19.2	42.1	98	1427	19.5	9.0	99
	QUINTILE 5	16326	1196	25.2	7.3	125	763	17.6	4.7	87	6996	20.1	42.9	99	1474	20.2	9.0	100
MAGAZINES-NEWSPAPERS: DUAL		20721	1142	24.0	5.5	94	1386	31.9	6.7	125	9226	26.4	44.5	103	2084	28.5	10.1	111
MAGAZINE IMPERATIVE		19186	1467	30.9	7.6	130	935	21.5	4.9	91	8896	25.5	46.4	108	2000	27.4	10.4	115
NEWSPAPER IMPERATIVE		21899	1277	26.9	5.8	99	1252	28.8	5.7	107	9425	27.0	43.0	100	1830	25.0	8.4	93
MAGAZINES-OUTDOOR: DUAL		15451	1092	23.0	7.1	120	961	22.1	6.2	116	7187	20.6	46.5	108	1568	21.4	10.1	112
MAGAZINE IMPERATIVE		25953	1584	33.3	6.1	104	1437	33.1	5.5	103	11589	33.2	44.7	104	2673	36.6	10.3	114
OUTDOOR IMPERATIVE		24400	1271	26.7	5.2	89	1148	26.4	4.7	88	9848	28.2	40.4	94	1942	26.6	8.0	88
MAGAZINES-RADIO: DUAL		18049	1216	25.6	6.7	115	912	21.0	5.1	94	7780	22.3	43.1	100	1912	26.1	10.6	117
MAGAZINE IMPERATIVE		23571	1512	31.8	6.4	109	1475	33.9	6.3	117	11358	32.6	48.2	112	2230	30.5	9.5	105
RADIO IMPERATIVE		23278	1257	26.4	5.4	92	1187	27.3	5.1	95	9644	27.6	41.4	96	2039	27.9	8.8	97
MAGAZINES-TELEVISION: DUAL		15459	894	18.8	5.8	98	887	20.4	5.7	107	7087	20.3	45.8	106	1585	21.7	10.3	114
MAGAZINE IMPERATIVE		25829	1915	40.3	7.4	126	1478	34.0	5.7	107	11672	33.5	45.2	105	2525	34.5	9.8	108
TELEVISION IMPERATIVE		26039	1227	25.8	4.7	80	1278	29.4	4.9	91	10675	30.6	41.0	95	2090	28.6	8.0	89
NEWSPAPERS-OUTDOOR: DUAL		16605	1140	24.0	6.9	117	1113	25.6	6.7	125	7346	21.1	44.2	103	1533	21.0	9.2	102
NEWSPAPER IMPERATIVE		26834	1529	32.2	5.7	97	1666	38.3	6.2	116	11877	34.0	44.3	103	2544	34.8	9.5	105
OUTDOOR IMPERATIVE		23346	1260	26.5	5.4	92	996	22.9	4.3	80	9787	28.1	41.9	97	2042	27.9	8.7	97
NEWSPAPERS-RADIO: DUAL		17133	926	19.5	5.4	92	954	22.0	5.6	104	7688	22.0	44.9	104	1657	22.7	9.7	107
NEWSPAPER IMPERATIVE		25892	1532	32.2	5.9	101	1751	40.3	6.8	126	11400	32.7	44.0	102	2436	33.3	9.4	104
RADIO IMPERATIVE		23167	1508	31.7	6.5	111	1029	23.7	4.4	83	9474	27.2	40.9	95	2199	30.1	9.5	105
NEWSPAPERS-TELEVISION: DUAL		17159	931	19.6	5.4	92	1115	25.7	6.5	121	7783	22.3	45.4	105	1501	20.5	8.7	97
NEWSPAPER IMPERATIVE		26214	1649	34.7	6.3	107	1609	37.0	6.1	114	11407	32.7	43.5	101	2519	34.5	9.6	106
TELEVISION IMPERATIVE		23412	1169	24.6	5.0	85	996	22.9	4.3	79	9840	28.2	42.0	98	2151	29.4	9.2	102
OUTDOOR-RADIO: DUAL		15303	821	17.3	5.4	91	891	20.5	5.8	109	6723	19.3	43.9	102	1560	21.3	10.2	113
OUTDOOR IMPERATIVE		24901	1540	32.4	6.2	105	1331	30.6										

	TOTAL U.S. '000	ARM & HAMMER				DOM				EASY-OFF				MR. MUSCLE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4755	100.0	5.9	100	4345	100.0	5.4	100	34885	100.0	43.1	100	7312	100.0	9.0	100
ATLANTIC MONTHLY	415	**54	1.1	13.0	222	**26	0.6	6.3	117	*178	0.5	42.9	100	**21	0.3	5.1	56
BARRON'S	453	**15	0.3	3.3	56	**17	0.4	3.8	70	*210	0.6	46.4	108	**77	1.1	17.0	188
BETTER HOMES & GARDENS	16256	970	20.4	6.0	102	1027	23.6	6.3	118	6889	19.7	42.4	98	1776	24.3	10.9	121
BON APPETIT	2535	*145	3.0	5.7	97	*181	4.2	7.1	133	1002	2.9	39.5	92	249	3.4	9.8	109
BUSINESS WEEK	1278	**91	1.9	7.1	121	**59	1.4	4.6	86	592	1.7	46.3	108	**115	1.6	9.0	100
CAR AND DRIVER	378	**28	0.6	7.4	126	**12	0.3	3.2	59	*181	0.5	47.9	111	**8	0.1	2.1	23
CBS MAGAZINE NETWORK (GROSS)	1498	**79	1.7	5.3	90	**82	1.9	5.5	102	659	1.9	44.0	102	**129	1.8	8.6	95
CHANGING TIMES	1505	**83	1.7	5.5	94	**99	2.3	6.6	123	609	1.7	40.5	94	*187	2.6	12.4	138
COLONIAL HOMES	1231	**63	1.3	5.1	87	**79	1.8	6.4	120	556	1.6	45.2	105	*131	1.8	10.6	118
CONDE NAST MAG. PKG. (GROSS)	14146	728	15.3	5.1	88	862	19.8	6.1	114	6064	17.4	42.9	100	1382	18.9	9.8	108
CONSUMERS DIGEST	1323	**78	1.6	5.9	100	**132	3.0	10.0	186	572	1.6	43.2	100	**91	1.2	6.9	76
COSMOPOLITAN	7102	417	8.8	5.9	100	429	9.9	6.0	113	3317	9.5	46.7	108	743	10.2	10.5	116
COUNTRY LIVING	2481	*138	2.9	5.6	95	*189	4.3	7.6	142	1008	2.9	40.6	94	*284	3.9	11.4	127
CUISINE	1472	*111	2.3	7.5	128	**94	2.2	6.4	119	672	1.9	45.7	106	*180	2.5	12.2	135
CYCLE WORLD	425	**18	0.4	4.2	72	**64	1.5	5.1	281	*243	0.7	57.2	133	**40	0.5	9.4	104
DCI:CREATIVE IDEAS FOR LIV	2510	**156	3.3	6.2	106	*138	3.2	5.5	102	1194	3.4	47.6	110	226	3.1	9.0	100
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	371	7.8	5.5	94	294	6.8	4.4	82	3073	8.8	45.9	107	516	7.1	7.7	85
DISCOVER	894	**69	1.5	7.7	131	**82	1.9	9.2	171	416	1.2	46.5	108	*178	1.1	8.7	97
EBONY	3507	*152	3.2	4.3	74	220	5.1	6.3	117	1672	4.8	47.7	111	358	4.9	10.2	113
ESQUIRE	1083	**113	2.4	10.4	178	**58	1.3	5.4	100	529	1.5	48.8	113	**139	1.9	12.8	142
ESSENCE	1830	*95	2.0	5.2	88	*125	2.9	6.8	127	932	2.7	50.9	118	*174	2.4	9.5	105
FAMILY CIRCLE	15930	1074	22.6	6.7	115	867	20.0	5.4	101	7137	20.5	44.8	104	1789	24.5	11.2	124
THE FAMILY HANDYMAN	1126	**65	1.4	5.8	98	**95	2.2	8.4	157	428	1.2	38.0	88	*162	2.2	14.4	159
FAMILY WEEKLY	11468	594	12.5	5.2	88	666	15.3	5.8	108	5073	14.5	44.2	103	1240	17.0	10.8	120
FIELD & STREAM	2234	*148	3.1	6.6	113	*220	5.1	9.8	184	1061	3.0	47.5	110	*216	3.0	9.7	107
FOOD & WINE	579	**18	0.4	3.1	53	**32	0.7	5.5	103	292	0.8	50.4	117	**49	0.7	8.5	94
FORBES	728	**17	0.4	2.3	40	*27	0.6	3.7	69	364	1.0	50.0	116	**93	1.3	12.8	141
FORTUNE	906	**85	1.8	9.4	160	**64	1.5	7.1	132	462	1.3	51.0	118	**82	1.1	9.1	100
GENTLEMEN'S QUARTERLY	791	**35	0.7	4.4	75	*16	0.4	2.0	38	366	1.0	46.3	107	**85	1.2	10.7	119
GLAMOUR	5265	315	6.6	6.0	102	302	7.0	5.7	107	2261	6.5	42.9	100	576	7.9	10.9	121
GOLF DIGEST	636	**33	0.7	5.2	88	**26	0.6	4.1	76	295	0.8	46.4	108	**69	0.9	10.8	120
GOLF DIGEST/TENNIS (GROSS)	1186	**68	1.4	5.7	98	**77	1.8	6.5	121	548	1.6	46.2	107	**113	1.5	9.5	106
GOLF MAGAZINE	441	**15	0.3	3.4	58	**5	0.1	1.1	21	*210	0.6	47.6	111	**41	0.6	9.3	103
GOLF MAGAZINE/SKI (GROSS)	922	**28	0.6	3.0	52	**21	0.5	2.3	42	415	1.2	45.0	104	**79	1.1	8.6	95
GOOD HOUSEKEEPING	16487	1079	22.7	6.5	111	1123	25.8	6.8	127	7500	21.5	45.5	106	1722	23.6	10.4	116
HARPER'S BAZAAR	2423	*149	3.1	6.1	105	*114	2.6	4.7	88	1088	3.1	44.9	104	*295	4.0	12.2	135
HEALTH	1994	*178	3.7	8.9	152	*76	1.7	3.8	71	923	2.6	46.3	107	*221	3.0	11.1	123
HEARST MAG CORP. BUY (GROSS)	44101	2875	60.5	6.5	111	2856	65.7	6.5	121	19983	57.3	45.3	105	4679	64.0	10.6	118
HEARST MAN POWER (GROSS)	1993	*219	4.6	11.0	187	*191	4.4	9.6	179	889	2.5	44.6	104	*214	2.9	10.7	119
HEARST WOMAN POWER (GROSS)	31274	1969	41.4	6.3	107	2008	46.2	6.4	120	14396	41.3	46.0	107	3374	46.1	10.8	119
HOUSE BEAUTIFUL	3623	*289	6.1	8.0	136	228	5.2	6.3	117	1637	4.7	45.2	105	310	4.2	8.6	95
INC.	283	**11	0.2	3.9	66	**2	0.0	0.7	13	*125	0.4	44.2	103	**51	0.7	18.0	200
JET	2928	*189	4.0	6.5	110	*197	4.5	6.7	125	1392	4.0	47.5	110	327	4.5	11.2	124
LADIES' HOME JOURNAL	11918	841	17.7	7.1	120	662	15.2	5.6	104	5429	15.6	45.6	106	1168	16.0	9.8	109
LHJ FAMILY GRP COMBO(GROSS)	16764	1183	24.9	7.1	120	888	20.4	5.3	99	7693	22.1	45.9	107	1768	24.2	10.5	117
LIFE	4254	331	7.0	7.8	133	*261	6.0	6.1	114	1893	5.4	44.5	103	318	4.3	7.5	83
L.A. TIMES HOME MAGAZINE	1145	**89	1.9	7.8	132	**59	1.4	5.2	96	435	1.2	38.0	88	**130	1.8	11.4	126
MADAMOISELLE	2884	**146	3.1	5.1	86	*190	4.4	6.6	123	1296	3.7	44.9	104	*221	3.0	7.7	85
MC CALL'S	13460	847	17.8	6.3	107	713	16.4	5.3	99	6023	17.3	44.7	104	1228	16.8	9.1	101
MC CALL'S/WRK MOTHER (GROSS)	14606	961	20.2	6.6	112	810	18.6	5.5	103	6568	18.8	45.0	104	1338	18.3	9.2	101
MECHANIX ILLUSTRATED	772	**58	1.2	7.5	128	**78	1.8	10.1	188	352	1.0	45.6	106	**150	2.1	19.4	215
METROPOLITAN HOME	967	**40	0.8	4.1	70	**30	0.7	3.1	58	452	1.3	46.7	109	**66	0.9	6.8	76
MONEY	1588	**97	2.0	6.1	104	*96	2.2	6.0	113	651	1.9	41.0	95	**148	2.0	9.3	103
MOTHER EARTH NEWS	1002	**80	1.7	8.0	136	**52	1.2	5.2	97	369	1.1	36.8	85	**65	0.9	6.5	72
MS.	825	**82	1.7	9.9	169	**31	0.7	3.8	70	374	1.1	45.3	105	**47	0.6	5.7	63
NATIONAL ENQUIRER	10336	495	10.4	4.8	82	523	12.0	5.1	94	5153	14.8	49.9	116	1036	14.2	10.0	111
NATIONAL GEOGRAPHIC	9597	645	13.6	6.7	114	596	13.7	6.2	116	3991	11.4	41.6	97	807	11.0	8.4	93
NATIONAL SUNDAY MAGAZINE PKG	49558	2955	62.1	6.0	102	2912	67.0	5.9	110	21492	61.6	43.4	101	4804	65.7	9.7	107
NATURAL HISTORY	573	**73	1.5	12.7	217	**90	2.1	15.7	293	274	0.8	47.8	111	*225	0.3	4.4	48
NEW WOMAN	1699	**179	3.8	10.5	179	*112	2.6	6.6	123	702	2.0	41.3	96	*182	2.5	10.7	119
NEW YORK INCLUDING CUE	443	**28	0.6	6.3	108	**45	1.0	10.2	189	246	0.7	55.5	129	**20	0.3	4.5	50
THE NEW YORKER	1270	**77	1.6	6.1	103	**76	1.7	6.0	112	590	1.7	46.5	108	**98	1.3	7.7	85
NEWSWEEK	6277	417	8.8	6.6	113	332	7.6	5.3	99	2712	7.8	43.2	100	678	9.3	10.8	120
THE N.Y. TIMES DAILY EDITION	1205	**100	2.1	8.3	141	**77	1.8	6.4	119	668	1.9	55.4	129	**61	0.8	5.1	56
THE N.Y. TIMES MAGAZINE	2081	**145	3.0	7.0	119	*166	3.8	8.0	149	968	2.8	46.5	108	*124	1.7	6.0	66
OMNI	788	**34	0.7	4.3	73	**38	0.9	4.8	90	361	1.0	45.8	106	**57	0.8	7.2	80
ON CABLE	1158	**106	2.2	9.2	156	**96	2.2	8.3	155	536	1.5	46.3	107	**163	2.2	14.1	156
1001 HOME IDEAS	2852	*164	3.4	5.8	98	*150	3.5	5.3	98	1342	3.8	47.1	109	378	5.2	13.3	147
ORGANIC GARDENING	1658	**110	2.3	6.6	113	**82	1.9	4.9	92	713	2.0	43.0	100	*131	1.8	7.9	88
OUTDOOR LIFE	896	**37	0.8	4.1	70	**58	1.3	6.5	121	355	1.0	39.6	92	**128	1.8	14.3	158
PARADE MAGAZINE	24275	1539	32.4	6.3	108	1413	32.5	5.8	108	10886	31.2	44.8	104	2360	32.3	9.7	108

	TOTAL U.S. '000	ARM & HAMMER				DOW				EASY-OFF				MR. MUSCLE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	4755	100.0	5.9	100	4345	100.0	5.4	100	34885	100.0	43.1	100	7312	100.0	9.0	100
PARENTS	3845	*264	5.6	6.9	117	*182	4.2	4.7	88	1757	5.0	45.7	106	410	5.6	10.7	118
PENTHOUSE	831	**24	0.5	2.9	49	**23	0.5	2.8	52	394	1.1	47.4	110	**98	1.3	11.8	131
PEOPLE	11645	760	16.0	6.5	111	639	14.7	5.5	102	5209	14.9	44.7	104	1234	16.9	10.6	117
PLAYBOY	2006	**54	1.1	2.7	46	**81	1.9	4.0	75	859	2.5	42.8	99	*211	2.9	10.5	116
POPULAR HOT RODDING	297	**17	0.4	5.7	97	**28	0.6	9.4	176	*172	0.5	57.9	134	**23	0.3	7.7	86
POPULAR MECHANICS	1018	**83	1.7	8.2	139	**58	1.3	5.7	106	408	1.2	40.1	93	**122	1.7	12.0	133
POPULAR SCIENCE	878	**48	1.0	5.5	93	**41	0.9	4.7	87	437	1.3	49.8	116	**33	0.5	3.8	42
PREVENTION	3913	*249	5.2	6.4	108	*248	5.7	6.3	118	1783	5.1	45.6	106	367	5.0	9.4	104
PSYCHOLOGY TODAY	1710	*157	3.3	9.2	156	**96	2.2	5.6	105	891	2.6	52.1	121	*180	2.5	10.5	117
READER'S DIGEST	22204	1497	31.5	6.7	115	1269	29.2	5.7	107	10294	29.5	46.4	108	2066	28.3	9.3	103
REDBOOK	7684	473	9.9	6.2	105	457	10.5	5.9	111	3580	10.3	46.6	108	910	12.4	11.8	131
ROAD & TRACK	410	**24	0.5	5.9	100	**8	0.2	2.0	36	*150	0.4	36.6	85	**66	0.9	16.1	178
ROLLING STONE	969	**63	1.3	6.5	111	**49	1.1	5.1	94	511	1.5	52.7	122	**137	1.9	14.1	157
RUNNER'S WORLD	298	**3	0.1	1.0	17	**15	0.3	5.0	94	*108	0.3	36.2	84	**16	0.2	5.4	59
SATURDAY EVENING POST	1169	**76	1.6	6.5	111	**107	2.5	9.2	171	526	1.5	45.0	104	*141	1.9	12.1	134
SCIENCE 84	587	**75	1.6	12.8	218	**31	0.7	5.3	98	257	0.7	43.8	102	**25	0.3	4.3	47
SCIENCE DIGEST	482	**101	2.1	21.0	357	**57	1.3	11.8	220	249	0.7	51.7	120	**29	0.4	6.0	67
SCIENTIFIC AMERICAN	594	**67	1.4	11.3	192	**92	2.1	15.5	289	296	0.8	49.8	116	**38	0.5	6.4	71
SELF	2089	**58	1.2	2.8	47	*181	4.2	8.7	161	885	2.5	42.4	98	*241	3.3	11.5	128
SEVENTEEN	2411	**114	2.4	4.7	81	*191	4.4	7.9	148	1108	3.2	46.0	107	*308	4.2	12.8	141
SKI	480	**12	0.3	2.5	43	**16	0.4	3.3	62	*205	0.6	42.7	99	**37	0.5	7.7	85
SMITHSONIAN	2760	*219	4.6	7.9	135	*92	2.1	3.3	62	1091	3.1	39.5	92	263	3.6	9.5	106
SOAP OPERA DIGEST	3013	*182	3.8	6.0	103	*149	3.4	4.9	92	1433	4.1	47.6	110	403	5.5	13.4	148
SOUTHERN LIVING	4184	*215	4.5	5.1	88	*155	3.6	3.7	69	1879	5.4	44.9	104	290	4.0	6.9	77
SPORT	559	**8	0.2	1.4	24	**14	0.3	2.5	47	*233	0.7	41.7	97	**38	0.5	6.8	75
THE SPORTING NEWS	436	**15	0.3	3.4	59	**13	0.3	3.0	56	*208	0.6	47.7	111	**30	0.4	6.9	76
SPORTS AFIELD	493	**35	0.7	7.1	121	**76	1.7	15.4	287	233	0.7	47.3	110	**64	0.9	13.0	144
SPORTS ILLUSTRATED	2758	*120	2.5	4.4	74	*126	2.9	4.6	85	1264	3.6	45.8	106	*288	3.9	10.4	116
STAR	7456	377	7.9	5.1	86	502	11.6	6.7	125	3837	11.0	51.5	119	640	8.8	8.6	95
SUNDAY	24936	1561	32.8	6.3	107	1588	36.5	6.4	119	10635	30.5	42.6	99	2173	29.7	8.7	97
SUNSET	2124	*208	4.4	9.8	167	*119	2.7	5.6	104	939	2.7	44.2	103	*335	4.6	15.8	175
TV GUIDE	21661	1318	27.7	6.1	104	1095	25.2	5.1	94	9848	28.2	45.5	106	2314	31.6	10.7	118
TENNIS	550	**35	0.7	6.4	108	*51	1.2	9.3	173	*253	0.7	46.0	107	**44	0.6	8.0	89
TIME	8880	532	11.2	6.0	102	549	12.6	6.2	115	3776	10.8	42.5	99	860	11.8	9.7	107
TOWN & COUNTRY	917	**35	0.7	3.8	65	**45	1.0	4.9	91	329	0.9	35.9	83	**69	0.9	7.5	83
TRAVEL & LEISURE	972	**62	1.3	6.4	109	*77	1.8	7.9	148	446	1.3	45.9	107	**90	1.2	9.3	103
TRUE STORY	3356	*248	5.2	7.4	126	*188	4.3	5.6	104	1610	4.6	48.0	111	284	3.9	8.5	94
U.S. NEWS & WORLD REPORT	3410	*234	4.9	6.9	117	*147	3.4	4.3	80	1628	4.7	47.7	111	209	2.9	6.1	68
USA TODAY	1759	*109	2.3	6.2	106	*82	1.9	4.7	87	891	2.6	50.7	118	*73	1.0	4.2	46
US	1873	**79	1.7	4.2	72	**113	2.6	6.0	112	752	2.2	40.1	93	*168	2.3	9.0	99
VOGUE	3909	*209	4.4	5.3	91	*190	4.4	4.9	91	1623	4.7	41.5	96	344	4.7	8.8	97
WALL STREET JOURNAL	1886	**120	2.5	6.4	108	*109	2.5	5.8	108	798	2.3	42.3	98	*180	2.5	9.5	106
WEIGHT WATCHERS	2120	*210	4.4	9.9	169	*173	4.0	8.2	152	1070	3.1	50.5	117	239	3.3	11.3	125
WOMAN'S DAY	14172	922	19.4	6.5	111	769	17.7	5.4	101	6617	19.0	46.7	108	1411	19.3	10.0	110
WORKING MOTHER	1146	**114	2.4	9.9	169	*97	2.2	8.5	158	545	1.6	47.6	110	*111	1.5	9.7	107
WORKING WOMAN	1322	*77	1.6	5.8	99	*71	1.6	5.4	100	635	1.8	48.0	112	*187	2.6	14.1	157
WORLD TENNIS	*163	*18	0.4	11.0	188	*0	0.0	0.0	0	*93	0.3	57.1	132	*111	0.2	6.7	75
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*130	2.7	5.1	87	*98	2.3	3.9	72	1111	3.2	43.9	102	*196	2.7	7.7	86
BLAIR INSERTS	43657	2689	56.6	6.2	105	2611	60.1	6.0	111	18903	54.2	43.3	101	4210	57.6	9.6	107
DAILY NEWSPAPERS																	
READ ANY	51633	3025	63.6	5.9	100	2936	67.6	5.7	106	22451	64.4	43.5	101	4721	64.6	9.1	101
READ ONE	43463	2541	53.4	5.8	100	2379	54.8	5.5	102	18823	54.0	43.3	101	4073	55.7	9.4	104
READ TWO OR MORE	8170	484	10.2	5.9	101	556	12.8	6.8	127	3628	10.4	44.4	103	647	8.8	7.9	88
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3074	64.6	5.8	99	3169	72.9	6.0	112	23039	66.0	43.7	102	5131	70.2	9.7	108
READ ONE	46126	2638	55.5	5.7	97	2733	62.9	5.9	110	20079	57.6	43.5	101	4670	63.9	10.1	112
READ TWO OR MORE	6552	436	9.2	6.7	113	436	10.0	6.7	124	2961	8.5	45.2	105	461	6.3	7.0	78
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.73				30.82				26.79				27.69			
30 DAY REACH	71455	4225	88.9	5.9	101	3710	85.4	5.2	97	30689	88.0	42.9	100	6277	85.8	8.8	97
50 SHWG - 30 DAY AV FREQ	14.56	14.48				16.23				14.14				14.62			
30 DAY REACH	67742	4069	85.6	6.0	102	3525	81.1	5.2	97	29074	83.3	42.9	100	5963	81.6	8.8	97
25 SHWG - 30 DAY AV FREQ	7.94	8.08				8.85				7.63				7.68			
30 DAY REACH	62117	3601	75.7	5.8	99	3231	74.4	5.2	97	26967	77.3	43.4	101	5624	76.9	9.1	100
CABLE TV: HOME WIRED	32077	1939	40.8	6.0	103	1634	37.6	5.1	95	14368	41.2	44.8	104	3186	43.6	9.9	110
HOME NOT WIRED	48909	2816	59.2	5.8	98	2711	62.4	5.5	103	20517	58.8	41.9	97	4126	56.4	8.4	93
HAVE PAY CABLE	15935	1063	22.4	6.7	114	966	22.2	6.1	113	7363	21.1	46.2	107	1832	25.1	11.5	127

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	TOTAL U.S. '000	ARM & HAMMER				DOM				EASY-OFF				MR. MUSCLE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4755	100.0	5.9	100	4345	100.0	5.4	100	34885	100.0	43.1	100	7312	100.0	9.0	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1309	27.5	5.0	86	1311	30.2	5.0	94	11343	32.5	43.5	101	2188	29.9	8.4	93
NETWORK AFFILIATES - LATE	20261	1205	25.3	5.9	101	1266	29.1	6.2	116	8675	24.9	42.8	99	1995	27.3	9.8	109
INDEPENDENTS - LATE	2076	91	1.9	4.4	75	95	2.2	4.6	85	902	2.6	43.4	101	176	2.4	8.5	94
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	N 10453	499	10.5	4.8	81	583	13.4	5.6	104	4678	13.4	44.8	104	1202	16.4	11.5	127
ABC MONDAY NIGHT MOVIE	A 6412	368	7.7	5.7	98	374	8.6	5.8	109	2795	8.0	43.6	101	654	8.9	10.2	113
ABC SUNDAY NIGHT MOVIE	A 12407	606	12.7	4.9	83	612	14.1	4.9	92	5486	15.7	44.2	103	1117	15.3	9.0	100
ABC WORLD NEWS TONIGHT	A 6176	303	6.4	4.9	84	338	7.8	5.5	102	2758	7.9	44.7	104	502	6.9	8.1	90
AFTERMASH	C 5863	382	8.0	6.5	111	438	10.1	7.5	139	2558	7.3	43.6	101	526	7.2	9.0	99
ALICE	C 9594	473	9.9	4.9	84	577	13.3	6.0	112	4124	11.8	43.0	100	888	12.1	9.3	103
AMERICAN PARADE	C 6622	391	8.2	5.9	101	308	7.1	4.7	87	2681	7.7	40.5	94	487	6.7	7.4	81
BENSON	A 10886	582	12.2	5.3	91	594	13.7	5.5	102	4434	12.7	40.7	95	979	13.4	9.0	100
BLUE THUNDER	A 5036	246	5.2	4.9	83	309	7.1	6.1	114	2352	6.7	46.7	108	645	8.8	12.8	142
CAGNEY & LACEY	C 9965	515	10.8	5.2	88	580	13.3	5.8	108	4591	13.2	46.1	107	855	11.7	8.6	95
CBS EVENING NEWS-DEAN	C 3491	*157	3.3	4.5	77	*173	4.0	5.0	92	1558	4.5	44.6	104	258	3.5	7.4	82
CBS EVENING NEWS-RATHER	C 7123	369	7.8	5.2	88	336	7.7	4.7	88	3125	9.0	43.9	102	565	7.7	7.9	88
CBS SAT. NEWS-SCHIEFFER	C 3621	130	2.7	3.6	61	177	4.1	4.9	91	1625	4.7	44.9	104	255	3.5	7.0	78
CBS SATURDAY NIGHT MOVIE	C 5436	389	8.2	7.2	122	333	7.7	6.1	114	2409	6.9	44.3	103	491	6.7	9.0	100
CBS WEDNESDAY NIGHT MOVIE	C 6100	294	6.2	4.8	82	283	6.5	4.6	86	2530	7.3	41.5	96	575	7.9	9.4	104
CHEERS	N 8889	403	8.5	4.5	77	599	13.8	6.7	126	3915	11.2	44.0	102	944	12.9	10.6	118
DALLAS	C 22109	1202	25.3	5.4	93	1230	28.3	5.6	104	9448	27.1	42.7	99	1988	27.2	9.0	100
DIFF'RENT STROKES	N 6940	342	7.2	4.9	84	440	10.1	6.3	118	2955	8.5	42.6	99	747	10.2	10.8	119
DOUBLE TROUBLE	N 7223	457	9.6	6.3	108	323	7.4	4.5	83	3157	9.0	43.7	101	653	8.9	9.0	100
DUCK FACTORY	N 5595	*242	5.1	4.3	74	320	7.4	5.7	107	2384	6.8	42.6	99	528	7.2	9.4	105
DUKES OF HAZZARD	C 5768	294	6.2	5.1	87	326	7.5	5.7	105	2513	7.2	43.6	101	483	6.6	8.4	93
DYNASTY	A 20053	958	20.1	4.8	81	1397	32.2	7.0	130	8849	25.4	44.1	102	1810	24.8	9.0	100
FACTS OF LIFE	N 8087	458	9.6	5.7	96	391	9.0	4.8	90	3520	10.1	43.5	101	833	11.4	10.3	114
FALCON CREST	C 20046	1154	24.3	5.8	98	1112	25.6	5.5	103	8860	25.4	44.2	103	1785	24.5	8.9	99
FALL GUY	A 9084	423	8.9	4.7	79	505	11.6	5.6	104	4241	12.2	46.7	108	957	13.1	10.5	117
FAMILY TIES	N 7964	337	7.1	4.2	72	442	10.2	5.5	103	3461	9.9	43.5	101	796	10.9	10.0	111
FANTASY ISLAND	A 7687	455	9.6	5.9	101	432	9.9	5.6	105	3478	10.0	45.2	105	695	9.5	9.0	100
FOULUPS, BLEEPs & BLUNDERS	A 8861	449	9.4	5.1	86	498	11.5	5.6	105	3636	10.4	41.0	95	736	10.1	8.3	92
FOUR SEASONS	C 5095	*311	6.5	6.1	104	*324	7.5	6.4	119	2209	6.3	43.4	101	574	7.9	11.3	125
GIMME A BREAK	N 8838	312	6.6	3.5	60	511	11.8	5.8	108	3717	10.7	42.1	98	833	11.4	9.4	104
HART TO HART	A 8978	517	10.9	5.8	98	477	11.0	5.3	99	3979	11.4	44.3	103	868	11.9	9.7	107
HILL STREET BLUES	N 8590	416	8.7	4.8	82	553	12.7	6.4	120	3829	11.0	44.6	103	897	12.3	10.4	116
HOTEL	A 14085	698	14.7	5.0	84	799	18.4	5.7	106	6283	18.0	44.6	104	1325	18.1	9.4	104
JEFFERSONS	C 9360	494	10.4	5.3	90	549	12.6	5.9	109	3963	11.4	42.3	98	837	11.4	8.9	99
JENNIFER SLEPT HERE	N 5841	294	6.2	5.0	86	347	8.0	5.9	111	2543	7.3	43.5	101	623	8.5	10.7	118
KATE & ALLIE	C 9206	565	11.9	6.1	105	545	12.5	5.9	110	4069	11.7	44.2	103	889	12.2	9.7	107
KNIGHT RIDER	N 7076	331	7.0	4.7	80	362	8.3	5.1	95	3117	8.9	44.1	102	682	9.3	9.6	107
LOVE BOAT	A 12219	637	13.4	5.2	89	697	16.0	5.7	106	5565	16.0	45.5	106	1155	15.8	9.5	105
MAGNUM PI	C 11199	662	13.9	5.9	101	558	12.8	5.0	93	4869	14.0	43.5	101	1133	15.5	10.1	112
MAMA'S FAMILY	N 6057	245	5.2	4.0	69	372	8.6	6.1	114	2436	7.0	40.2	93	536	7.3	8.8	98
MASTER, THE	N 3598	*215	4.5	6.0	102	*141	3.2	3.9	73	1605	4.6	44.6	104	295	4.0	8.2	91
MATT HOUSTON	A 6344	311	6.5	4.9	83	281	6.5	4.4	83	2757	7.9	43.5	101	753	10.3	11.9	131
NBC MONDAY NIGHT MOVIE	N 11994	614	12.9	5.1	87	691	15.9	5.8	107	5128	14.7	42.8	99	1168	16.0	9.7	108
NBC NIGHTLY NEWS	N 5132	297	6.2	5.8	99	261	6.0	5.1	95	2262	6.5	44.1	102	590	7.2	10.3	114
NBC NIGHTLY NEWS-SAT	N 3375	*190	4.0	5.6	96	*198	4.6	5.9	109	1560	4.5	46.2	107	279	3.8	8.3	92
NBC NIGHTLY NEWS-SUN	N 3130	*168	3.5	5.4	91	*219	5.0	7.0	130	1325	3.8	42.3	98	*248	3.4	7.9	88
NBC SUNDAY NIGHT MOVIE	N 8284	427	9.0	5.2	88	596	13.7	7.2	134	3602	10.3	43.5	101	710	9.7	8.6	95
NEWHART	C 9240	593	12.5	6.4	109	496	11.4	5.4	100	4088	11.7	44.2	103	918	12.6	9.9	110
ONE DAY AT A TIME	C 7288	404	8.5	5.5	94	456	10.5	6.3	117	2866	8.2	39.3	91	586	8.0	8.0	89
PEOPLE ARE FUNNY	N 4855	*178	3.7	3.7	62	*239	5.5	4.9	92	2028	5.8	41.8	97	451	6.2	9.3	103
REAL PEOPLE	N 8869	383	8.1	4.3	74	497	11.4	5.6	104	3639	10.4	41.0	95	771	10.5	8.7	96
REMINGTON STEELE	N 7743	312	6.6	4.0	69	408	9.4	5.3	98	3348	9.6	43.2	100	691	9.5	8.9	99
RIPLY'S BELIEVE IT - NOT	A 5345	*215	4.5	4.0	69	370	8.5	6.9	129	2649	7.6	49.6	115	537	7.3	10.0	111
RIPTIDE	N 6988	401	8.4	5.7	98	391	9.0	5.6	104	2935	8.4	42.0	98	680	9.3	9.7	108
SCARECROW & MRS. KING	C 10002	532	11.2	5.3	91	559	12.9	5.6	104	4292	12.3	42.9	100	971	13.3	9.7	108
SIMON & SIMON	C 10638	582	12.2	5.5	93	545	12.5	5.1	95	4670	13.4	43.9	102	942	12.9	8.9	98
60 MINUTES	C 13293	706	14.8	5.3	90	647	14.9	4.9	91	5599	16.0	42.1	98	1146	15.7	8.6	95
ST. ELSEWHERE	N 7017	416	8.7	5.9	101	381	8.8	5.4	101	3036	8.7	43.3	100	708	9.7	10.1	112
THREE'S COMPANY	A 10917	479	10.1	4.4	75	614	14.1	5.6	105	4785	13.7	43.8	1				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RUG CLEANERS & SHAMPOOS

BASE = FEMALE HOMEMAERS (80986)

QUESTIONNAIRE PAGE H-21

		'000	%	UNWEIGHTED							
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?		YES									
		NO									
		33450	41.3	3783							
		47536	58.7	5652							
		ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED	
		'000	%	'000	%	'000	%	'000	%		
IF YES											
1B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?											
LIQUID		15867	19.6	12931	16.0	2301	2.8	636	.8	1731	
AEROSOL		13795	17.0	10997	13.6	1881	2.3	917	1.1	1554	
POWDER/GRAUNLES		4836	6.0	3131	3.9	1234	1.5	471	.6	546	
DO NOT KNOW		2774	3.4							344	
1C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?											
AIRWICK SHAMPOO		503	.6	141	.2	326	.4	36	*	57	
AMMAY		1801	2.2	905	1.1	743	.9	153	.2	202	
BISSEL		2251	2.8	829	1.0	1150	1.4	272	.3	232	
BLUE LUSTRE		6307	7.8	3543	4.4	2205	2.7	559	.7	709	
CARBONA		600	.7	134	.2	287	.4	179	.2	78	
GLAMORENE LIQUID		1661	2.1	647	.8	716	.9	298	.4	190	
GLAMORENE SPRAY'N VAC		3760	4.6	1757	2.2	1486	1.8	518	.6	436	
HR 2/3		1833	2.3	840	1.0	698	.9	295	.4	199	
JOHNSON'S GLORY		3662	4.5	1426	1.8	1579	1.9	656	.8	425	
OTHER JOHNSON'S		768	.9	275	.3	381	.5	112	.1	94	
K MART		1079	1.3	414	.5	317	.4	348	.4	127	
LESTOIL DEODORIZING RUG SHAMPOO		1284	1.6	465	.6	683	.8	136	.2	174	
PLUSH		1007	1.2	335	.4	469	.6	204	.3	103	
SEARS		893	1.1	515	.6	300	.4	78	.1	95	
WOOLITE		10440	12.9	5769	7.1	3374	4.2	1297	1.6	1203	
OTHER BRANDS		8252	10.2	5597	6.9	1823	2.3	832	1.0	893	
DO NOT KNOW		426	.5							56	
		'000	%	UNWEIGHTED							
1D. ABOUT HOW MANY BOTTLES, CANS OR BOXES OF RUG CLEANER AND SHAMPOO WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 6 MONTHS?											
SIX OR MORE		H	754	.9	82						
FIVE		H	354	.4	52						
FOUR		H	1061	1.3	124						
THREE		H	2265	2.8	263						
TWO		H	6472	8.0	686						
ONE		M	10281	12.7	1144						
LESS THAN ONE		L	8897	11.0	1051						
NONE		L	3367	4.2	381						

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	33450	100.0	41.3	100	10906	100.0	13.5	100	10281	100.0	12.7	100	12263	100.0	15.1	100
18 - 24	9282	2849	8.5	30.7	74	1075	9.9	11.6	86	941	9.2	10.1	80	833	6.8	9.0	59
25 - 34	19072	7779	23.3	40.8	99	2457	22.5	12.9	96	2284	22.2	12.0	94	3038	24.8	15.9	105
35 - 44	14591	6467	19.3	44.3	107	1862	17.1	12.8	95	2194	21.3	15.0	118	2411	19.7	16.5	109
45 - 54	11345	5271	15.8	46.5	112	1724	15.8	15.2	113	1679	16.3	14.8	117	1868	15.2	16.5	109
55 - 64	11635	5366	16.0	46.1	112	1737	15.9	14.9	111	1516	14.7	13.0	103	2113	17.2	18.2	120
65 OR OLDER	15061	5719	17.1	38.0	92	2051	18.8	13.6	101	1667	16.2	11.1	87	2001	16.3	13.3	88
18 - 34	28354	10627	31.8	37.5	91	3532	32.4	12.5	93	3225	31.4	11.4	90	3870	31.6	13.6	90
18 - 49	48339	19768	59.1	40.9	99	6352	58.2	13.1	98	6093	59.3	12.6	99	7323	59.7	15.1	100
25 - 54	45008	19516	58.3	43.4	105	6042	55.4	13.4	100	6157	59.9	13.7	108	7317	59.7	16.3	107
35 - 49	19985	9141	27.3	45.7	111	2820	25.9	14.1	105	2868	27.9	14.4	113	3452	28.1	17.3	114
50 OR OLDER	32647	13682	40.9	41.9	101	4554	41.8	13.9	104	4187	40.7	12.8	101	4941	40.3	15.1	100
GRADUATED COLLEGE	11155	4640	13.9	41.6	101	1334	12.2	12.0	89	1036	10.1	9.3	73	2269	18.5	20.3	134
ATTENDED COLLEGE	13682	5716	17.1	41.8	101	1673	15.3	12.2	91	1763	17.1	12.9	102	2280	18.6	16.7	110
GRADUATED HIGH SCHOOL	33880	14537	43.5	42.9	104	4612	42.3	13.6	101	4694	45.7	13.9	109	5231	42.7	15.4	102
DID NOT GRADUATE HIGH SCHOOL	22270	8557	25.6	38.4	93	3286	30.1	14.8	110	2788	27.1	12.5	99	2483	20.2	11.1	74
EMPLOYED	40306	16932	50.6	42.0	102	5071	46.5	12.6	93	5196	50.5	12.9	102	6666	54.4	16.5	109
EMPLOYED FULL-TIME	32850	13869	41.5	42.2	102	4248	39.0	12.9	96	4110	40.0	12.5	99	5510	44.9	16.8	111
EMPLOYED PART-TIME	7456	3063	9.2	41.1	99	822	7.5	11.0	82	1086	10.6	14.6	115	1156	9.4	15.5	102
NOT EMPLOYED	40680	16518	49.4	40.6	98	5835	53.5	14.3	107	5085	49.5	12.5	98	5598	45.6	13.8	91
PROFESSIONAL/MANAGER	10392	4432	13.2	42.6	103	1040	9.5	10.0	74	1201	11.7	11.6	91	2191	17.9	21.1	139
TECH/CLERICAL/SALES	17574	7368	22.0	41.9	102	2263	20.8	12.9	96	2264	22.0	12.9	101	2841	23.2	16.2	107
PRECISION/CRAFT	985	*408	1.2	41.4	100	**122	1.1	12.4	92	**173	1.7	17.6	138	**113	0.9	11.5	76
OTHER EMPLOYED	11354	4724	14.1	41.6	101	1646	15.1	14.5	108	1558	15.2	13.7	108	1520	12.4	13.4	88
SINGLE	9863	3069	9.2	31.1	75	1135	10.4	11.5	85	830	8.1	8.4	66	1104	9.0	11.2	74
MARRIED	51375	23021	68.8	44.8	108	7189	65.9	14.0	104	7186	69.9	14.0	110	8646	70.5	16.8	111
DIVORCED/SEPARATED/WIDOWED	19748	7359	22.0	37.3	90	2581	23.7	13.1	97	2265	22.0	11.5	90	2513	20.5	12.7	84
PARENTS	32590	14138	42.3	43.4	105	4491	41.2	13.8	102	4662	45.3	14.3	113	4985	40.7	15.3	101
WHITE	70416	29489	88.2	41.9	101	8951	82.1	12.7	94	9186	89.3	13.0	103	11352	92.6	16.1	106
BLACK	8778	3296	9.9	37.5	91	1701	15.6	19.4	144	903	8.8	10.3	81	693	5.7	7.9	52
OTHER	1791	*664	2.0	37.1	90	**254	2.3	14.2	105	**192	1.9	10.7	84	**218	1.8	12.2	80
NORTHEAST-CENSUS	17786	7367	22.0	41.4	100	2484	22.8	14.0	104	2258	22.0	12.7	100	2625	21.4	14.8	97
NORTH CENTRAL	20741	8619	25.8	41.6	101	2482	22.8	12.0	89	2676	26.0	12.9	102	3461	28.2	16.7	110
SOUTH	27775	11592	34.7	41.7	101	4080	37.4	14.7	109	3775	36.7	13.6	107	3737	30.5	13.5	89
WEST	14683	5872	17.6	40.0	97	1859	17.0	12.7	94	1572	15.3	10.7	84	2441	19.9	16.6	110
NORTHEAST-MKTG.	17961	7242	21.7	40.3	98	2480	22.7	13.8	103	2496	24.3	13.9	109	2266	18.5	12.6	83
EAST CENTRAL	11885	5548	16.6	46.7	113	1712	15.7	14.4	107	1831	17.8	15.4	121	2006	16.4	16.9	111
WEST CENTRAL	14090	5777	17.3	41.0	99	1591	14.6	11.3	84	1627	15.8	11.5	91	2559	20.9	18.2	120
SOUTH	24081	9887	29.6	41.1	99	3534	32.4	14.7	109	3032	29.5	12.6	99	3321	27.1	13.8	91
PACIFIC	12969	4995	14.9	38.5	93	1589	14.6	12.3	91	1294	12.6	10.0	79	2111	17.2	16.3	107
COUNTY SIZE A	32439	12466	37.3	38.4	93	4130	37.9	12.7	95	3794	36.9	11.7	92	4542	37.0	14.0	92
COUNTY SIZE B	24915	10398	31.1	41.7	101	3335	30.6	13.4	99	3161	30.7	12.7	100	3902	31.8	15.7	103
COUNTY SIZE C	12930	5775	17.3	44.7	108	1844	16.9	14.3	106	1847	18.0	14.3	113	2083	17.0	16.1	106
COUNTY SIZE D	10703	4811	14.4	45.0	109	1596	14.6	14.9	111	1479	14.4	13.8	109	1736	14.2	16.2	107
METRO CENTRAL CITY	24518	8971	26.8	36.6	89	3169	29.1	12.9	96	2569	25.0	10.5	83	3234	26.4	13.2	87
METRO SUBURBAN	35919	15351	45.9	42.7	103	4759	43.6	13.2	98	4785	46.5	13.3	105	5807	47.4	16.2	107
NON METRO	20549	9128	27.3	44.4	108	2978	27.3	14.5	108	2927	28.5	14.2	112	3223	26.3	15.7	104
TOP 5 ADI'S	18341	6653	19.9	36.3	88	2153	19.7	11.7	87	2017	19.6	11.0	87	2483	20.2	13.5	89
TOP 10 ADI'S	25378	9554	28.6	37.6	91	3115	28.6	12.3	91	2898	28.2	11.4	90	3541	28.9	14.0	92
TOP 20 ADI'S	36488	13932	41.7	38.2	92	4534	41.6	12.4	92	4200	40.9	11.5	91	5198	42.4	14.2	94
HSGLD INC. \$50,000 OR MORE	6612	2892	8.6	43.7	106	725	6.6	11.0	81	1018	9.9	15.4	121	1150	9.4	17.4	115
\$40,000 OR MORE	12659	5629	16.8	44.5	108	1449	13.3	11.4	85	1744	17.0	13.8	109	2435	19.9	19.2	127
\$30,000 OR MORE	24698	10696	32.0	43.3	105	2855	26.2	11.6	86	3317	32.3	13.4	106	4524	36.9	18.3	121
\$25,000 OR MORE	32077	14031	41.9	43.7	106	3979	36.5	12.4	92	4318	42.0	13.5	106	5735	46.8	17.9	118
\$20,000 - \$24,999	9144	4008	12.0	43.8	106	1332	12.2	14.6	108	1188	11.6	13.0	102	1487	12.1	16.3	107
\$15,000 - \$19,999	8728	3935	11.8	45.1	109	1318	12.1	15.1	112	1304	12.7	14.9	118	1313	10.7	15.0	99
\$10,000 - \$14,999	12562	5192	15.5	41.3	100	1934	17.7	15.4	114	1484	14.4	11.8	93	1774	14.5	14.1	93
UNDER \$10,000	18475	6283	18.8	34.0	82	2343	21.5	12.7	94	1987	19.3	10.8	85	1953	15.9	10.6	70
HOUSEHOLD OF 1 PERSON	11987	3948	11.8	32.9	80	1122	10.3	9.4	70	1174	11.4	9.8	77	1652	13.5	13.8	91
2 PEOPLE	26577	10967	32.8	41.3	100	3571	32.7	13.4	100	3029	29.5	11.4	90	4367	35.6	16.4	109
3 OR 4 PEOPLE	30617	13640	40.8	44.6	108	4415	40.5	14.4	107	4388	42.7	14.3	113	4837	39.4	15.8	104
5 OR MORE PEOPLE	11804	4895	14.6	41.5	100	1797	16.5	15.2	113	1691	16.4	14.3	113	1407	11.5	11.9	79
NO CHILD IN HSHLD	46165	18505	55.3	40.1	97	6090	55.8	13.2	98	5322	51.8	11.5	91	7093	57.8	15.4	101
CHILD(REN) UNDER 2 YRS	5325	2126	6.4	39.9	97	599	5.5	11.2	84	*662	6.4	12.4	98	866	7.1	16.3	107
2 - 5 YEARS	14221	5729	17.1	40.3	98	1720	15.8	12.1	90	1969	19.2	13.8	109	2040	16.6	14.3	95
6 - 11 YEARS	15117	6392	19.1	42.3	102	2023	18.5	13.4	99	2039	19.8	13.5	106	2331	19.0	15.4	102
12 - 17 YEARS	16611	7322	21.9	44.1	107	2600	23.8	15.7	116	2358	22.9	14.2	112	2364	19.3	14.2	94
RESIDENCE OWNED	55884	25360	75.8	45.4	110	7673	70.4	13.7	102	7991	77.7	14.3	113	9695	79.1	17.3	115
VALUE: \$50,000 OR MORE	31744	14080	42.1	44.4	107	3945	36.2	12.4	92	4163	40.5	13.1	103	5972	48.7	18.8	124
VALUE: UNDER \$50,000	24140	11280	33.7	46.7	113	3728	34.2	15.4	115	3829	37.2	15.9	125	3723	30.4	15.4	102

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS		80986	33450	100.0	41.3	100	10906	100.0	13.5	100	10281	100.0	12.7	100	12263	100.0	15.1	100
MAGAZINES	QUINTILE 1	15799	7179	21.5	45.4	110	2348	21.5	14.9	110	2068	20.1	13.1	103	2763	22.5	17.5	115
	QUINTILE 2	17259	7632	22.8	44.2	107	2410	22.1	14.0	104	2396	23.3	13.9	109	2827	23.1	16.4	108
	QUINTILE 3	13545	5606	16.8	41.4	100	2078	19.1	15.3	114	1532	14.9	11.3	89	1997	16.3	14.7	97
	QUINTILE 4	15133	6035	18.0	39.9	97	1742	16.0	11.5	85	1981	19.3	13.1	103	2312	18.9	15.3	101
	QUINTILE 5	19250	6998	20.9	36.4	88	2329	21.4	12.1	90	2304	22.4	12.0	94	2365	19.3	12.3	81
NEWSPAPERS	QUINTILE 1	12413	5150	15.4	41.5	100	1671	15.3	13.5	100	1483	14.4	11.9	94	1996	16.3	16.1	106
	QUINTILE 2	24116	10795	32.3	44.8	108	3668	33.6	15.2	113	3127	30.4	13.0	102	4000	32.6	16.6	111
	QUINTILE 3	11261	4617	13.8	41.0	99	1408	12.9	12.5	93	1596	15.5	14.2	112	1613	13.2	14.3	95
	QUINTILE 4	20255	8161	24.4	40.3	98	2469	22.6	12.2	91	2585	25.1	12.8	101	3108	25.3	15.3	101
	QUINTILE 5	12940	4727	14.1	36.5	88	1690	15.5	13.1	97	1491	14.5	11.5	91	1546	12.6	11.9	79
OUTDOOR	QUINTILE 1	14852	6205	18.6	41.8	101	2101	19.3	14.1	105	1819	17.7	12.2	96	2285	18.6	15.4	102
	QUINTILE 2	15725	6423	19.2	40.8	99	1843	16.9	11.7	87	2151	20.9	13.7	108	2430	19.8	15.5	102
	QUINTILE 3	16330	6644	19.9	40.7	99	2465	22.6	15.1	112	1823	17.7	11.2	88	2356	19.2	14.4	95
	QUINTILE 4	16744	7190	21.5	42.9	104	2319	21.3	13.8	103	2281	22.2	13.6	107	2590	21.1	15.5	102
	QUINTILE 5	17334	6987	20.9	40.3	98	2178	20.0	12.6	93	2207	21.5	12.7	100	2602	21.2	15.0	99
RADIO-DRIVE TIME	QUINTILE 1	15911	6565	19.6	41.3	100	2297	21.1	14.4	107	1823	17.7	11.5	90	2445	19.9	15.4	101
	QUINTILE 2	14837	6420	19.2	43.3	105	2106	19.3	14.2	105	2046	19.9	13.8	109	2268	18.5	15.3	101
	QUINTILE 3	15339	6277	18.8	40.9	99	1862	17.1	12.1	90	1891	18.4	12.3	97	2524	20.6	16.5	109
	QUINTILE 4	16723	6976	20.9	41.7	101	2364	21.7	14.1	105	2379	23.1	14.2	112	2233	18.2	13.4	88
	QUINTILE 5	18176	7213	21.6	39.7	96	2277	20.9	12.5	93	2142	20.8	11.8	93	2794	22.8	15.4	102
RADIO-MID- DAY	TERCILE 1	21020	8908	26.6	42.4	103	2804	25.7	13.3	99	2763	26.9	13.1	104	3341	27.2	15.9	105
	TERCILE 2	21610	9534	28.5	44.1	107	3187	29.2	14.7	110	2868	27.9	13.3	105	3479	28.4	16.1	106
	TERCILE 3	38355	15008	44.9	39.1	95	4915	45.1	12.8	95	4649	45.2	12.1	95	5444	44.4	14.2	94
RADIO-TOTAL	QUINTILE 1	15988	6854	20.5	42.9	104	2309	21.2	14.4	107	2072	20.2	13.0	102	2473	20.2	15.5	102
	QUINTILE 2	15626	6351	19.0	40.6	98	2042	18.7	13.1	97	2050	19.9	13.1	103	2260	18.4	14.5	96
	QUINTILE 3	16723	7075	21.2	42.3	102	2260	20.7	13.5	100	2253	21.9	13.5	106	2562	20.9	15.3	101
	QUINTILE 4	16342	6909	20.7	42.3	102	2203	20.2	13.5	100	1948	18.9	11.9	94	2758	22.5	16.9	111
	QUINTILE 5	16306	6260	18.7	38.4	93	2092	19.2	12.8	95	1958	19.0	12.0	95	2210	18.0	13.6	90
TV-PRIME TIME	QUINTILE 1	15953	6762	20.2	42.4	103	2251	20.6	14.1	105	2187	21.3	13.7	108	2324	19.0	14.6	96
	QUINTILE 2	16137	7077	21.2	43.9	106	2542	23.3	15.8	117	2086	20.3	12.9	102	2448	20.0	15.2	100
	QUINTILE 3	16420	6965	20.8	42.4	103	2151	19.7	13.1	97	2113	20.6	12.9	101	2701	22.0	16.4	109
	QUINTILE 4	16687	6791	20.3	40.7	99	2220	20.4	13.3	99	2104	20.5	12.6	99	2468	20.1	14.8	98
	QUINTILE 5	15789	5856	17.5	37.1	90	1743	16.0	11.0	82	1790	17.4	11.3	89	2323	18.9	14.7	97
TV-DAYTIME	TERCILE 1	27736	11517	34.4	41.5	101	4268	39.1	15.4	114	3696	35.9	13.3	105	3553	29.0	12.8	85
	TERCILE 2	26489	10877	32.5	41.1	99	3236	29.7	12.2	91	3394	33.0	12.8	101	4247	34.6	16.0	106
	TERCILE 3	26761	11056	33.1	41.3	100	3402	31.2	12.7	94	3191	31.0	11.9	94	4463	36.4	16.7	110
TV-TOTAL	QUINTILE 1	16345	6807	20.3	41.6	101	2657	24.4	16.3	121	1977	19.2	12.1	95	2173	17.7	13.3	88
	QUINTILE 2	16447	7224	21.6	43.9	106	2457	22.5	14.9	111	2372	23.1	14.4	114	2395	19.5	14.6	96
	QUINTILE 3	15980	6657	19.9	41.7	101	2203	20.2	13.8	102	1946	18.9	12.2	96	2508	20.5	15.7	104
	QUINTILE 4	15887	6765	20.2	42.6	103	1906	17.5	12.0	89	2158	21.0	13.6	107	2701	22.0	17.0	112
	QUINTILE 5	16326	5997	17.9	36.7	89	1683	15.4	10.3	77	1829	17.8	11.2	88	2485	20.3	15.2	101
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	9280	27.7	44.8	108	2942	27.0	14.2	105	2774	27.0	13.4	105	3564	29.1	17.2	114
	NEWSPAPER IMPERATIVE	19186	8269	24.7	43.1	104	2786	25.5	14.5	108	2525	24.6	13.2	104	2958	24.1	15.4	102
	NEWSPAPER IMPERATIVE	21899	8987	26.9	41.0	99	3147	28.9	14.4	107	2627	25.6	12.0	94	3214	26.2	14.7	97
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	7036	21.0	45.5	110	2153	19.7	13.9	103	2162	21.0	14.0	110	2721	22.2	17.6	116
	MAGAZINE IMPERATIVE	25953	11247	33.6	43.3	105	3835	35.2	14.8	110	3307	32.2	12.7	100	4105	33.5	15.8	104
	OUTDOOR IMPERATIVE	24400	9192	27.5	37.7	91	3089	28.3	12.7	94	2814	27.4	11.5	91	3289	26.8	13.5	89
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	7906	23.6	43.8	106	2773	25.4	15.4	114	2310	22.5	12.8	101	2823	23.0	15.6	103
	MAGAZINE IMPERATIVE	23571	10414	31.1	44.2	107	3324	30.5	14.1	105	3009	29.3	12.8	101	4082	33.3	17.3	111
	RADIO IMPERATIVE	23278	9286	27.8	39.9	97	2844	26.1	12.2	91	3108	30.2	13.4	105	3334	27.2	14.3	95
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	7023	21.0	45.4	110	2446	22.4	15.8	117	2076	20.2	13.4	106	2501	20.4	16.2	107
	MAGAZINE IMPERATIVE	25829	11031	33.0	42.7	103	3382	31.0	13.1	97	3371	32.8	13.1	103	4277	34.9	16.6	109
	TELEVISION IMPERATIVE	26039	10415	31.1	40.0	97	3681	33.8	14.1	105	3360	32.7	12.9	102	3374	27.5	13.0	86
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	7128	21.3	42.9	104	2390	21.9	14.4	107	2154	21.0	13.0	102	2584	21.1	15.6	103
	NEWSPAPER IMPERATIVE	26834	11582	34.6	43.2	104	3819	35.0	14.2	106	3470	33.8	12.9	102	4293	35.0	16.0	106
	OUTDOOR IMPERATIVE	23346	9256	27.7	39.6	96	3030	27.8	13.0	96	2911	28.3	12.5	98	3315	27.0	14.2	94
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	7536	22.5	44.0	106	2400	22.0	14.0	104	2328	22.6	13.6	107	2808	22.9	16.4	108
	NEWSPAPER IMPERATIVE	25892	11213	33.5	43.3	105	3737	34.3	14.4	107	3267	31.8	12.6	99	4209	34.3	16.3	107
	RADIO IMPERATIVE	23167	9183	27.5	39.6	96	3015	27.6	13.0	97	2964	28.8	12.8	101	3204	26.1	13.8	91
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	7960	23.8	46.4	112	2800	25.7	16.3	121	2426	23.6	14.1	111	2734	22.3	15.9	105
	NEWSPAPER IMPERATIVE	26214	10885	32.5	41.5	101	3323	30.5	12.7	94	3177	30.9	12.1	95	4385	35.8	16.7	110
	TELEVISION IMPERATIVE	23412	9303	27.8	39.7	96	3281	30.1	14.0	104	2913	28.3	12.4	98	</			

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	33450	100.0	41.3	100	10906	100.0	13.5	100	10281	100.0	12.7	100	12263	100.0	15.1	100
ATLANTIC MONTHLY	415	*167	0.5	40.2	97	**61	0.6	14.7	109	**37	0.4	8.9	70	**69	0.6	16.6	110
BARRON'S	453	*185	0.6	40.8	99	**45	0.4	9.9	74	**63	0.6	13.9	110	**77	0.6	17.0	112
BETTER HOMES & GARDENS	16256	7249	21.7	44.6	108	2080	19.1	12.8	95	2157	21.0	13.3	105	3012	24.6	18.5	122
BON APPETIT	2535	1050	3.1	41.4	100	280	2.6	11.0	82	309	3.0	12.2	96	461	3.8	18.2	120
BUSINESS WEEK	1278	557	1.7	43.6	106	*147	1.3	11.5	85	*172	1.7	13.5	106	*238	1.9	18.6	123
CAR AND DRIVER	378	*163	0.5	43.1	104	**57	0.5	15.1	112	**56	0.5	14.8	117	**50	0.4	13.2	87
CBS MAGAZINE NETWORK (GROSS)	1498	821	2.5	54.8	133	*321	2.9	21.4	159	*259	2.5	17.3	136	*241	2.0	16.1	106
CHANGING TIMES	1505	556	1.7	36.9	89	*212	1.9	14.1	105	*148	1.4	9.8	77	*197	1.6	13.1	86
COLONIAL HOMES	1231	496	1.5	40.3	98	*131	1.2	10.6	79	*162	1.6	13.2	104	*203	1.7	16.5	109
CONDE NAST MAG. PKG. (GROSS)	14146	5876	17.6	41.5	101	1972	18.1	13.9	104	1899	18.5	13.4	106	2005	16.3	14.2	94
CONSUMERS DIGEST	1323	602	1.8	45.5	110	*199	1.8	15.0	112	*209	2.0	15.8	124	*194	1.6	14.7	97
COSMOPOLITAN	7102	2779	8.3	39.1	95	931	8.5	13.1	97	921	9.0	13.0	102	926	7.6	13.0	86
COUNTRY LIVING	2481	1188	3.6	47.9	116	384	3.5	15.5	115	353	3.4	14.2	112	451	3.7	18.2	120
CUISINE	1472	616	1.8	41.8	101	*182	1.7	12.4	92	*196	1.9	13.3	105	*238	1.9	16.2	107
CYCLE WORLD	425	*254	0.8	59.8	145	**84	0.8	19.8	147	**44	0.4	10.4	82	**126	1.0	29.6	196
DCI:CREATIVE IDEAS FOR LIV	2510	1069	3.2	42.6	103	341	3.1	13.6	101	317	3.1	12.6	99	410	3.3	16.3	108
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3144	9.4	47.0	114	881	8.1	13.2	98	1022	9.9	15.3	120	1241	10.1	18.5	122
DISCOVER	894	400	1.2	44.7	108	**88	0.8	9.8	73	**114	1.1	12.8	100	*197	1.6	22.0	146
EBONY	3507	1417	4.2	40.4	98	804	7.4	22.9	170	359	3.5	10.2	81	254	2.1	7.2	48
ESQUIRE	1083	406	1.2	37.5	91	*167	1.5	15.4	115	*129	1.3	11.9	94	**111	0.9	10.2	68
ESSENCE	1830	709	2.1	38.7	94	387	3.5	21.1	157	212	2.1	11.6	91	*109	0.9	6.0	39
FAMILY CIRCLE	15930	7055	21.1	44.3	107	2322	21.3	14.6	108	2211	21.5	13.9	109	2522	20.6	15.8	105
THE FAMILY HANDYMAN	1126	554	1.7	49.2	119	*279	2.6	24.8	184	**92	0.9	8.2	64	*183	1.5	16.3	107
FAMILY WEEKLY	11468	5211	15.6	45.4	110	1669	15.3	14.6	108	1474	14.3	12.9	101	2067	16.9	18.0	119
FIELD & STREAM	2234	1097	3.3	49.1	119	405	3.7	18.1	135	*340	3.3	15.2	120	352	2.9	15.8	104
FOOD & WINE	579	251	0.8	43.4	105	**91	0.8	15.7	117	**50	0.5	8.6	68	**109	0.9	18.8	124
FORBES	728	314	0.9	43.1	104	**65	0.6	8.9	66	**53	0.5	7.3	57	*196	1.6	26.9	178
FORTUNE	906	332	1.0	36.6	89	**109	1.0	12.0	89	**72	0.7	7.9	63	*152	1.2	16.8	111
GENTLEMEN'S QUARTERLY	791	*215	0.6	27.2	66	**70	0.6	8.8	66	**68	0.7	8.6	68	**77	0.6	9.7	64
GLAMOUR	5265	2312	6.9	43.9	106	773	7.1	14.7	109	754	7.3	14.3	113	785	6.4	14.9	98
GOLF DIGEST	636	255	0.8	40.1	97	**79	0.7	12.4	92	**88	0.9	13.8	109	**88	0.7	13.8	91
GOLF DIGEST/TENNIS (GROSS)	1186	520	1.6	43.8	106	*184	1.7	15.5	115	*150	1.5	12.6	100	*187	1.5	15.8	104
GOLF MAGAZINE	441	*185	0.6	42.0	102	**51	0.5	11.6	86	**82	0.8	18.6	146	**52	0.4	11.8	78
GOLF MAGAZINE/SKI (GROSS)	922	368	1.1	39.9	97	*169	1.5	18.3	136	**108	1.1	11.7	92	**90	0.7	9.8	64
GOOD HOUSEKEEPING	16487	7424	22.2	45.0	109	2271	20.8	13.8	102	2214	21.5	13.4	106	2940	24.0	17.8	118
HARPER'S BAZAAR	2423	990	3.0	40.9	99	299	2.7	12.3	92	368	3.6	15.2	120	323	2.6	13.3	88
HEALTH	1994	917	2.7	46.0	111	293	2.7	14.7	109	*251	2.4	12.6	99	373	3.0	18.7	124
HEARST MAG CORP. BUY (GROSS)	44101	19077	57.0	43.3	105	6020	55.2	13.7	101	5742	55.9	13.0	103	7315	59.7	16.6	110
HEARST MAN POWER (GROSS)	1993	919	2.7	46.1	112	329	3.0	16.5	123	*275	2.7	13.8	109	315	2.6	15.8	104
HEARST WOMAN POWER (GROSS)	31274	13587	40.6	43.4	105	4248	39.0	13.6	101	4074	39.6	13.0	103	5265	42.9	16.8	111
HOUSE BEAUTIFUL	3623	1474	4.4	40.7	99	468	4.3	12.9	96	439	4.3	12.1	95	567	4.6	15.7	103
INC.	283	*149	0.4	52.7	127	**58	0.5	20.5	152	**28	0.3	9.9	78	**63	0.5	22.3	147
JET	2928	1228	3.7	41.9	102	702	6.4	24.0	178	330	3.2	11.3	89	196	1.6	6.7	44
LADIES' HOME JOURNAL	11918	5149	15.4	43.2	105	1736	15.9	14.6	108	1452	14.1	12.2	96	1962	16.0	16.5	109
LHJ FAMILY GRP COMBO(GROSS)	16764	7455	22.3	44.5	108	2464	22.6	14.7	109	2108	20.5	12.6	99	2883	23.5	17.2	114
LIFE	4254	1711	5.1	40.2	97	555	5.1	13.0	97	570	5.5	13.4	106	586	4.8	13.8	91
L.A. TIMES HOME MAGAZINE	1145	485	1.4	42.4	103	**84	0.8	7.3	54	*153	1.5	13.4	105	*248	2.0	21.7	143
MADemoiselle	2884	1219	3.6	42.3	102	380	3.5	13.2	98	443	4.3	15.4	121	396	3.2	13.7	91
MC CALL'S	13460	6294	18.8	46.8	113	1985	18.2	14.7	110	2116	20.6	15.7	124	2194	17.9	16.3	108
MC CALL'S/WRK MOTHER (GROSS)	14606	6787	20.3	46.5	113	2171	19.9	14.9	110	2317	22.5	15.9	125	2299	18.7	15.7	104
MECHANIX ILLUSTRATED	772	349	1.0	45.2	109	**114	1.0	14.8	110	**152	1.5	19.7	155	**83	0.7	10.8	71
METROPOLITAN HOME	967	441	1.3	45.6	110	*125	1.1	12.9	96	**93	0.9	9.6	76	*222	1.8	23.0	152
MONEY	1588	667	2.0	42.0	102	*239	2.2	15.1	112	*135	1.3	8.5	67	293	2.4	18.5	122
MOTHER EARTH NEWS	1002	488	1.5	48.7	118	*211	1.9	21.1	156	**55	0.5	5.5	43	*222	1.8	22.2	146
MS.	825	305	0.9	37.0	90	**94	0.9	11.4	85	**67	0.7	8.1	64	**144	1.2	17.5	115
NATIONAL ENQUIRER	10336	4470	13.4	43.2	105	1868	17.1	18.1	134	1195	11.6	11.6	91	1406	11.5	13.6	90
NATIONAL GEOGRAPHIC	9597	3909	11.7	40.7	99	974	8.9	10.1	75	978	9.5	10.2	80	1958	16.0	20.4	135
NATIONAL SUNDAY MAGAZINE PKG	49558	21181	63.3	42.7	103	6897	63.2	13.9	103	6425	62.5	13.0	102	7860	64.1	15.9	105
NATURAL HISTORY	573	*174	0.5	30.4	74	**48	0.4	8.4	62	**16	0.2	2.8	22	**110	0.9	19.2	127
NEW WOMAN	1699	706	2.1	41.6	101	*205	1.9	12.1	90	*181	1.8	10.7	84	321	2.6	18.9	125
NEW YORK INCLUDING CUE	443	*123	0.4	27.8	67	**56	0.5	12.6	94	**22	0.2	5.0	39	**45	0.4	10.2	67
THE NEW YORKER	1270	471	1.4	37.1	90	*138	1.3	10.9	81	*121	1.2	9.5	75	*212	1.7	16.7	110
NEWSWEEK	6277	2736	8.2	43.6	106	749	6.9	11.9	89	976	9.5	15.5	122	1011	8.2	16.1	106
THE N.Y. TIMES DAILY EDITION	1205	408	1.2	33.9	82	**114	1.0	9.5	70	*104	1.0	8.6	68	*190	1.5	15.8	104
THE N.Y. TIMES MAGAZINE	2081	736	2.2	35.4	86	*184	1.7	8.8	66	*244	2.4	11.7	92	308	2.5	14.8	98
OMNI	788	319	1.0	40.5	98	**74	0.7	9.4	70	**102	1.0	12.9	102	**143	1.2	18.1	120
ON CABLE	1158	484	1.4	41.8	101	*142	1.3	12.3	91	*175	1.7	15.1	119	*168	1.4	14.5	96
1001 HOME IDEAS	2852	1390	4.2	48.7	118	436	4.0	15.3	114	406	3.9	14.2	112	548	4.5	19.2	127
ORGANIC GARDENING	1658	799	2.4	48.2	117	276	2.5	16.6	124	*159	1.5	9.6	76	364	3.0	22.0	145
OUTDOOR LIFE	896	408	1.2	45.5	110	*180	1.7	20.1	149	**75	0.7	8.4	66	*154	1.3	17.2	114
PARADE MAGAZINE	24275	10819	32.3	44.6	108	3696	33.9	15.2	113	3652	35.5	15.0	119	3471	28.3	14.3	94

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	33450	100.0	41.3	100	10906	100.0	13.5	100	10281	100.0	12.7	100	12263	100.0	15.1	100
PARENTS	3845	1638	4.9	42.6	103	463	4.2	12.0	89	549	5.3	14.3	112	627	5.1	16.3	108
PENTHOUSE	831	282	0.8	33.9	82	*129	1.2	15.5	115	**73	0.7	8.8	69	**80	0.7	9.6	64
PEOPLE	11645	4717	14.1	40.5	98	1656	15.2	14.2	106	1400	13.6	12.0	95	1662	13.6	14.3	94
PLAYBOY	2006	743	2.2	37.0	90	291	2.7	14.5	108	*168	1.6	8.4	66	284	2.3	14.2	93
POPULAR HOT RODDING	297	**96	0.3	32.3	78	**60	0.6	20.2	150	**17	0.2	5.7	45	**18	0.1	6.1	40
POPULAR MECHANICS	1018	482	1.4	47.3	115	*173	1.6	17.0	126	**171	1.7	16.8	132	**138	1.1	13.6	90
POPULAR SCIENCE	878	382	1.1	43.5	105	**147	1.3	16.7	124	**40	0.4	4.6	36	*195	1.6	22.2	147
PREVENTION	3913	1981	5.9	50.6	123	630	5.8	16.1	120	513	5.0	13.1	103	838	6.8	21.4	141
PSYCHOLOGY TODAY	1710	852	2.5	49.8	121	*180	1.7	10.5	78	*352	3.4	20.6	162	320	2.6	18.7	124
READER'S DIGEST	22204	9989	29.9	45.0	109	3240	29.7	14.6	108	2807	27.3	12.6	100	3941	32.1	17.7	117
REDBOOK	7684	3384	10.1	44.0	107	1047	9.6	13.6	101	939	9.1	12.2	96	1399	11.4	18.2	120
ROAD & TRACK	410	*233	0.7	56.8	138	**68	0.6	16.6	123	**100	1.0	24.4	192	**66	0.5	16.1	106
ROLLING STONE	969	463	1.4	47.8	116	*129	1.2	13.3	99	*182	1.8	18.8	148	*152	1.2	15.7	104
RUNNER'S WORLD	298	**130	0.4	43.6	106	**54	0.5	18.1	135	**45	0.4	15.1	119	**31	0.3	10.4	69
SATURDAY EVENING POST	1169	455	1.4	38.9	94	*152	1.4	13.0	97	*139	1.4	11.9	94	*165	1.3	14.1	93
SCIENCE 84	587	216	0.6	36.8	89	**37	0.3	6.3	47	**57	0.6	9.7	76	**122	1.0	20.8	137
SCIENCE DIGEST	482	*205	0.6	42.5	103	**52	0.5	10.8	80	**55	0.5	11.4	90	**99	0.8	20.5	136
SCIENTIFIC AMERICAN	594	*256	0.8	43.1	104	**70	0.6	11.8	88	**51	0.5	8.6	68	**136	1.1	22.9	151
SELF	2089	756	2.3	36.2	88	239	2.2	11.4	85	*257	2.5	12.3	97	*260	2.1	12.4	82
SEVENTEEN	2411	963	2.9	39.9	97	317	2.9	13.1	98	415	4.0	17.2	136	*231	1.9	9.6	63
SKI	480	*183	0.5	38.1	92	**118	1.1	24.6	183	**26	0.3	5.4	43	**39	0.3	8.1	54
SMITHSONIAN	2760	1297	3.9	47.0	114	324	3.0	11.7	87	362	3.5	13.1	103	611	5.0	22.1	146
SOAP OPERA DIGEST	3013	1313	3.9	43.6	106	612	5.6	20.3	151	380	3.7	12.6	99	321	2.6	10.7	70
SOUTHERN LIVING	4184	2076	6.2	49.6	120	540	5.0	12.9	96	705	6.9	16.8	133	831	6.8	19.9	131
SPORT	559	*217	0.6	38.8	94	*155	1.4	27.7	206	*116	0.2	2.9	23	**46	0.4	8.2	54
THE SPORTING NEWS	436	*218	0.7	50.0	121	**93	0.9	21.3	158	**87	0.8	20.0	157	**38	0.3	8.7	58
SPORTS AFIELD	493	232	0.7	47.1	114	**104	1.0	21.1	157	**50	0.5	10.1	80	**78	0.6	15.8	104
SPORTS ILLUSTRATED	2758	1154	3.4	41.8	101	387	3.5	14.0	104	376	3.7	13.6	107	392	3.2	14.2	94
STAR	7456	3313	9.9	44.4	108	1354	12.4	18.2	135	963	9.4	12.9	102	996	8.1	13.4	88
SUNDAY	24936	10277	30.7	41.2	100	3518	32.3	14.1	105	2855	27.8	11.4	90	3904	11.8	15.7	103
SUNSET	2124	920	2.8	43.3	105	*142	1.3	6.7	50	*202	2.0	9.5	75	577	4.7	27.2	179
TV GUIDE	21661	9502	28.4	43.9	106	3559	32.6	16.4	122	2692	26.2	12.4	98	3250	26.5	15.0	99
TENNIS	550	*265	0.8	48.2	117	**105	1.0	19.1	142	**61	0.6	11.1	87	**99	0.8	18.0	119
TIME	8880	4054	12.1	45.7	111	1260	11.6	14.2	105	1114	10.8	12.5	99	1679	13.7	18.9	125
TOWN & COUNTRY	917	374	1.1	40.8	99	**132	1.2	14.4	107	**68	0.7	7.4	58	*174	1.4	19.0	125
TRAVEL & LEISURE	972	410	1.2	42.2	102	*141	1.3	14.5	108	*112	1.1	11.5	91	*158	1.3	16.3	107
TRUE STORY	3356	1402	4.2	41.8	101	657	6.0	19.6	145	382	3.7	11.4	90	363	3.0	10.8	71
U.S. NEWS & WORLD REPORT	3410	1534	4.6	45.0	109	477	4.4	14.0	104	494	4.8	14.5	114	563	4.6	16.5	109
USA TODAY	1759	779	2.3	44.3	107	*279	2.6	15.9	118	221	2.1	12.6	99	279	2.3	15.9	105
US	1873	880	2.6	47.0	114	292	2.7	15.6	116	*299	2.9	16.0	126	289	2.4	15.4	102
VOGUE	3909	1589	4.8	40.6	98	580	5.3	14.8	110	445	4.3	11.4	90	564	4.6	14.4	95
WALL STREET JOURNAL	1886	839	2.5	44.5	108	*220	2.0	11.7	87	*228	2.2	12.1	95	391	3.2	20.7	137
WEIGHT WATCHERS	2120	999	3.0	47.1	114	336	3.1	15.8	118	283	2.8	13.3	105	381	3.1	18.0	119
WOMAN'S DAY	14172	6434	19.2	45.4	110	2211	20.3	15.6	116	1965	19.1	13.9	109	2257	18.4	15.9	105
WORKING MOTHER	1146	493	1.5	43.0	104	*186	1.7	16.2	121	*201	2.0	17.5	138	**106	0.9	9.2	61
WORKING WOMAN	1322	616	1.8	46.6	113	214	2.0	16.2	120	*120	1.2	9.1	72	*282	2.3	21.3	141
WORLD TENNIS	*163	**68	0.2	41.7	101	**20	0.2	12.3	91	**39	0.4	23.9	188	**9	0.1	5.5	36
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1045	3.1	41.3	100	371	3.4	14.7	109	294	2.9	11.6	91	380	3.1	15.0	99
BLAIR INSERTS	43657	18353	54.9	42.0	102	5924	54.3	13.6	101	5603	54.5	12.8	101	6826	55.7	15.6	103
DAILY NEWSPAPERS																	
READ ANY	51633	22053	65.9	42.7	103	7078	64.9	13.7	102	6679	65.0	12.9	102	8297	67.7	16.1	106
READ ONE	43463	18601	55.6	42.8	104	5948	54.5	13.7	102	5669	55.1	13.0	103	6984	57.0	16.1	106
READ TWO OR MORE	8170	3452	10.3	42.3	102	1130	10.4	13.8	103	1010	9.8	12.4	97	1313	10.7	16.1	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	22441	67.1	42.6	103	7263	66.6	13.8	102	6855	66.7	13.0	103	8323	67.9	15.8	104
READ ONE	46126	19550	58.4	42.4	103	6351	58.2	13.8	102	6013	58.5	13.0	103	7186	58.6	15.6	103
READ TWO OR MORE	6552	2891	8.6	44.1	107	912	8.4	13.9	103	842	8.2	12.9	101	1137	9.3	17.4	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.52				28.42				27.95				26.40			
30 DAY REACH	71455	29562	88.4	41.4	100	9654	88.5	13.5	100	8898	86.5	12.5	98	11010	89.8	15.4	102
50 SHWG - 30 DAY AV FREQ	14.56	14.48				14.83				14.70				14.00			
30 DAY REACH	67742	28162	84.2	41.6	101	9264	84.9	13.7	102	8476	82.4	12.5	99	10421	85.0	15.4	102
25 SHWG - 30 DAY AV FREQ	7.94	7.90				8.03				8.00				7.71			
30 DAY REACH	62117	25769	77.0	41.5	100	8563	78.5	13.8	102	7757	75.4	12.5	98	9449	77.1	15.2	100
CABLE TV: HOME WIRED	32077	14596	43.6	45.5	110	4945	45.3	15.4	114	4121	40.1	12.8	101	5531	45.1	17.2	114
HOME NOT WIRED	48909	18853	56.4	38.5	93	5960	54.6	12.2	90	6160	59.9	12.6	99	6733	54.9	13.8	91
HAVE PAY CABLE	15935	7296	21.8	45.8	111	2589	23.7	16.2	121	2095	20.4	13.1	104	2613	21.3	16.4	108

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS	80986	33450	100.0	41.3	100	10906	100.0	13.5	100	10281	100.0	12.7	100	12263	100.0	15.1	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	18505	55.3	42.1	102	5979	54.8	13.6	101	5564	54.1	12.7	100	6962	56.8	15.9	105	
10:00 AM - 3:00 PM	30659	13275	39.7	43.3	105	4285	39.3	14.0	104	4014	39.0	13.1	103	4977	40.6	16.2	107	
3:00 PM - 7:00 PM	31045	12975	38.8	41.8	101	4116	37.7	13.3	98	4023	39.1	13.0	102	4836	39.4	15.6	103	
7:00 PM - MIDNIGHT	15767	6518	19.5	41.3	100	2057	18.9	13.0	97	2134	20.8	13.5	107	2328	19.0	14.8	98	
MIDNIGHT - 6:00 AM	9120	4051	12.1	44.4	108	1399	12.8	15.3	114	1192	11.6	13.1	103	1460	11.9	16.0	106	
6:00 AM - MIDNIGHT	58527	24693	73.8	42.2	102	7846	71.9	13.4	100	7602	73.9	13.0	102	9244	75.4	15.8	104	
ENTIRE DAY	59311	25049	74.9	42.2	102	7986	73.2	13.5	100	7714	75.0	13.0	102	9349	76.2	15.8	104	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	7119	21.3	44.0	107	2066	18.9	12.8	95	2211	21.5	13.7	108	2843	23.2	17.6	116	
ALL NEWS	2256	963	2.9	42.7	103	273	2.5	12.1	90	313	3.0	13.9	109	377	3.1	16.7	110	
AOR/PROGRESSIVE	3874	1540	4.6	39.8	96	471	4.3	12.2	90	541	5.3	14.0	110	528	4.3	13.6	90	
BEAUTIFUL MUSIC	5660	2493	7.5	44.0	107	743	6.8	13.1	97	744	7.2	13.1	104	1007	8.2	17.8	117	
BLACK	2204	942	2.8	43.0	104	429	3.9	19.5	145	326	3.2	14.8	117	*193	1.6	8.8	58	
CLASSICAL	1418	545	1.6	38.4	93	*171	1.6	12.1	90	*171	1.7	12.1	95	*203	1.7	14.3	95	
CHR/ROCK	9538	3932	11.8	41.2	100	1255	11.5	13.2	98	1140	11.1	12.0	94	1537	12.5	16.1	106	
COUNTRY	12648	5570	16.7	44.0	107	1823	16.7	14.4	107	1651	16.1	13.1	103	2096	17.1	16.6	109	
GOLDEN OLDIES	1191	534	1.6	44.8	109	*195	1.8	16.4	122	*266	2.6	22.3	176	**74	0.6	6.2	41	
MOR/NOSTALGIA	4757	2072	6.2	43.6	105	601	5.5	12.6	94	578	5.6	12.2	96	892	7.3	18.8	124	
NEWS/TALK	3863	1510	4.5	39.1	95	472	4.3	12.2	91	418	4.1	10.8	85	619	5.0	16.0	106	
RELIGIOUS	3084	1219	3.6	39.5	96	309	2.8	10.0	74	320	3.1	10.4	82	590	4.8	19.1	126	
SOFT ROCK	521	*199	0.6	38.2	92	**31	0.3	6.0	44	**60	0.6	11.5	91	**108	0.9	20.7	137	
URBAN CONTEMPORARY	1585	590	1.8	37.2	90	373	3.4	23.5	175	**128	1.2	8.1	64	**90	0.7	5.7	37	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	1385	4.1	42.5	103	577	5.3	17.7	131	359	3.5	11.0	87	449	3.7	13.8	91	
ABC DIRECTION	2316	1024	3.1	44.2	107	344	3.2	14.9	110	348	3.4	15.0	118	332	2.7	14.3	95	
ABC ENTERTAINMENT	4834	1975	5.9	40.9	99	487	4.5	10.1	75	638	6.2	13.2	104	850	6.9	17.6	116	
ABC FM	2202	1029	3.1	46.7	113	353	3.2	16.0	119	361	3.5	16.4	129	315	2.6	14.3	94	
ABC INFORMATION	5425	2361	7.1	43.5	105	674	6.2	12.4	92	672	6.5	12.4	98	1015	8.3	18.7	124	
ABC ROCK	1677	661	2.0	39.4	95	*184	1.7	11.0	81	*234	2.3	14.0	110	*243	2.0	14.5	96	
CBS	4430	1979	5.9	44.7	108	593	5.4	13.4	99	618	6.0	14.0	110	768	6.3	17.3	114	
MUTUAL	4992	2369	7.1	47.5	115	728	6.7	14.6	108	697	6.8	14.0	110	944	7.7	18.9	125	
NBC	4679	2089	6.2	44.6	108	633	5.8	13.5	100	648	6.3	13.8	109	808	6.6	17.3	114	
RADIORADIO	1994	783	2.3	39.3	95	*196	1.8	9.8	73	*319	3.1	16.0	126	267	2.2	13.4	88	
RKO ONE	2298	909	2.7	39.6	96	304	2.8	13.2	98	265	2.6	11.5	91	340	2.8	14.8	98	
RKO TWO	3311	1412	4.2	42.6	103	425	3.9	12.8	95	409	4.0	12.4	97	579	4.7	17.5	115	
THE SOURCE	2114	847	2.5	40.1	97	*282	2.6	13.3	99	*260	2.5	12.3	97	305	2.5	14.4	95	
NON-WIRED : BLAIR	8654	3648	10.9	42.2	102	1132	10.4	13.1	97	1097	10.7	12.7	100	1420	11.6	16.4	108	
INTERNET	12025	5327	15.9	44.3	107	1792	16.4	14.9	111	1403	13.6	11.7	92	2131	17.4	17.7	117	
KATZ RADIO GROUP	15359	6284	18.8	40.9	99	1789	16.4	11.6	86	2063	20.1	13.4	106	2432	19.8	15.8	105	
SUPERNET	10628	4657	13.9	43.8	106	1489	13.7	14.0	104	1514	14.7	14.2	112	1654	13.5	15.6	103	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	3622	10.8	41.8	101	1212	11.1	14.0	104	1143	11.1	13.2	104	1268	10.3	14.6	97	
MKDAY 9:00 AM - 1:00 PM	12163	5021	15.0	41.3	100	1929	17.7	15.9	118	1520	14.8	12.5	98	1573	12.8	12.9	85	
MKDAY 1:00 PM - 4:30 PM	16150	6649	19.9	41.2	100	2656	24.4	16.4	122	1973	19.2	12.2	96	2020	16.5	12.5	83	
MKDAY 4:30 PM - 7:30 PM	22463	9487	28.4	42.2	102	3321	30.5	14.8	110	2851	27.7	12.7	100	3314	27.0	14.8	97	
MKDAY 7:30 PM - 8:00 PM	31795	13392	40.0	42.1	102	4434	40.7	13.9	104	4217	41.0	13.3	104	4740	38.7	14.9	98	
MKDAY 11:00 PM - 11:30 PM	23977	10282	30.7	42.9	104	3584	32.9	14.9	111	3050	29.7	12.7	100	3648	29.7	15.2	100	
MKDAY 11:30 PM - 1:00 AM	7703	3341	10.0	43.4	105	1229	11.3	16.0	118	941	9.2	12.2	96	1172	9.6	15.2	100	
M-SAT 8-11 PM-SUN 7-11 PM	33800	14355	42.9	42.5	103	4795	44.0	14.2	105	4435	43.1	13.1	103	5124	41.8	15.2	100	
MKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	2661	8.0	40.7	99	1049	9.6	16.0	119	804	7.8	12.3	97	808	6.6	12.4	82
ANOTHER WORLD	N	4620	1898	5.7	41.1	99	683	6.3	14.8	110	531	5.2	11.5	91	684	5.6	14.8	98
AS THE WORLD TURNS	C	5614	2356	7.0	42.0	102	947	8.7	16.9	125	670	6.5	11.9	94	739	6.0	13.2	87
CAPITOL	C	3396	1465	4.4	43.1	104	621	5.7	18.3	136	387	3.8	11.4	90	457	3.7	13.5	89
CBS MORN. NEWS 1	C	1446	580	1.7	40.1	97	261	2.4	18.0	134	121	1.2	8.4	66	198	1.6	13.7	90
CBS MORN. NEWS 2	C	1207	486	1.5	40.3	97	196	1.8	16.2	121	117	1.1	9.7	76	174	1.4	14.4	95
DAYS OF OUR LIVES	N	5877	2465	7.4	41.9	102	919	8.4	15.6	116	609	5.9	10.4	82	936	7.6	15.9	105
FACTS OF LIFE - DAYTIME	N	2290	835	2.5	36.5	88	350	3.2	15.3	113	207	2.0	9.0	71	279	2.3	12.2	80
FAMILY FEUD	A	3023	1253	3.7	41.4	100	504	4.6	16.7	124	398	3.9	13.2	104	351	2.9	11.6	77
GENERAL HOSPITAL	A	6097	2480	7.4	40.7	98	1091	10.0	17.9	133	711	6.9	11.7	92	678	5.5	11.1	73
GOOD MORNING, AMERICA-730	A	9515	1466	4.4	41.7	101	465	4.3	13.2	98	513	5.0	14.6	115	488	4.0	13.9	92
GOOD MORNING, AMERICA-830	A	2818	1401	4.2	49.7	120	497	4.6	17.6	131	482	4.7	17.1	135	422	3.4	15.0	99
GUIDING LIGHT	C	5339	2273	6.8	42.6	103	956	8.8	17.9	133	659	6.4	12.3	97	658	5.4		

		TOTAL	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	33450	100.0	41.3	100	10906	100.0	13.5	100	10281	100.0	12.7	100	12263	100.0	15.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	11185	33.4	42.9	104	3885	35.6	14.9	111	3289	32.0	12.6	99	4010	32.7	15.4	102
NETWORK AFFILIATES - LATE		20261	8777	26.2	43.3	105	3003	27.5	14.8	110	2598	25.3	12.8	101	3176	25.9	15.7	104
INDEPENDENTS - LATE		2076	857	2.6	41.3	100	265	2.4	12.8	95	251	2.4	12.1	95	341	2.8	16.4	108
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	4482	13.4	42.9	104	1524	14.0	14.6	108	1316	12.8	12.6	99	1642	13.4	15.7	104
ABC MONDAY NIGHT MOVIE	A	6412	2614	7.8	40.8	99	891	8.2	13.9	103	697	6.8	10.9	86	1026	8.4	16.0	106
ABC SUNDAY NIGHT MOVIE	A	12407	5093	15.2	41.0	99	1610	14.8	13.0	96	1675	16.3	13.5	106	1808	14.7	14.6	96
ABC WORLD NEWS TONIGHT	A	6176	2591	7.7	42.0	102	870	8.0	14.1	105	803	7.8	13.0	102	917	7.5	14.8	98
AFTERMASH	C	5863	2407	7.2	41.1	99	794	7.3	13.5	101	770	7.5	13.1	103	843	6.9	14.4	95
ALICE	C	9594	4072	12.2	42.4	103	1357	12.4	14.1	105	1336	13.0	13.9	110	1379	11.2	14.4	95
AMERICAN PARADE	C	6622	2841	8.5	42.9	104	899	8.2	13.6	101	960	9.3	14.5	114	983	8.0	14.8	98
BENSON	A	10886	4630	13.8	42.5	103	1395	12.8	12.8	95	1589	15.5	14.6	115	1646	13.4	15.1	100
BLUE THUNDER	A	5036	2145	6.4	42.6	103	688	6.3	13.7	101	650	6.3	12.9	102	807	6.6	16.0	106
CAGNEY & LACEY	C	9965	4340	13.0	43.6	105	1370	12.6	13.7	102	1393	13.5	14.0	110	1577	12.9	15.8	105
CBS EVENING NEWS-DEAN	C	3491	1487	4.4	42.6	103	457	4.2	13.1	97	461	4.5	13.2	104	569	4.6	16.3	108
CBS EVENING NEWS-RATHER	C	7123	3211	9.6	45.1	109	1102	10.1	15.5	115	883	8.6	12.4	98	1226	10.0	17.2	114
CBS SAT. NEWS-SCHIEFFER	C	3621	1670	5.0	46.1	112	470	4.3	13.0	96	488	4.7	13.5	106	712	5.8	19.7	130
CBS SATURDAY NIGHT MOVIE	C	5436	2336	7.0	43.0	104	783	7.2	14.4	107	707	6.9	13.0	102	846	6.9	15.6	103
CBS WEDNESDAY NIGHT MOVIE	C	6100	2484	7.4	40.7	99	882	8.1	14.5	107	715	7.0	11.7	92	887	7.2	14.5	96
CHEERS	N	8889	4028	12.0	45.3	110	1333	12.2	15.0	111	1276	12.4	14.4	113	1419	11.6	16.0	105
DALLAS	C	22109	9264	27.7	41.9	101	2992	27.4	13.5	100	2882	28.0	13.0	103	3390	27.6	15.3	101
DIFF'RENT STROKES	N	6940	3069	9.2	44.2	107	1089	10.0	15.7	117	955	9.3	13.8	108	1024	8.4	14.8	97
DOUBLE TROUBLE	N	7223	3202	9.6	44.3	107	1096	10.0	15.2	113	1040	10.1	14.4	113	1066	8.7	14.8	97
DUCK FACTORY	N	5595	2629	7.9	47.0	114	965	8.8	17.2	128	762	7.4	13.6	107	902	7.4	16.1	106
DUKES OF HAZZARD	C	5768	2602	7.8	45.1	109	961	8.8	16.7	124	860	8.4	14.9	117	781	6.4	13.5	89
DYNASTY	A	20053	8563	25.6	42.7	103	3014	27.6	15.0	112	2658	25.9	13.3	104	2891	23.6	14.4	95
FACTS OF LIFE	N	8087	3613	10.8	44.7	108	1211	11.1	15.0	111	1135	11.0	14.0	111	1267	10.3	15.7	103
FALCON CREST	C	20046	8304	24.8	41.4	100	2877	26.4	14.4	107	2404	23.4	12.0	94	3023	24.7	15.1	100
FALL GUY	A	9084	4048	12.1	44.6	108	1478	13.6	16.3	121	1245	12.1	13.7	108	1325	10.8	14.6	96
FAMILY TIES	N	7964	3556	10.6	44.7	108	1240	11.4	15.6	116	1197	11.6	15.0	118	1119	9.1	14.1	93
FANTASY ISLAND	A	7687	3342	10.0	43.5	105	1268	11.6	16.5	122	925	9.0	12.0	95	1150	9.4	15.0	99
FOULUPS,BLEEPS & BLUNDERS	A	8861	3761	11.2	42.4	103	1376	12.6	15.5	115	1117	10.9	12.6	99	1268	10.3	14.3	95
FOUR SEASONS	C	5095	2125	6.4	41.7	101	699	6.4	13.7	102	699	6.8	13.7	108	727	5.9	14.3	94
GIMME A BREAK	N	8838	3640	10.9	41.2	100	1295	11.9	14.7	109	1214	11.8	13.7	108	1131	9.2	12.8	85
HART TO HART	A	8978	3793	11.3	42.2	102	1335	12.2	14.9	110	1014	9.9	11.3	89	1445	11.8	16.1	106
HILL STREET BLUES	N	8590	3482	10.4	40.5	98	1181	10.8	13.7	102	1029	10.0	12.0	94	1272	10.4	14.8	98
HOTEL	A	14085	6081	18.2	43.2	105	2077	19.0	14.7	110	2005	19.5	14.2	112	1998	16.3	14.2	94
JEFFERSONS	C	9360	3999	12.0	42.7	103	1424	13.1	15.2	113	1282	12.5	13.7	108	1293	10.5	13.8	91
JENNIFER SLEPT HERE	N	5841	2506	7.5	42.9	104	884	8.1	15.1	112	765	7.4	13.1	103	857	7.0	14.7	97
KATE & ALLIE	C	9206	3915	11.7	42.5	103	1173	10.8	12.7	95	1367	13.3	14.8	117	1374	11.2	14.9	99
KNIGHT RIDER	N	7076	3020	9.0	42.7	103	1004	9.2	14.2	105	975	9.5	13.8	109	1040	8.5	14.7	97
LOVE BOAT	A	12219	5177	15.5	42.4	103	1827	16.8	15.0	111	1612	15.7	13.2	104	1738	14.2	14.2	94
MAGNUM PI	C	11199	5108	15.3	45.6	110	1756	16.1	15.7	116	1556	15.1	13.9	109	1795	14.6	16.0	106
MAMA'S FAMILY	N	6057	2547	7.6	42.1	102	811	7.4	13.4	99	695	6.8	11.5	90	1041	8.5	17.2	114
MASTER, THE	N	3598	1453	4.3	40.4	98	434	4.0	12.1	90	463	4.5	12.9	101	556	4.5	15.5	102
MATT HOUSTON	A	6344	2704	8.1	42.6	103	861	7.9	13.6	101	833	8.1	13.1	103	1010	8.2	15.9	105
NBC MONDAY NIGHT MOVIE	N	11994	4940	14.8	41.2	100	1585	14.5	13.2	98	1608	15.6	13.4	106	1748	14.3	14.6	96
NBC NIGHTLY NEWS	N	5132	2351	7.0	45.8	111	816	7.5	15.9	118	713	6.9	13.9	109	822	6.7	16.0	106
NBC NIGHTLY NEWS-SAT	N	3375	1420	4.2	42.1	102	473	4.3	14.0	104	396	3.9	11.7	92	550	4.5	16.3	108
NBC NIGHTLY NEWS-SUN	N	3130	1328	4.0	42.4	103	395	3.6	12.6	94	343	3.3	11.0	86	590	4.8	18.8	124
NBC SUNDAY NIGHT MOVIE	N	8284	3593	10.7	43.4	105	1206	11.1	14.6	108	1008	9.8	12.2	96	1380	11.3	16.7	110
NEWHART	C	9240	3965	11.9	42.9	104	1240	11.4	13.4	100	1264	12.3	13.7	108	1461	11.9	15.8	104
ONE DAY AT A TIME	C	7288	2988	8.9	41.0	99	1002	9.2	13.7	102	1034	10.1	14.2	112	953	7.8	13.1	86
PEOPLE ARE FUNNY	N	4855	2097	6.3	43.2	105	763	7.0	15.7	117	516	5.0	10.6	84	818	6.7	16.8	111
REAL PEOPLE	N	8869	3859	11.5	43.5	105	1260	11.6	14.2	105	1221	11.9	13.8	108	1378	11.2	15.5	103
REMINGTON STEELE	N	7743	3192	9.5	41.2	100	1062	9.7	13.7	102	1066	10.4	13.8	108	1065	8.7	13.8	91
RIPLEY'S BELIEVE IT - NOT	A	5345	2237	6.7	41.9	101	777	7.1	14.5	108	598	5.8	11.2	88	863	7.0	16.1	107
RIPTIDE	N	6988	2808	8.4	40.2	97	937	8.6	13.4	100	841	8.2	12.0	95	1030	8.4	14.7	97
SCARECROW & MRS. KING	C	10002	4113	12.3	41.1	100	1308	12.0	13.1	97	1432	13.9	14.3	113	1373	11.2	13.7	91
SIMON & SIMON	C	10638	4757	14.2	44.7	108	1632	15.0	15.3	114	1432	13.9	13.5	106	1693	13.8	15.9	105
60 MINUTES	C	13293																

	TOTAL U.S. '000	LIQUID				AEROSOL				POWDER/GRANULES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	15867	100.0	19.6	100	13795	100.0	17.0	100	4836	100.0	6.0	100				
18 - 24	9282	1215	7.7	13.1	67	1179	8.5	12.7	75	*562	11.6	6.1	101				
25 - 34	19072	3409	21.5	17.9	91	3949	28.6	20.7	122	1162	24.0	6.1	102				
35 - 44	14591	3369	21.2	23.1	118	2488	18.0	17.1	100	835	17.3	5.7	96				
45 - 54	11345	2995	18.9	26.4	135	1971	14.3	17.4	102	666	13.8	5.9	98				
55 - 64	11635	2502	15.8	21.5	110	2172	15.7	18.7	110	687	14.2	5.9	99				
65 OR OLDER	15061	2376	15.0	15.8	81	2036	14.8	13.5	79	923	19.1	6.1	103				
18 - 34	28354	4625	29.1	16.3	83	5128	37.2	18.1	106	1725	35.7	6.1	102				
18 - 49	48339	9541	60.1	19.7	101	8645	62.7	17.9	105	2912	60.2	6.0	101				
25 - 54	45008	9774	61.6	21.7	111	8408	60.9	18.7	110	2664	55.1	5.9	99				
35 - 49	19985	4917	31.0	24.6	126	3518	25.5	17.6	103	1188	24.6	5.9	100				
50 OR OLDER	32647	6326	39.9	19.4	99	5150	37.3	15.8	93	1924	39.8	5.9	99				
GRADUATED COLLEGE	11155	2072	13.1	18.6	95	2186	15.8	19.6	115	702	14.5	6.3	105				
ATTENDED COLLEGE	13682	2654	16.7	19.4	99	2752	19.9	20.1	118	871	18.0	6.4	107				
GRADUATED HIGH SCHOOL	33880	6978	44.0	20.6	105	6168	44.7	18.2	107	1941	40.1	5.7	96				
DID NOT GRADUATE HIGH SCHOOL	22270	4163	26.2	18.7	95	2689	19.5	12.1	71	1323	27.4	5.9	99				
EMPLOYED	40306	7964	50.2	19.8	101	7432	53.9	18.4	108	2431	50.3	6.0	101				
EMPLOYED FULL-TIME	32850	6349	40.0	19.3	99	6290	45.6	19.1	112	2043	42.2	6.2	104				
EMPLOYED PART-TIME	7456	1615	10.2	21.7	111	1143	8.3	15.3	90	*388	8.0	5.2	87				
NOT EMPLOYED	40680	7903	49.8	19.4	99	6363	46.1	15.6	92	2405	49.7	5.9	99				
PROFESSIONAL/MANAGER	10392	1962	12.4	18.9	96	2221	16.1	21.4	125	*619	12.8	6.0	100				
TECH/CLERICAL/SALLES	17574	3474	21.9	19.8	101	3380	24.5	19.2	113	1005	20.8	5.7	96				
PRECISION/CRAFT	985	**233	1.5	23.7	121	**222	1.6	22.5	132	**21	0.4	2.1	36				
OTHER EMPLOYED	11354	2296	14.5	20.2	103	1609	11.7	14.2	83	787	16.3	6.9	116				
SINGLE	9863	1207	7.6	12.2	62	1348	9.8	13.7	80	477	9.9	4.8	81				
MARRIED	51375	11330	71.4	22.1	113	9837	71.3	19.1	112	3336	69.0	6.5	109				
DIVORCED/SEPARATED/WIDOWED	19748	3330	21.0	16.9	86	2610	18.9	13.2	78	1024	21.2	5.2	87				
PARENTS	32590	7320	46.1	22.5	115	6065	44.0	18.6	109	2150	44.5	6.6	110				
WHITE	70416	14049	88.5	20.0	102	12258	88.9	17.4	102	4246	87.8	6.0	101				
BLACK	8778	1472	9.3	16.8	86	1188	8.6	13.5	79	520	10.8	5.9	99				
OTHER	1791	**346	2.2	19.3	99	**350	2.5	19.5	115	**70	1.4	3.9	65				
NORTHEAST-CENSUS	17786	3304	20.8	18.6	95	2871	20.8	16.1	95	1061	21.9	6.0	100				
NORTH CENTRAL	20741	4632	29.2	22.3	114	3128	22.7	15.1	89	1271	26.3	6.1	103				
SOUTH	27775	5263	33.2	18.9	97	4859	35.2	17.5	103	1887	39.0	6.8	114				
WEST	14683	2668	16.8	18.2	93	2937	21.3	20.0	117	617	12.8	4.2	70				
NORTHEAST-MKTG.	17961	2968	18.7	16.5	84	3151	22.8	17.5	103	1107	22.9	6.2	103				
EAST CENTRAL	11885	3240	20.4	27.3	139	1849	13.4	15.6	91	694	14.4	5.8	98				
WEST CENTRAL	14090	2952	18.6	21.0	107	2167	15.7	15.4	90	840	17.4	6.0	100				
SOUTH	24081	4477	28.2	18.6	95	4060	29.4	16.9	99	1695	35.0	7.0	118				
PACIFIC	12969	2230	14.1	17.2	88	2568	18.6	19.8	116	*500	10.3	3.9	65				
COUNTY SIZE A	32439	5823	36.7	18.0	92	5217	37.8	16.1	94	1747	36.1	5.4	90				
COUNTY SIZE B	24915	4799	30.2	19.3	98	4600	33.3	18.5	108	1408	29.1	5.7	95				
COUNTY SIZE C	12930	2774	17.5	21.5	110	2171	15.7	16.8	99	909	18.8	7.0	118				
COUNTY SIZE D	10703	2471	15.6	23.1	118	1807	13.1	16.9	99	773	16.0	7.2	121				
METRO CENTRAL CITY	24518	4201	26.5	17.1	87	3689	26.7	15.0	88	1328	27.5	5.4	91				
METRO SUBURBAN	35919	7260	45.8	20.2	103	6469	46.9	18.0	106	2058	42.6	5.7	96				
NON METRO	20549	4406	27.8	21.4	109	3637	26.4	17.7	104	1450	30.0	7.1	118				
TOP 5 ADI'S	18341	2998	18.9	16.3	83	2872	20.8	15.7	92	861	17.8	4.7	79				
TOP 10 ADI'S	25378	4172	26.3	16.4	84	4145	30.0	16.3	96	1319	27.3	5.2	87				
TOP 20 ADI'S	36488	6497	40.9	17.8	91	5783	41.9	15.8	93	1946	40.2	5.3	89				
HSULD INC. \$50,000 OR MORE	6612	1312	8.3	19.8	101	1498	10.9	22.7	133	**178	3.7	2.7	45				
\$40,000 OR MORE	12659	2630	16.6	20.8	106	2872	20.8	22.7	133	*473	9.8	3.7	63				
\$30,000 OR MORE	24698	5027	31.7	20.4	104	5097	36.9	20.6	121	1441	29.8	5.8	98				
\$25,000 OR MORE	32077	6658	42.0	20.8	106	6602	47.9	20.6	121	2052	42.4	6.4	107				
\$20,000 - \$24,999	9144	2108	13.3	23.1	118	1583	11.5	17.3	102	*626	12.9	6.8	115				
\$15,000 - \$19,999	8728	1753	11.0	20.1	103	1742	12.6	20.0	117	600	12.4	6.9	115				
\$10,000 - \$14,999	12562	2514	15.8	20.0	102	1731	12.5	13.8	81	651	13.5	5.2	87				
UNDER \$10,000	18475	2835	17.9	15.3	78	2136	15.5	11.6	68	908	18.8	4.9	82				
HOUSEHOLD OF 1 PERSON	11987	1626	10.2	13.6	69	1374	10.0	11.5	67	578	12.0	4.8	81				
2 PEOPLE	26577	4613	29.1	17.4	89	4802	34.8	18.1	106	1692	35.0	6.4	107				
3 OR 4 PEOPLE	30617	7046	44.4	23.0	117	5590	40.5	18.3	107	1873	38.7	6.1	102				
5 OR MORE PEOPLE	11804	2582	16.3	21.9	112	2029	14.7	17.2	101	*694	14.4	5.9	98				
NO CHILD IN HSHLD	46165	8178	51.5	17.7	90	7438	53.9	16.1	95	2551	52.8	5.5	93				
CHILD(REN) UNDER 2 YRS	5325	1082	6.8	20.3	104	858	6.2	16.1	95	**316	6.5	5.9	99				
2 - 5 YEARS	14221	2686	16.9	18.9	96	2726	19.8	19.2	113	894	18.5	6.3	105				
6 - 11 YEARS	15117	3280	20.7	21.7	111	2819	20.4	18.6	109	944	19.5	6.2	105				
12 - 17 YEARS	16611	4024	25.4	24.2	124	2982	21.6	18.0	105	1057	21.9	6.4	107				
RESIDENCE OWNED	55884	12707	80.1	22.7	116	10442	75.7	18.7	110	3485	72.1	6.2	104				
VALUE: \$50,000 OR MORE	31744	7043	44.4	22.2	113	6417	46.5	20.2	119	1759	36.4	5.5	93				
VALUE: UNDER \$50,000	24140	5663	35.7	23.5	120	4025	29.2	16.7	98	1726	35.7	7.1	120				

RUG CLEANERS & SHAMPOOS: TYPES
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	LIQUID				AEROSOL				POWDER/GRANULES				A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		10986	15867	100.0	19.6	100	13795	100.0	17.0	100	4836	100.0	6.0	100				
MAGAZINES	QUINTILE 1	15799	3349	21.1	21.2	108	3306	24.0	20.9	123	1039	21.5	6.6	110				
	QUINTILE 2	17259	3739	23.6	21.7	111	3216	23.3	18.6	109	1093	22.6	6.3	106				
	QUINTILE 3	13545	2741	17.3	20.2	103	2261	16.4	16.7	98	805	16.6	5.9	100				
	QUINTILE 4	15133	2818	17.8	18.6	95	2316	16.8	15.3	90	893	18.5	5.9	99				
	QUINTILE 5	19250	3222	20.3	16.7	85	2696	19.5	14.0	82	1007	20.8	5.2	88				
NEWSPAPERS	QUINTILE 1	12413	2445	15.4	19.7	101	2043	14.8	16.5	97	789	16.3	6.4	106				
	QUINTILE 2	24116	5208	32.8	21.6	110	4363	31.6	18.1	106	1417	29.3	5.9	98				
	QUINTILE 3	11261	2313	14.6	20.5	105	2080	15.1	18.5	108	704	14.6	6.3	105				
	QUINTILE 4	20255	3849	24.3	19.0	97	3312	24.0	16.4	96	1173	24.3	5.8	97				
	QUINTILE 5	12940	2053	12.9	15.9	81	1998	14.5	15.4	91	754	15.6	5.8	98				
OUTDOOR	QUINTILE 1	14852	2853	18.0	19.2	98	2843	20.6	19.1	112	711	14.7	4.8	80				
	QUINTILE 2	15725	3241	20.4	20.6	105	2564	18.6	16.3	96	938	19.4	6.0	100				
	QUINTILE 3	16330	2936	18.5	18.0	92	2877	20.9	17.6	103	1004	20.8	6.1	103				
	QUINTILE 4	16744	3592	22.6	21.5	109	2738	19.8	16.4	96	1089	22.5	6.5	109				
	QUINTILE 5	17334	3246	20.5	18.7	96	2773	20.1	16.0	94	1095	22.6	6.3	106				
RADIO-DRIVE TIME	QUINTILE 1	15911	3296	20.8	20.7	106	2505	18.2	15.7	92	1128	23.3	7.1	119				
	QUINTILE 2	14837	2946	18.6	19.9	101	2823	20.5	19.0	112	1040	21.5	7.0	117				
	QUINTILE 3	15339	2988	18.8	19.5	99	2408	17.5	15.7	92	1018	21.1	6.6	111				
	QUINTILE 4	16723	3440	21.7	20.6	105	3018	21.9	18.0	106	834	17.2	5.0	84				
	QUINTILE 5	18176	3198	20.2	17.6	90	3042	22.1	16.7	98	817	16.9	4.5	75				
RADIO-MID- DAY	TERCILE 1	21020	4408	27.8	21.0	107	3582	26.0	17.0	100	1577	32.6	7.5	126				
	TERCILE 2	21610	4764	30.0	22.0	113	3953	28.7	18.3	107	1429	29.5	6.6	111				
	TERCILE 3	38355	6695	42.2	17.5	89	6260	45.4	16.3	96	1831	37.9	4.8	80				
RADIO-TOTAL	QUINTILE 1	15988	3233	20.4	20.2	103	2811	20.4	17.6	103	1220	25.2	7.6	128				
	QUINTILE 2	15626	3290	20.7	21.1	107	2411	17.5	15.4	91	1105	22.8	7.1	118				
	QUINTILE 3	16723	3493	22.0	20.9	107	2912	21.1	17.4	102	921	19.0	5.5	92				
	QUINTILE 4	16342	3117	19.6	19.1	97	3068	22.2	18.8	110	824	17.0	5.0	84				
	QUINTILE 5	16306	2734	17.2	16.8	86	2593	18.8	15.9	93	767	15.9	4.7	79				
TV-PRIME TIME	QUINTILE 1	15953	3257	20.5	20.4	104	2626	19.0	16.5	97	973	20.1	6.1	102				
	QUINTILE 2	16137	3421	21.6	21.2	108	2930	21.2	18.2	107	1095	22.6	6.8	114				
	QUINTILE 3	16420	3394	21.4	20.7	106	3108	22.5	18.9	111	1009	20.9	6.1	103				
	QUINTILE 4	16687	2943	18.5	17.6	90	2898	21.0	17.4	102	934	19.3	5.6	94				
	QUINTILE 5	15789	2853	18.0	18.1	92	2233	16.2	14.1	83	824	17.0	5.2	87				
TV-DAYTIME	TERCILE 1	27736	5676	35.8	20.5	104	4618	33.5	16.6	98	1572	32.5	5.7	95				
	TERCILE 2	26489	5144	32.4	19.4	99	4488	32.5	16.9	99	1665	34.4	6.3	105				
	TERCILE 3	26761	5047	31.8	18.9	96	4689	34.0	17.5	103	1600	33.1	6.0	100				
TV-TOTAL	QUINTILE 1	16345	3327	21.0	20.4	104	2509	18.2	15.4	90	1015	21.0	6.2	104				
	QUINTILE 2	16447	3475	21.9	21.1	108	2880	20.9	17.5	103	1102	22.8	6.7	112				
	QUINTILE 3	15980	3043	19.2	19.0	97	3000	21.7	18.8	110	870	18.0	5.4	91				
	QUINTILE 4	15887	3208	20.2	20.2	103	3157	22.9	19.9	117	972	20.1	6.1	102				
	QUINTILE 5	16326	2814	17.7	17.2	88	2249	16.3	13.8	81	877	18.1	5.4	90				
MAGAZINES-NEWSPAPERS: DUAL		20721	4526	28.5	21.8	111	3875	28.1	18.7	110	1302	26.9	6.3	105				
MAGAZINE IMPERATIVE		19186	3884	24.5	20.2	103	3890	28.2	20.3	119	1246	25.8	6.5	109				
NEWSPAPER IMPERATIVE		21899	4312	27.2	19.7	101	3496	25.3	16.0	94	1240	25.6	5.7	95				
MAGAZINES-OUTDOOR: DUAL		15451	3349	21.1	21.7	111	3178	23.0	20.6	121	950	19.6	6.1	103				
MAGAZINE IMPERATIVE		25953	5407	34.1	20.8	106	4724	34.2	18.2	107	1733	35.8	6.7	112				
OUTDOOR IMPERATIVE		24400	4381	27.6	18.0	92	3616	26.2	14.8	87	1221	25.2	5.0	84				
MAGAZINES-RADIO: DUAL		18049	3727	23.5	20.6	105	3442	25.0	19.1	112	1345	27.8	7.5	125				
MAGAZINE IMPERATIVE		23571	4935	31.1	20.9	107	4635	33.6	19.7	115	1193	24.7	5.1	85				
RADIO IMPERATIVE		23278	4721	29.8	20.3	104	3351	24.3	14.4	85	1548	32.0	6.7	111				
MAGAZINES-TELEVISION: DUAL		15459	3405	21.5	22.0	112	2849	20.7	18.4	108	1044	21.6	6.8	113				
MAGAZINE IMPERATIVE		25829	5237	33.0	20.3	103	4994	36.2	19.3	114	1590	32.9	6.2	103				
TELEVISION IMPERATIVE		26039	4929	31.1	18.9	97	3941	28.6	15.1	89	1477	30.5	5.7	95				
NEWSPAPERS-OUTDOOR: DUAL		16605	3457	21.8	20.8	106	3136	22.7	18.9	111	915	18.9	5.5	92				
NEWSPAPER IMPERATIVE		26834	5482	34.5	20.4	104	4642	33.6	17.3	102	1718	35.5	6.4	107				
OUTDOOR IMPERATIVE		23346	4433	27.9	19.0	97	3929	28.5	16.8	99	1314	27.2	5.6	94				
NEWSPAPERS-RADIO: DUAL		17133	3719	23.4	21.7	111	2832	20.5	16.5	97	1358	28.1	7.9	133				
NEWSPAPER IMPERATIVE		25892	5316	33.5	20.5	105	4808	34.9	18.6	109	1251	25.9	4.8	81				
RADIO IMPERATIVE		23167	4488	28.3	19.4	99	3859	28.0	16.7	98	1484	30.7	6.4	107				
NEWSPAPERS-TELEVISION: DUAL		17159	3906	24.6	22.8	116	3084	22.4	18.0	106	1058	21.9	6.2	103				
NEWSPAPER IMPERATIVE		26214	5177	32.6	19.7	101	4690	34.0	17.9	105	1523	31.5	5.8	97				
TELEVISION IMPERATIVE		23412	4322	27.2	18.5	94	3829	27.8	16.4	96	1470	30.4	6.3	105				
OUTDOOR-RADIO: DUAL		15303	3560	22.4	23.3	119	2823	20.5	18.4	108	996	20.6	6.5	109				
OUTDOOR IMPERATIVE		24901	4386	27.6	17.6	90	4392	31.8	17.6	104	1111	23.0	4.5	75				
RADIO IMPERATIVE		26492	5311	33.5	20.0	102	4199	30.4	15.9	93	1974	40.8	7.5	125				
OUTDOOR-TELEVISION: DUAL		14794	2974	18.7	20.1	103	2929	21.2	19.8	116	837	17.3	5.7	95				
OUTDOOR IMPERATIVE		25437	4778	30.1	18.8	96	4225	30.6	16.6	98	1378	28.5	5.4	91				
TELEVISION IMPERATIVE		27877	5754	36.3	20.6	105	4401	31.9	15.8	93	1872	38.7	6.7	112				
RADIO-TELEVISION: DUAL		15996	3389	21.4	21.2	108	2720	19.7	17.0	100	1133	23.4	7.1	119				
RADIO IMPERATIVE		25478	5227	32.9	20.5	105	4161	30.2	16.3	96	1695	35.0	6.7	111				
TELEVISION IMPERATIVE		26573	5233	33.0	19.7	101	4559	33.0	17.2	101	1407	29.1	5.3	89				

	TOTAL U.S. '000	LIQUID				AEROSOL				POWDER/GRANULES				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	15867	100.0	19.6	100	13795	100.0	17.0	100	4836	100.0	6.0	100				
ATLANTIC MONTHLY	415	**107	0.7	25.8	132	**68	0.5	16.4	96	**7	0.1	1.7	28				
BARRON'S	453	**111	0.7	24.5	125	**93	0.7	20.5	121	**33	0.7	7.3	122				
BETTER HOMES & GARDENS	16256	3481	21.9	21.4	109	3047	22.1	18.7	110	1001	20.7	6.2	103				
BON APPETIT	2535	473	3.0	18.7	95	506	3.7	20.0	117	*99	2.0	3.9	65				
BUSINESS WEEK	1278	*256	1.6	20.0	102	247	1.8	19.3	113	**56	1.2	4.4	73				
CAR AND DRIVER	378	**95	0.6	25.1	128	**58	0.4	15.3	90	**9	0.2	2.4	40				
CBS MAGAZINE NETWORK (GROSS)	1498	316	2.0	21.1	108	389	2.8	26.0	152	**54	1.1	3.6	60				
CHANGING TIMES	1505	300	1.9	19.9	102	*255	1.8	16.9	99	**81	1.7	5.4	90				
COLONIAL HOMES	1231	220	1.4	17.9	91	*280	2.0	22.7	134	**40	0.8	3.2	54				
CONDE NAST MAG. PKG. (GROSS)	14146	2943	18.5	20.8	106	2535	18.4	17.9	105	959	19.8	6.8	114				
CONSUMERS DIGEST	1323	336	2.1	25.4	130	*269	1.9	20.3	119	**59	1.2	4.5	75				
COSMOPOLITAN	7102	1154	7.3	16.2	83	1221	8.9	17.2	101	543	11.2	7.6	128				
COUNTRY LIVING	2481	514	3.2	20.7	106	598	4.3	24.1	142	*187	3.9	7.5	126				
CUISINE	1472	259	1.6	17.6	90	288	2.1	19.6	115	**96	2.0	6.5	109				
CYCLE WORLD	425	**136	0.9	32.0	163	**83	0.6	19.5	115	**6	0.1	1.4	24				
DCI:CREATIVE IDEAS FOR LIV	2510	514	3.2	20.5	105	463	3.4	18.4	108	**128	2.6	5.1	85				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1451	9.1	21.7	111	1512	11.0	22.6	133	390	8.1	5.8	98				
DISCOVER	894	*153	1.0	17.1	87	*204	1.5	22.8	134	**60	1.2	6.7	112				
EBONY	3507	617	3.9	17.6	90	590	4.3	16.8	99	232	4.8	6.6	111				
ESQUIRE	1083	*165	1.0	15.2	78	*187	1.4	17.3	101	**40	0.8	3.7	62				
ESSENCE	1830	310	2.0	16.9	86	283	2.1	15.5	91	*118	2.4	6.4	108				
FAMILY CIRCLE	15930	3456	21.8	21.7	111	3021	21.9	19.0	111	986	20.4	6.2	104				
THE FAMILY HANDYMAN	1126	360	2.3	32.0	163	*179	1.3	15.9	93	**85	1.8	7.5	126				
FAMILY WEEKLY	11468	2717	17.1	23.7	121	2024	14.7	17.6	104	756	15.6	6.6	110				
FIELD & STREAM	2234	526	3.3	23.5	120	436	3.2	19.5	115	**189	3.9	8.5	142				
FOOD & WINE	579	*89	0.6	15.4	78	*150	1.1	25.9	152	**19	0.4	3.3	55				
FORBES	728	**135	0.9	18.5	95	*188	1.4	25.8	152	**20	0.4	2.7	46				
FORTUNE	906	*185	1.2	20.4	104	*162	1.2	17.9	105	**32	0.7	3.5	59				
GENTLEMEN'S QUARTERLY	791	**105	0.7	13.3	68	**90	0.7	11.4	67	**11	0.2	1.4	23				
GLAMOUR	5265	1105	7.0	21.0	107	1102	8.0	20.9	123	357	7.4	6.8	114				
GOLF DIGEST	636	**122	0.8	19.2	98	**111	0.8	17.5	102	**45	0.9	7.1	118				
GOLF DIGEST/TENNIS (GROSS)	1186	*233	1.5	19.6	100	*248	1.8	20.9	123	**86	1.8	7.3	121				
GOLF MAGAZINE	441	**97	0.6	22.0	112	**59	0.4	13.4	79	**53	1.1	12.0	201				
GOLF MAGAZINE/SKI (GROSS)	922	*196	1.2	21.3	109	*134	1.0	14.5	85	**55	1.1	6.0	100				
GOOD HOUSEKEEPING	16487	3680	23.2	22.3	114	3357	24.3	20.4	120	979	20.2	5.9	99				
HARPER'S BAZAAR	2423	493	3.1	20.3	104	467	3.4	19.3	113	**116	2.4	4.8	80				
HEALTH	1994	430	2.7	21.6	110	433	3.1	21.7	127	**126	2.6	6.3	106				
HEARST MAG CORP. BUY (GROSS)	44101	9098	57.3	20.6	105	8647	62.7	19.6	115	2818	58.3	6.4	107				
HEARST MAN POWER (GROSS)	1993	564	3.6	28.3	144	305	2.2	15.3	90	**157	3.2	7.9	132				
HEARST WOMAN POWER (GROSS)	31274	6464	40.7	20.7	105	6054	43.9	19.4	114	2058	42.6	6.6	110				
HOUSE BEAUTIFUL	3623	689	4.3	19.0	97	707	5.1	19.5	115	*230	4.8	6.3	106				
INC.	283	**47	0.3	16.6	85	**119	0.9	42.0	247	**16	0.3	5.7	95				
JET	2928	573	3.6	19.6	100	502	3.6	17.1	101	*198	4.1	6.8	113				
LADIES' HOME JOURNAL	11918	2466	15.5	20.7	106	2258	16.4	18.9	111	719	14.9	6.0	101				
LHJ FAMILY GRP COMBO(GROSS)	16764	3537	22.3	21.1	108	3426	24.8	20.4	120	1057	21.9	6.3	106				
LIFE	4254	913	5.8	21.5	110	671	4.9	15.8	93	*221	4.6	5.2	87				
L.A. TIMES HOME MAGAZINE	1145	*238	1.5	20.8	106	*310	2.2	27.1	159	**47	1.0	4.1	69				
MADMOISELLE	2884	668	4.2	23.2	118	469	3.4	16.3	95	*188	3.9	6.5	109				
MC CALL'S	13460	2772	17.5	20.6	105	2741	19.9	20.4	120	1107	22.9	8.2	138				
MC CALL'S/WRK MOTHER (GROSS)	14606	3087	19.5	21.1	108	2929	21.2	20.1	118	1184	24.5	8.1	136				
MECHANIX ILLUSTRATED	772	*213	1.3	27.6	141	*176	1.3	22.8	134	**66	1.4	8.5	143				
METROPOLITAN HOME	967	*137	0.9	14.2	72	*219	1.6	22.6	133	**138	2.9	14.3	239				
MONEY	1588	315	2.0	19.8	101	290	2.1	18.3	107	**100	2.1	6.3	105				
MOTHER EARTH NEWS	1002	*224	1.4	22.4	114	*248	1.8	24.8	145	**66	1.4	6.6	110				
MS.	825	*124	0.8	15.0	77	*124	0.9	15.0	88	**82	1.7	9.9	166				
NATIONAL ENQUIRER	10336	2079	13.1	20.1	103	1697	12.3	16.4	96	708	14.6	6.8	115				
NATIONAL GEOGRAPHIC	9597	1812	11.4	18.9	96	1830	13.3	19.1	112	438	9.1	4.6	76				
NATIONAL SUNDAY MAGAZINE PKG	49558	10129	63.8	20.4	104	8861	64.2	17.9	105	2971	61.4	6.0	100				
NATURAL HISTORY	573	**67	0.4	11.7	60	**66	0.5	11.5	68	**2	0.0	0.3	6				
NEW WOMAN	1699	311	2.0	18.3	93	283	2.1	16.7	98	*155	3.2	9.1	153				
NEW YORK INCLUDING CUE	443	**55	0.3	12.4	63	**70	0.5	15.8	93	**16	0.3	3.6	60				
THE NEW YORKER	1270	*208	1.3	16.4	84	241	1.7	19.0	111	**71	1.5	5.6	94				
NEWSWEEK	6277	1241	7.8	19.8	101	1222	8.9	19.5	114	470	9.7	7.5	125				
THE N.Y. TIMES DAILY EDITION	1205	*163	1.0	13.5	69	*190	1.4	15.8	93	**80	1.7	6.6	111				
THE N.Y. TIMES MAGAZINE	2081	292	1.8	14.0	72	385	2.8	18.5	109	**101	2.1	4.9	81				
OMNI	788	**98	0.6	12.4	63	*195	1.4	24.7	145	**52	1.1	6.6	111				
ON CABLE	1158	*264	1.7	22.8	116	*197	1.4	17.0	100	**29	0.6	2.5	42				
1001 HOME IDEAS	2852	642	4.0	22.5	115	735	5.3	25.8	151	*213	4.4	7.5	125				
ORGANIC GARDENING	1658	456	2.9	27.5	140	340	2.5	20.5	120	**117	2.4	7.1	118				
OUTDOOR LIFE	896	*225	1.4	25.1	128	*130	0.9	14.5	85	**46	1.0	5.1	86				
PARADE MAGAZINE	24275	4846	30.5	20.0	102	4600	33.3	18.9	111	1537	31.8	6.3	106				

	TOTAL U.S. '000	LIQUID				AEROSOL				POWDER/GRANULES							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	15867	100.0	19.6	100	13795	100.0	17.0	100	4836	100.0	6.0	100				
PARENTS	3845	736	4.6	19.1	98	776	5.6	20.2	118	*213	4.4	5.5	93				
PENTHOUSE	831	**115	0.7	13.8	71	**157	1.1	18.9	111	**18	0.4	2.2	36				
PEOPLE	11645	2107	13.3	18.1	92	2190	15.9	18.8	110	645	13.3	5.5	93				
PLAYBOY	2006	343	2.2	17.1	87	351	2.5	17.5	103	**73	1.5	3.6	61				
POPULAR HOT RODDING	297	**40	0.3	13.5	69	**42	0.3	14.1	83	**32	0.7	10.8	180				
POPULAR MECHANICS	1018	*297	1.9	29.2	149	**123	0.9	12.1	71	**123	2.5	12.1	202				
POPULAR SCIENCE	878	*175	1.1	19.9	102	*185	1.3	21.1	124	**62	1.3	7.1	118				
PREVENTION	3913	879	5.5	22.5	115	856	6.2	21.9	128	*239	4.9	6.1	102				
PSYCHOLOGY TODAY	1710	437	2.8	25.6	130	396	2.9	23.2	136	**100	2.1	5.8	98				
READER'S DIGEST	22204	4760	30.0	21.4	109	4150	30.1	18.7	110	1436	29.7	6.5	108				
REDBOOK	7684	1630	10.3	21.2	108	1476	10.7	19.2	113	537	11.1	7.0	117				
ROAD & TRACK	410	**103	0.6	25.1	128	**106	0.8	25.9	152	*330	0.6	7.3	123				
ROLLING STONE	969	*182	1.1	18.8	96	*196	1.4	20.2	119	**73	1.5	7.5	126				
RUNNER'S WORLD	298	**36	0.2	12.1	62	**59	0.4	19.8	116	**17	0.4	5.7	96				
SATURDAY EVENING POST	1169	*168	1.1	14.4	73	194	1.4	16.6	97	**76	1.6	6.5	109				
SCIENCE 84	587	**74	0.5	12.6	64	*124	0.9	21.1	124	**70	1.4	11.9	200				
SCIENCE DIGEST	482	**120	0.8	24.9	127	**87	0.6	18.0	106	**12	0.2	2.5	42				
SCIENTIFIC AMERICAN	594	**154	1.0	25.9	132	*146	1.1	24.6	144	**6	0.1	1.0	17				
SELF	2089	361	2.3	17.3	88	309	2.2	14.8	87	*148	3.1	7.1	119				
SEVENTEEN	2411	606	3.8	25.1	128	302	2.2	12.5	74	**103	2.1	4.3	72				
SKI	480	**98	0.6	20.4	104	**76	0.6	15.8	93	**2	0.0	0.4	7				
SMITHSONIAN	2760	447	2.8	16.2	83	704	5.1	25.5	150	*189	3.9	6.8	115				
SOAP OPERA DIGEST	3013	669	4.2	22.2	113	481	3.5	16.0	94	*231	4.8	7.7	128				
SOUTHERN LIVING	4184	937	5.9	22.4	114	1049	7.6	25.1	147	*262	5.4	6.3	105				
SPORT	559	**113	0.7	20.2	103	**67	0.5	12.0	70	**34	0.7	6.1	102				
THE SPORTING NEWS	436	**130	0.8	29.8	152	**64	0.5	14.7	86	**25	0.5	5.7	96				
SPORTS AFIELD	493	*147	0.9	29.8	152	**94	0.7	19.1	112	**22	0.5	4.5	75				
SPORTS ILLUSTRATED	2758	579	3.6	21.0	107	468	3.4	17.0	100	*184	3.8	6.7	112				
STAR	7456	1543	9.7	20.7	106	1307	9.5	17.5	103	552	11.4	7.4	124				
SUNDAY	24936	4976	31.4	20.0	102	4217	30.6	16.9	99	1424	29.4	5.7	96				
SUNSET	2124	486	3.1	22.9	117	473	3.4	22.3	131	**93	1.9	4.4	73				
TV GUIDE	21661	4576	28.8	21.1	108	4116	29.8	19.0	112	1264	26.1	5.8	98				
TENNIS	550	**110	0.7	20.0	102	**137	1.0	24.9	146	**41	0.8	7.5	125				
TIME	8880	2060	13.0	23.2	118	1663	12.1	18.7	110	558	11.5	6.3	105				
TOWN & COUNTRY	917	*140	0.9	15.3	78	*201	1.5	21.9	129	**29	0.6	3.2	53				
TRAVEL & LEISURE	972	*206	1.3	21.2	108	*184	1.3	18.9	111	**55	1.1	5.7	95				
TRUE STORY	3356	692	4.4	20.6	105	531	3.8	15.8	93	*267	5.5	8.0	133				
U.S. NEWS & WORLD REPORT	3410	720	4.5	21.1	108	682	4.9	20.0	117	*200	4.1	5.9	98				
USA TODAY	1759	368	2.3	20.9	107	293	2.1	16.7	98	**120	2.5	6.8	114				
US	1873	422	2.7	22.5	115	371	2.7	19.8	116	**120	2.5	6.4	107				
VOGUE	3909	808	5.1	20.7	106	654	4.7	16.7	98	265	5.5	6.8	114				
WALL STREET JOURNAL	1886	428	2.7	22.7	116	338	2.5	17.9	105	**134	2.8	7.1	119				
WEIGHT WATCHERS	2120	550	3.5	25.9	132	433	3.1	20.4	120	**103	2.1	4.9	81				
WOMAN'S DAY	14172	3033	19.1	21.4	109	2839	20.6	20.0	118	915	18.9	6.5	108				
WORKING MOTHER	1146	315	2.0	27.5	140	*188	1.4	16.4	96	**77	1.6	6.7	113				
WORKING WOMAN	1322	260	1.6	19.7	100	307	2.2	23.2	136	*111	2.3	8.4	141				
WORLD TENNIS	*163	**28	0.2	17.2	88	**23	0.2	14.1	83	**10	0.2	6.1	103				
ZIFF-DAVIS MAG NETHK (GROSS)	2532	463	2.9	18.3	93	476	3.5	18.8	110	**89	1.8	3.5	59				
BLAIR INSERTS	43657	8580	54.1	19.7	100	7868	57.0	18.0	106	2552	52.8	5.8	98				
DAILY NEWSPAPERS																	
READ ANY	51633	10720	67.6	20.8	106	8789	63.7	17.0	100	3258	67.4	6.3	106				
READ ONE	43463	9102	57.4	20.9	107	7434	53.9	17.1	100	2736	56.6	6.3	105				
READ TWO OR MORE	8170	1618	10.2	19.8	101	1355	9.8	16.6	97	523	10.8	6.4	107				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	10685	67.3	20.3	104	9445	68.5	17.9	105	3082	63.7	5.9	98				
READ ONE	46126	9232	58.2	20.0	102	8378	60.7	18.2	107	2647	54.7	5.7	96				
READ TWO OR MORE	6552	1453	9.2	22.2	113	1068	7.7	16.3	96	435	9.0	6.6	111				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.83				29.53				23.73							
30 DAY REACH	71455	14020	88.4	19.6	100	12098	87.7	16.9	99	4310	89.1	6.0	101				
50 SHWG - 30 DAY AV FREQ	14.56	14.09				15.45				12.43							
30 DAY REACH	67742	13380	84.3	19.8	101	11589	84.0	17.1	100	4123	85.3	6.1	102				
25 SHWG - 30 DAY AV FREQ	7.94	7.68				8.36				6.98							
30 DAY REACH	62117	12258	77.3	19.7	101	10697	77.5	17.2	101	3633	75.1	5.8	98				
CABLE TV: HOME WIRED	32077	7244	45.7	22.6	115	6191	44.9	19.3	113	1888	39.0	5.9	99				
HOME NOT WIRED	48909	8624	54.4	17.6	90	7604	55.1	15.5	91	2948	61.0	6.0	101				
HAVE PAY CABLE	15935	3698	23.3	23.2	118	3336	24.2	20.9	123	863	17.8	5.4	91				

	TOTAL U.S. '000	LIQUID				AEROSOL				POWDER/GRANULES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	15867	100.0	19.6	100	13795	100.0	17.0	100	4836	100.0	6.0	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	8917	56.2	20.3	104	7732	56.0	17.6	103	2710	56.0	6.2	103				
10:00 AM - 3:00 PM	30659	6581	41.5	21.5	110	5413	39.2	17.7	104	2172	44.9	7.1	119				
3:00 PM - 7:00 PM	31045	6154	38.8	19.8	101	5394	39.1	17.4	102	2195	45.4	7.1	118				
7:00 PM - MIDNIGHT	15767	3023	19.1	19.2	98	2671	19.4	16.9	99	1109	22.9	7.0	118				
MIDNIGHT - 6:00 AM	9120	2128	13.4	23.3	119	1453	10.5	15.9	94	635	13.1	7.0	117				
6:00 AM - MIDNIGHT	58527	11969	75.4	20.5	104	10325	74.8	17.6	104	3601	74.5	6.2	103				
ENTIRE DAY	59311	12151	76.6	20.5	105	10464	75.9	17.6	104	3651	75.5	6.2	103				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3609	22.7	22.3	114	3003	21.8	18.6	109	1030	21.3	6.4	107				
ALL NEWS	2256	405	2.6	18.0	92	484	3.5	21.5	126	*99	2.0	4.4	73				
AOR/PROGRESSIVE	3874	642	4.0	16.6	85	736	5.3	19.0	112	*241	5.0	6.2	104				
BEAUTIFUL MUSIC	5660	1172	7.4	20.7	106	1040	7.5	18.4	108	328	6.8	5.8	97				
BLACK	2204	437	2.8	19.8	101	458	3.3	20.8	122	*141	2.9	6.4	107				
CLASSICAL	1418	*258	1.6	18.2	93	*271	2.0	19.1	112	*68	1.4	4.8	80				
CHR/ROCK	*538	1901	12.0	19.9	102	1719	12.5	18.0	106	603	12.5	6.3	106				
COUNTRY	12648	2961	18.7	23.4	119	2019	14.6	16.0	94	951	19.7	7.5	126				
GOLDEN OLDIES	1191	*321	2.0	27.0	138	*161	1.2	13.5	79	*70	1.4	5.9	98				
MOR/NOSTALGIA	4757	998	6.3	21.0	107	839	6.1	17.6	104	*196	4.1	4.1	69				
NEWS/TALK	3863	551	3.5	14.3	73	715	5.2	18.5	109	*171	3.5	4.4	74				
RELIGIOUS	3084	534	3.4	17.3	88	498	3.6	16.1	95	*240	5.0	7.8	130				
SOFT ROCK	521	*71	0.4	13.6	70	*96	0.7	18.4	108	*16	0.3	3.1	51				
URBAN CONTEMPORARY	1585	*249	1.6	15.7	80	*218	1.6	13.8	81	*159	3.3	10.0	168				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	735	4.6	22.5	115	507	3.7	15.5	91	*199	4.1	6.1	102				
ABC DIRECTION	2316	568	3.6	24.5	125	477	3.5	20.6	121	*117	2.4	5.1	85				
ABC ENTERTAINMENT	4834	919	5.8	19.0	97	766	5.6	15.8	93	*250	5.2	5.2	87				
ABC FM	2202	469	3.0	21.3	109	496	3.6	22.5	132	*218	4.5	9.9	166				
ABC INFORMATION	5425	1130	7.1	20.8	106	1013	7.3	18.7	110	336	6.9	6.2	104				
ABC ROCK	1677	303	1.9	18.1	92	253	1.8	15.1	89	*128	2.6	7.6	128				
CBS	4430	973	6.1	22.0	112	884	6.4	20.0	117	*192	4.0	4.3	73				
MUTUAL	4992	1187	7.5	23.8	121	943	6.8	18.9	111	311	6.4	6.2	104				
NBC	4679	1076	6.8	23.0	117	849	6.2	18.1	107	249	5.1	5.3	89				
RADIO/ABC	1994	350	2.2	17.6	90	351	2.5	17.6	103	*128	2.6	6.4	107				
RKO ONE	2298	390	2.5	17.0	87	440	3.2	19.1	112	*126	2.6	5.5	92				
RKO TWO	3311	658	4.1	19.9	101	538	3.9	16.2	95	*300	6.2	9.1	152				
THE SOURCE	2114	420	2.6	19.9	101	355	2.6	16.8	99	*147	3.0	7.0	116				
NON-WIRED: BLAIR	8654	1660	10.5	19.2	98	1616	11.7	18.7	110	517	10.7	6.0	100				
INTERNET	12025	2451	15.4	20.4	104	2479	18.0	20.6	121	727	15.0	6.0	101				
KATZ RADIO GROUP	15359	3006	18.9	19.6	100	2677	19.4	17.4	102	891	18.4	5.8	97				
SUPERNET	10628	2274	14.3	21.4	109	1855	13.4	17.5	102	756	15.6	7.1	119				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1708	10.8	19.7	101	1471	10.7	17.0	100	442	9.1	5.1	85				
MKDAY 9:00 AM - 1:00 PM	12163	2451	15.4	20.2	103	1947	14.1	16.0	94	712	14.7	5.9	98				
MKDAY 1:00 PM - 4:30 PM	16150	3230	20.4	20.0	102	2660	19.3	16.5	97	957	19.8	5.9	99				
MKDAY 4:30 PM - 7:30 PM	22462	4411	27.8	19.6	100	3803	27.6	16.9	99	1296	26.8	5.8	97				
MKDAY 7:30 PM - 8:00 PM	31795	6408	40.4	20.2	103	5198	37.7	16.3	96	1943	40.2	6.1	102				
MKDAY 11:00 PM - 11:30 PM	23977	4993	31.5	20.8	106	4173	30.3	17.4	102	1479	30.6	6.2	103				
MKDAY 11:30 PM - 1:00 AM	7703	1640	10.3	21.3	109	1333	9.7	17.3	102	555	11.5	7.2	121				
M-SAT 8-11 PM+SUN 7-11 PM	33800	6873	43.3	20.3	104	5893	42.7	17.4	102	2120	43.8	6.3	105				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1278	8.1	19.5	100	1140	8.3	17.4	102	406	8.4	6.2	104				
ANOTHER WORLD	N 4620	937	5.9	20.3	104	739	5.4	16.0	94	232	4.8	5.0	84				
AS THE WORLD TURNS	C 5614	1212	7.6	21.6	110	871	6.3	15.5	91	308	6.4	5.5	92				
CAPITOL	C 3396	789	5.0	23.2	119	538	3.9	15.8	93	176	3.6	5.2	87				
CBS MORN. NEWS 1	C 1446	239	1.5	16.5	84	231	1.7	16.0	94	107	2.2	7.4	124				
CBS MORN. NEWS 2	C 1207	199	1.3	16.5	84	212	1.5	17.6	103	*56	1.2	4.6	78				
DAYS OF OUR LIVES	N 5877	1198	7.6	20.4	104	1047	7.6	17.8	105	272	5.6	4.6	78				
FACTS OF LIFE - DAYTIME	N 2290	407	2.6	17.8	91	274	2.0	12.0	70	173	3.6	7.6	127				
FAMILY FEUD	A 3023	640	4.0	21.2	108	454	3.3	15.0	88	159	3.3	5.3	88				
GENERAL HOSPITAL	A 6097	1213	7.6	19.9	102	920	6.7	15.1	89	445	9.2	7.3	122				
GOOD MORNING, AMERICA-730	A 3515	644	4.1	18.3	94	673	4.9	19.1	112	200	4.1	5.7	95				
GOOD MORNING, AMERICA-830	A 2818	678	4.3	24.1	123	640	4.6	22.7	133	186	3.8	6.6	111				
GUIDING LIGHT	C 5339	1119	7.1	21.0	107	1005	7.3	18.8	111	250	5.2	4.7	78				
ONE LIFE TO LIVE	A 4478	804	5.1	18.0	92	744	5.4	16.6	98	272	5.6	6.1	102				
PRESS YOUR LUCK	C 2244	592	3.7	26.4	135	336	2.4	15.0	88	*100	2.1	4.5	75				
PRICE IS RIGHT 1	C 4348	943	5.9	21.7	111	656	4.8	15.1	89	271	5.6	6.2	104				
PRICE IS RIGHT 2	C 5014	1088	6.9	21.7	111	748	5.4	14.9	88	291	6.0	5.8	97				
RYAN'S HOPE	A 3150	654	4.1	20.8	106	471	3.4	15.0	88	214	4.4	6.8	114				
SALE OF THE CENTURY	N 2695	386	2.4	14.3	73	388	2.8	14.4	85	155	3.2	5.8	96				
SEARCH FOR TOMORROW	N 2319	453	2.9	19.5	100	403	2.9	17.4	102	*79	1.6	3.4	57				
TODAY SHOW 1	N 2693	617	3.9	22.9	117	464	3.4	17.2	101	103	2.1	3.8	64				
TODAY SHOW 2	N 2498	578	3.6	23.1	118	312	2.3	12.5	73	104	2.2	4.2	70				
\$25,000 PYRAMID	C 2753	603	3.8	21.9	112	414	3.0	15.0	88	147	3.0	5.3	89				
WHEEL OF FORTUNE	N 4388	791	5.0	18.0	92	672	4.9	15.3	90	218	4.5	5.0	83				
YOUNG AND THE RESTLESS	C 5695	1225	7.7	21.5	110	845	6.1	14.8	87	366	7.6	6.4	108				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	311	2.0	17.7	90	319	2.3	18.1	106	*116	2.4	6.6	110				
NBA PLAYOFF GAME -1	C 1136	292	1.8	25.7	131	147	1.1	12.9	76	*101	2.1	8.9	149				
NBC MAJOR LEAGUE PRE-GAME N	953	*148	0.9	15.5	79	*79	0.6	8.3	49	*69	1.4	7.2	121				
SPORTSWORLD - SUN	N 1233	255	1.6	20.7	106	193	1.4	15.7	92	*139	2.9	11.3	189				
SUNDAY MORNING	C 1611	277	1.7	17.2	88	359	2.6	22.3	131	*68	1.4	4.2	71				

	TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS	80986	15867	100.0	19.6	100	13795	100.0	17.0	100	4836	100.0	6.0	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	5157	32.5	19.8	101	4497	32.6	17.3	101	1426	29.5	5.5	92				
NETWORK AFFILIATES - LATE	20261	4265	26.9	21.1	107	3564	25.8	17.6	103	1231	25.5	6.1	102				
INDEPENDENTS - LATE	2076	406	2.6	19.6	100	328	2.4	15.8	93	142	2.9	6.8	115				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	2422	15.3	23.2	118	1747	12.7	16.7	98	649	13.4	6.2	104				
ABC MONDAY NIGHT MOVIE	A 6412	1314	8.3	20.5	105	1041	7.5	16.2	95	438	9.1	6.8	114				
ABC SUNDAY NIGHT MOVIE	A 12407	2490	15.7	20.1	102	2215	16.1	17.9	105	710	14.7	5.7	96				
ABC WORLD NEWS TONIGHT	A 6176	1232	7.8	19.9	102	985	7.1	15.9	94	370	7.7	6.0	100				
AFTERMASH	C 5863	1036	6.5	17.7	90	1001	7.3	17.1	100	324	6.7	5.5	93				
ALICE	C 9594	2027	12.8	21.1	108	1551	11.2	16.2	95	675	14.0	7.0	118				
AMERICAN PARADE	C 6622	1263	8.0	19.1	97	1118	8.1	16.9	99	426	8.8	6.4	108				
BENSON	A 10886	2080	13.1	19.1	98	2010	14.6	18.5	108	678	14.0	6.2	104				
BLUE THUNDER	A 5036	1027	6.5	20.4	104	901	6.5	17.9	105	333	6.9	6.6	111				
CAGNEY & LACEY	C 9965	2071	13.1	20.8	106	1930	14.0	19.4	114	503	10.4	5.0	85				
CBS EVENING NEWS-DEAN	C 3491	740	4.7	21.2	108	533	3.9	15.3	90	*230	4.8	6.6	110				
CBS EVENING NEWS-RATHER	C 7123	1353	8.5	19.0	97	1364	9.9	19.1	112	391	8.1	5.5	92				
CBS SAT. NEWS-SCHIEFFER	C 3621	672	4.2	18.6	95	747	5.4	20.6	121	251	5.2	6.9	116				
CBS SATURDAY NIGHT MOVIE	C 5436	1167	7.4	21.5	110	1002	7.3	18.4	108	296	6.1	5.4	91				
CBS WEDNESDAY NIGHT MOVIE	C 6100	1123	7.1	18.4	94	1049	7.6	17.2	101	450	9.3	7.4	124				
CHEERS	N 8889	1999	12.6	22.5	115	1648	11.9	18.5	109	574	11.9	6.5	108				
DALLAS	C 22109	4389	27.7	19.9	101	3995	29.0	18.1	106	1227	25.4	5.5	93				
DIFF'RENT STROKES	N 6940	1508	9.5	21.7	111	1046	7.6	15.1	88	438	9.1	6.3	106				
DOUBLE TROUBLE	N 7223	1634	10.3	22.6	115	1261	9.1	17.5	102	534	11.0	7.4	124				
DUCK FACTORY	N 5595	1265	8.0	22.6	115	992	7.2	17.7	104	358	7.4	6.4	107				
DUKES OF HAZZARD	C 5768	1378	8.7	23.9	122	902	6.5	15.6	92	362	7.5	6.3	105				
DYNASTY	A 20053	3799	23.9	18.9	97	3808	27.6	19.0	111	1163	24.0	5.8	97				
FACTS OF LIFE	N 8087	1819	11.5	22.5	115	1280	9.3	15.8	93	559	11.6	6.9	116				
FALCON CREST	C 20046	3954	24.9	19.7	101	3620	26.2	18.1	106	1098	22.7	5.5	92				
FALL GUY	A 9084	2039	12.9	22.4	115	1798	13.0	19.8	116	520	10.8	5.7	96				
FAMILY TIES	N 7964	1828	11.5	23.0	117	1371	9.9	17.2	101	461	9.5	5.8	97				
FANTASY ISLAND	A 7687	1582	10.0	20.6	105	1357	9.8	17.7	104	510	10.5	6.6	111				
FOULUPS,BLEEPs & BLUNDERS	A 8861	1685	10.6	19.0	97	1585	11.5	17.9	105	676	14.0	7.6	128				
FOUR SEASONS	C 5095	970	6.1	19.0	97	863	6.3	16.9	99	*298	6.2	5.8	98				
GMME A BREAK	N 8838	1847	11.6	20.9	107	1360	9.9	15.4	90	423	8.7	4.8	80				
HART TO HART	A 8978	1825	11.5	20.3	104	1447	10.5	16.1	95	648	13.4	7.2	121				
HILL STREET BLUES	N 8590	1649	10.4	19.2	98	1516	11.0	17.6	104	577	11.9	6.7	112				
HOTEL	A 14085	2822	17.8	20.0	102	2549	18.5	18.1	106	855	17.7	6.1	102				
JEFFERSONS	C 9360	1939	12.2	20.7	106	1588	11.5	17.0	100	659	13.6	7.0	118				
JENNIFER SLEPT HERE	N 5841	1149	7.2	19.7	100	988	7.2	16.9	99	370	7.7	6.3	106				
KATE & ALLIE	C 9206	1813	11.4	19.7	101	1710	12.4	18.6	109	560	11.6	6.1	102				
KNIGHT RIDER	N 7076	1550	9.8	21.9	112	1172	8.5	16.6	97	446	9.2	6.3	106				
LOVE BOAT	A 12219	2325	14.7	19.0	97	2178	15.8	17.8	105	813	16.8	6.7	111				
MAGNUM PI	C 11199	2462	15.5	22.0	112	2180	15.8	19.5	114	683	14.1	6.1	102				
MAMA'S FAMILY	N 6057	1246	7.9	20.6	105	927	6.7	15.3	90	396	8.2	6.5	109				
MASTER, THE	N 3598	673	4.2	18.7	95	546	4.0	15.2	89	*255	5.3	7.1	119				
MATT HOUSTON	A 6344	1294	8.2	20.4	104	1026	7.4	16.2	95	389	8.0	6.1	103				
NBC MONDAY NIGHT MOVIE	N 11994	2397	15.1	20.0	102	2021	14.7	16.9	99	799	16.5	6.7	112				
NBC NIGHTLY NEWS	N 5132	1173	7.4	22.9	117	921	6.7	17.9	105	274	5.7	5.3	89				
NBC NIGHTLY NEWS-SAT	N 3375	658	4.1	19.5	100	478	3.5	14.2	83	*196	4.1	5.8	97				
NBC NIGHTLY NEWS-SUN	N 3130	587	3.7	18.8	96	463	3.4	14.8	87	*138	2.9	4.4	74				
NBC SUNDAY NIGHT MOVIE	N 8284	1629	10.3	19.7	100	1481	10.7	17.9	105	471	9.7	5.7	95				
NEWMART	C 9240	1861	11.7	20.1	103	1699	12.3	18.4	108	543	11.2	5.9	98				
ONE DAY AT A TIME	C 7288	1425	9.0	19.6	100	1303	9.4	17.9	105	433	9.0	5.9	99				
PEOPLE ARE FUNNY	N 4855	938	5.9	19.3	99	794	5.8	16.4	96	330	6.8	6.8	114				
REAL PEOPLE	N 5869	1768	11.1	19.9	102	1409	10.2	15.9	93	645	13.3	7.3	122				
REMINGTON STEELE	N 7743	1475	9.3	19.0	97	1387	10.1	17.9	105	504	10.4	6.5	109				
RIPLY'S BELIEVE IT - NOT	A 5345	1033	6.5	19.3	99	848	6.1	15.9	93	421	8.7	7.9	132				
RIPTIDE	N 6988	1474	9.3	21.1	108	1038	7.5	14.9	87	406	8.4	5.8	97				
SCARECROW & MRS. KING	C 10002	1798	11.3	18.0	92	1827	13.2	18.3	107	507	10.5	5.1	85				
SIMON & SIMON	C 10638	2431	15.3	22.9	117	1823	13.2	17.1	101	656	13.6	6.2	103				
60 MINUTES	C 13293	2698	17.0	20.3	104	2339	17.0	17.6	103	803	16.6	6.0	101				
ST. ELSEWHERE	N 7017	1496	9.4	21.3	109	1361	9.9	19.4	114	518	10.7	7.4	124				
THREE'S COMPANY	A 10917	2330	14.7	21.3	109	2063	15.0	18.9	111	804	16.6	7.4	123				
T.J. HOOKER	A 9204	1806	11.4	19.6	100	1598	11.6	17.4	102	605	12.5	6.6	110				
TONIGHT SHOW	N 2372	564	3.6	23.8	121	423	3.1	17.8	105	131	2.7	5.5	92				
TRAPPER JOHN, M.D.	C 9846	2008	12.7	20.4	104	1595	11.6	16.2	95	584	12.1	5.9	99				
TV BLOOPERS & PRAC. JOKES	N 9105	1896	11.9	20.8	106	1507	10.9	16.6	97	552	11.4	6.1	102				
20/20	A 9387	2093	13.2	22.3	114	1656	12.0	17.6	104	604	12.5	6.4	108				
WEBSTER	A 11067	2015	12.7	18.2	93	2052	14.9	18.5	109	714	14.8	6.5	108				
WORLD NEWS - SUN	A 3062	516	3.3	16.9	86	539	3.9	17.6	103	*210	4.3	6.9	115				
YELLOW ROSE	N 4978	1															

	TOTAL U.S. '000	BLUE LUSTRE				GLAMORENE SPRAY 'N VAC				JOHNSON'S GLORY				WOOLITE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	6307	100.0	7.8	100	3760	100.0	4.6	100	3662	100.0	4.5	100	10440	100.0	12.9	100
18 - 24	9282	*343	5.4	3.7	47	**217	5.8	2.3	50	*314	8.6	3.4	75	892	8.5	9.6	75
25 - 34	19072	1263	20.0	6.6	85	633	16.8	3.3	71	1216	33.2	6.4	141	2593	24.8	13.6	105
35 - 44	14591	1209	19.2	8.3	106	723	19.2	5.0	107	500	13.7	3.4	76	1894	18.1	13.0	101
45 - 54	11345	1102	17.5	9.7	125	655	17.4	5.8	124	*550	15.0	4.8	107	1300	12.5	11.5	89
55 - 64	11635	1270	20.1	10.9	140	780	20.7	6.7	144	*482	13.2	4.1	92	1624	15.6	14.0	108
65 OR OLDER	15061	1121	17.8	7.4	96	753	20.0	5.0	108	601	16.4	4.0	88	2138	20.5	14.2	110
18 - 34	28354	1606	25.5	5.7	73	849	22.6	3.0	64	1530	41.8	5.4	119	3484	33.4	12.3	95
18 - 49	48339	3353	53.2	6.9	89	1928	51.3	4.0	86	2322	63.4	4.8	106	5936	56.9	12.3	95
25 - 54	45008	3574	56.7	7.9	102	2010	53.5	4.5	96	2266	61.9	5.0	111	5787	55.4	12.9	100
35 - 49	19985	1748	27.7	8.7	112	1078	28.7	5.4	116	793	21.7	4.0	88	2452	23.5	12.3	95
50 OR OLDER	32647	2954	46.8	9.0	116	1833	48.8	5.6	121	1340	36.6	4.1	91	4504	43.1	13.8	107
GRADUATED COLLEGE	11155	587	9.3	5.3	68	*343	9.1	3.1	66	538	14.7	4.8	107	1520	14.6	13.6	106
ATTENDED COLLEGE	13682	1085	17.2	7.9	102	671	17.8	4.9	106	825	22.5	6.0	133	1924	18.4	14.1	109
GRADUATED HIGH SCHOOL	33880	2928	46.4	8.6	111	1894	50.4	5.6	120	1289	35.2	3.8	84	4628	44.3	13.7	106
DID NOT GRADUATE HIGH SCHOOL	22270	1707	27.1	7.7	98	852	22.7	3.8	82	1009	27.6	4.5	100	2368	22.7	10.6	82
EMPLOYED	40306	3335	52.9	8.3	106	1674	44.5	4.2	89	1909	52.1	4.7	105	4943	47.3	12.3	95
EMPLOYED FULL-TIME	32850	2615	41.5	8.0	102	1447	38.5	4.4	95	1635	44.6	5.0	110	4078	39.1	12.4	96
EMPLOYED PART-TIME	7456	720	11.4	9.7	124	**228	6.1	3.1	66	**274	7.5	3.7	81	864	8.3	11.6	90
NOT EMPLOYED	40680	2972	47.1	7.3	94	2086	55.5	5.1	110	1753	47.9	4.3	95	5498	52.7	13.5	105
PROFESSIONAL/MANAGER	10392	608	9.6	5.9	75	*379	10.1	3.6	79	*558	15.2	5.4	119	1534	14.7	14.8	115
TECH/CLERICAL/SALES	17574	1645	26.1	9.4	120	789	21.0	4.5	97	862	23.5	4.9	108	2208	21.1	12.6	97
PRECISION/CRAFT	985	**59	0.9	6.0	77	**37	1.0	3.8	81	**14	0.4	1.4	31	**175	1.7	17.8	138
OTHER EMPLOYED	11354	1024	16.2	9.0	116	*470	12.5	4.1	89	*475	13.0	4.2	93	1026	9.8	9.0	70
SINGLE	9863	433	6.9	4.4	56	*227	6.0	2.3	50	*364	9.9	3.7	82	969	9.3	9.8	76
MARRIED	51375	4235	67.1	8.2	106	2621	69.7	5.1	110	2427	66.3	4.7	104	7168	68.7	14.0	108
DIVORCED/SEPARATED/WIDOWED	19748	1640	26.0	8.3	107	912	24.3	4.6	99	871	23.8	4.4	98	2303	22.1	11.7	90
PARENTS	32590	2582	40.9	7.9	102	1417	37.7	4.3	94	1693	46.2	5.2	115	4214	40.4	12.9	100
WHITE	70416	5680	90.1	8.1	104	3162	84.1	4.5	97	3123	85.3	4.4	98	9330	89.4	13.2	103
BLACK	8778	554	8.8	6.3	81	489	13.0	5.6	120	480	13.1	5.5	121	850	8.1	9.7	75
OTHER	1791	**74	1.2	4.1	53	**110	2.9	6.1	132	**59	1.6	3.3	73	**260	2.5	14.5	113
NORTHEAST-CENSUS	17786	1446	22.9	8.1	104	805	21.4	4.5	97	802	21.9	4.5	100	1990	19.1	11.2	87
NORTH CENTRAL	20741	1961	31.1	9.5	121	786	20.9	3.8	82	843	23.0	4.1	90	2275	21.8	11.0	85
SOUTH	27775	2336	37.0	8.4	108	1354	36.0	4.9	105	1277	34.9	4.6	102	3969	38.0	14.3	111
WEST	14683	564	8.9	3.8	49	816	21.7	5.6	120	741	20.2	5.0	112	2207	21.1	15.0	117
NORTHEAST-MKTG.	17961	1168	18.5	6.5	84	864	23.0	4.8	104	784	21.4	4.4	97	1976	18.9	11.0	85
EAST CENTRAL	11885	1625	25.8	13.7	176	415	11.0	3.5	75	631	17.2	5.3	117	1380	13.2	11.6	90
WEST CENTRAL	14090	1084	17.2	7.7	99	620	16.5	4.4	95	500	13.7	3.5	78	1627	15.6	11.5	90
SOUTH	24081	2045	32.4	8.5	109	1174	31.2	4.9	105	1108	30.3	4.6	102	3561	34.1	14.8	115
PACIFIC	12969	*386	6.1	3.0	38	*688	18.3	5.3	114	*638	17.4	4.9	109	1896	18.2	14.6	113
COUNTY SIZE A	32439	1904	30.2	5.9	75	1681	44.7	5.2	112	1215	33.2	3.7	83	3687	35.3	11.4	88
COUNTY SIZE B	24915	2121	33.6	8.5	109	1146	30.5	4.6	99	1182	32.3	4.7	105	3561	34.1	14.3	111
COUNTY SIZE C	12930	1216	19.3	9.4	121	*505	13.4	3.9	84	694	19.0	5.4	119	1876	18.0	14.5	113
COUNTY SIZE D	10703	1066	16.9	10.0	128	*428	11.4	4.0	86	*571	15.6	5.3	118	1316	12.6	12.3	95
METRO CENTRAL CITY	24518	1526	24.2	6.2	80	1130	30.1	4.6	99	826	22.6	3.4	75	2914	27.9	11.9	92
METRO SUBURBAN	35919	2802	44.4	7.8	100	1699	45.2	4.7	102	1739	47.5	4.8	107	4836	46.3	13.5	104
NON METRO	20549	1979	31.4	9.6	124	931	24.8	4.5	98	1097	30.0	5.3	118	2691	25.8	13.1	102
TOP 5 ADI'S	18341	736	11.7	4.0	52	1003	26.7	5.5	118	728	19.9	4.0	88	1977	18.9	10.8	84
TOP 10 ADI'S	25378	1185	18.8	4.7	60	1375	36.6	5.4	117	1054	28.8	4.2	92	2830	27.1	11.2	87
TOP 20 ADI'S	36488	2242	35.5	6.1	79	1833	48.8	5.0	108	1557	42.5	4.3	94	4119	39.5	11.3	88
HSGLD INC. \$50,000 OR MORE	6612	*343	5.4	5.2	67	**364	9.7	5.5	119	**278	7.6	4.2	93	974	9.3	14.7	114
\$40,000 OR MORE	12659	925	14.7	7.3	94	*623	16.6	4.9	106	*547	14.9	4.3	96	1910	18.3	15.1	117
\$30,000 OR MORE	24698	1756	27.8	7.1	91	1073	28.5	4.3	94	1124	30.7	4.6	101	3351	32.1	13.6	105
\$25,000 OR MORE	32077	2537	40.2	7.9	102	1547	41.1	4.8	104	1444	39.4	4.5	100	4455	42.7	13.9	108
\$20,000 - \$24,999	9144	795	12.6	8.7	112	*485	12.9	5.3	114	*445	12.2	4.9	108	1141	10.9	12.5	97
\$15,000 - \$19,999	8728	558	8.8	6.4	82	*494	13.1	5.7	122	*482	13.2	5.5	122	1192	11.4	13.7	106
\$10,000 - \$14,999	12562	1083	17.2	8.6	111	610	16.2	4.9	105	466	12.7	3.7	82	1672	16.0	13.3	103
UNDER \$10,000	18475	1334	21.2	7.2	93	625	16.6	3.4	73	824	22.5	4.5	99	1980	19.0	10.7	83
HOUSEHOLD OF 1 PERSON	11987	727	11.5	6.1	78	455	12.1	3.8	82	507	13.8	4.2	94	1474	14.1	12.3	95
2 PEOPLE	26577	1937	30.7	7.3	94	1415	37.6	5.3	115	1176	32.1	4.4	98	3578	34.3	13.5	104
3 OR 4 PEOPLE	30617	2652	42.0	8.7	111	1220	32.4	4.0	86	1459	39.8	4.8	105	3968	38.0	13.0	101
5 OR MORE PEOPLE	11804	992	15.7	8.4	108	*671	17.8	5.7	122	*520	14.2	4.4	97	1420	13.6	12.0	93
NO CHILD IN HSHLD	46165	3531	56.0	7.6	98	2295	61.0	5.0	107	1904	52.0	4.1	91	5981	57.3	13.0	101
CHILD(REN) UNDER 2 YRS	5325	*330	5.2	6.2	80	**174	4.6	3.3	70	**321	8.8	6.0	133	606	5.8	11.4	88
2 - 5 YEARS	14221	895	14.2	6.3	81	*510	13.6	3.6	77	858	23.4	6.0	133	1761	16.9	12.4	96
6 - 11 YEARS	15117	1312	20.8	8.7	111	659	17.5	4.4	94	751	20.5	5.0	110	1920	18.4	12.7	99
12 - 17 YEARS	16611	1575	25.0	9.5	122	875	23.3	5.3	113	710	19.4	4.3	95	2027	19.4	12.2	95
RESIDENCE OWNED	55884	5147	81.6	9.2	118	2860	76.1	5.1	110	2538	69.3	4.5	100	7884	75.5	14.1	109
VALUE: \$50,000 OR MORE	31744	2451	38.9	7.7	99	1598	42.5	5.0	108	1342	36.6	4.2	93	4403	42.2	13.9	108
VALUE: UNDER \$50,000	24140	2695	42.7	11.2	143	1262	33.6	5.2	113	1197	32.7	5.0	110	3481	33.3	14.4	112

RUG CLEANERS & SHAMPOOS: BRANDS
(FEMALE HOME MAKERS)

		TOTAL U.S. '000	BLUE LUSTRE				GLAMORENE SPRAY 'N VAC				JOHNSON'S GLORY				WOOLITE				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOME MAKERS			80986	6307	100.0	7.8	100	3760	100.0	4.6	100	3662	100.0	4.5	100	10440	100.0	12.9	100
MAGAZINES	QUINTILE 1	15799	1454	23.1	9.2	118	868	23.1	5.5	118	782	21.4	4.9	109	2406	23.0	15.2	118	
	QUINTILE 2	17259	1444	22.9	8.4	107	949	25.2	5.5	118	793	21.7	4.6	102	2205	21.1	12.8	99	
	QUINTILE 3	13545	884	14.0	6.5	84	729	19.4	5.4	116	637	17.4	4.7	104	1788	17.1	13.2	102	
	QUINTILE 4	15133	1151	18.2	7.6	98	507	13.5	3.4	72	584	15.9	3.9	85	1845	17.7	12.2	95	
	QUINTILE 5	19250	1374	21.8	7.1	92	707	18.8	3.7	79	866	23.6	4.5	99	2197	21.0	11.4	89	
NEWSPAPERS	QUINTILE 1	12413	962	15.3	7.7	100	660	17.6	5.3	115	504	13.8	4.1	90	1701	16.3	13.7	106	
	QUINTILE 2	24116	2212	35.1	9.2	118	1106	29.4	4.6	99	950	25.9	3.9	87	3323	31.8	13.8	107	
	QUINTILE 3	11261	731	11.6	6.5	83	*546	14.5	4.8	104	633	17.3	5.6	124	1522	14.6	13.5	105	
	QUINTILE 4	20255	1581	25.1	7.8	100	894	23.8	4.4	95	945	25.8	4.7	103	2406	23.0	11.9	92	
	QUINTILE 5	12940	821	13.0	6.3	81	*555	14.8	4.3	92	630	17.2	4.9	108	1488	14.3	11.5	89	
OUTDOOR	QUINTILE 1	14852	1168	18.5	7.9	101	588	15.6	4.0	85	784	21.4	5.3	117	2035	19.5	13.7	106	
	QUINTILE 2	15725	1320	20.9	8.4	108	757	20.1	4.8	104	754	20.6	4.8	106	1984	19.0	12.6	98	
	QUINTILE 3	16330	1201	19.0	7.4	94	834	22.2	5.1	110	687	18.8	4.2	93	2012	19.3	12.3	96	
	QUINTILE 4	16744	1445	22.9	8.6	111	761	20.2	4.5	98	693	18.9	4.1	92	2350	22.5	14.0	109	
	QUINTILE 5	17334	1174	18.6	6.8	87	821	21.8	4.7	102	743	20.3	4.3	95	2060	19.7	11.9	92	
RADIO-DRIVE TIME	QUINTILE 1	15911	1408	22.3	8.8	114	785	20.9	4.9	106	748	20.4	4.7	104	1895	18.2	11.9	92	
	QUINTILE 2	14837	1086	17.2	7.3	94	752	20.0	5.1	109	610	16.7	4.1	91	1994	19.1	13.4	104	
	QUINTILE 3	15339	1067	16.9	7.0	89	*524	13.9	3.4	74	646	17.6	4.2	93	1828	17.5	11.9	92	
	QUINTILE 4	16723	1471	23.3	8.8	113	852	22.7	5.1	110	626	17.1	3.7	83	2158	20.7	12.9	100	
	QUINTILE 5	18176	1276	20.2	7.0	90	847	22.5	4.7	100	1032	28.2	5.7	126	2566	24.6	14.1	110	
RADIO-MID- DAY	TERCILE 1	21020	1839	29.2	8.7	112	1123	29.9	5.3	115	858	23.4	4.1	90	2736	26.2	13.0	101	
	TERCILE 2	21610	1849	29.3	8.6	110	980	26.1	4.5	98	1192	32.6	5.5	122	2982	28.6	13.8	107	
	TERCILE 3	38355	2619	41.5	6.8	88	1657	44.1	4.3	93	1611	44.0	4.2	93	4723	45.2	12.3	96	
RADIO-TOTAL	QUINTILE 1	15988	1374	21.8	8.6	110	1033	27.5	6.5	139	770	21.0	4.8	107	2002	19.2	12.5	97	
	QUINTILE 2	15626	1234	19.6	7.9	101	535	14.2	3.4	74	703	19.2	4.5	99	1818	17.4	11.6	90	
	QUINTILE 3	16723	1282	20.3	7.7	98	721	19.2	4.3	93	614	16.8	3.7	81	2312	22.1	13.8	107	
	QUINTILE 4	16342	1240	19.7	7.6	97	743	19.8	4.5	98	774	21.1	4.7	105	2230	21.4	13.6	106	
	QUINTILE 5	16306	1178	18.7	7.2	93	730	19.4	4.5	96	801	21.9	4.9	109	2078	19.9	12.7	99	
TV-PRIME TIME	QUINTILE 1	15953	1410	22.4	8.8	113	923	24.5	5.8	125	731	20.0	4.6	101	2018	19.3	12.6	98	
	QUINTILE 2	16137	1188	18.8	7.4	95	727	19.3	4.5	97	750	20.5	4.6	103	2371	22.7	14.7	114	
	QUINTILE 3	16420	1435	22.8	8.7	112	798	21.2	4.9	105	857	23.4	5.2	115	2060	19.7	12.5	97	
	QUINTILE 4	16687	1131	17.9	6.8	87	743	19.8	4.5	96	705	19.3	4.2	93	2156	20.7	12.9	100	
	QUINTILE 5	15789	1143	18.1	7.2	93	569	15.1	3.6	78	619	16.9	3.9	87	1835	17.6	11.6	90	
TV-DAYTIME	TERCILE 1	27736	2373	37.6	8.6	110	1352	36.0	4.9	105	1357	37.1	4.9	108	3606	34.5	13.0	101	
	TERCILE 2	26489	2247	35.6	8.5	109	1193	31.7	4.5	97	1083	29.6	4.1	90	3450	33.0	13.0	101	
	TERCILE 3	26761	1687	26.7	6.3	81	1215	32.3	4.5	98	1222	33.4	4.6	101	3385	32.4	12.6	98	
TV-TOTAL	QUINTILE 1	16345	1302	20.6	8.0	102	936	24.9	5.7	123	695	19.0	4.3	94	2146	20.6	13.1	102	
	QUINTILE 2	16447	1533	24.3	9.3	120	779	20.7	4.7	102	825	22.5	5.0	111	1975	18.9	12.0	93	
	QUINTILE 3	15980	1277	20.2	8.0	103	562	14.9	3.5	76	705	19.3	4.4	98	2452	23.5	15.3	119	
	QUINTILE 4	15887	1121	17.8	7.1	91	807	21.5	5.1	109	817	22.3	5.1	114	2101	20.1	13.2	103	
	QUINTILE 5	16326	1075	17.0	6.6	85	677	18.0	4.1	89	621	17.0	3.8	84	1766	16.9	10.8	84	
MAGAZINES-NEWSPAPERS: DUAL			20721	1861	29.5	9.0	115	1103	29.3	5.3	115	869	23.7	4.2	93	2896	27.7	14.0	108
MAGAZINE IMPERATIVE			19186	1478	23.4	7.7	99	1100	29.3	5.7	123	1095	29.9	5.7	126	2644	25.3	13.8	107
NEWSPAPER IMPERATIVE			21899	1643	26.1	7.5	96	920	24.5	4.2	90	952	26.0	4.3	96	2841	27.2	13.0	101
MAGAZINES-OUTDOOR: DUAL			15451	1362	21.6	8.8	113	897	23.9	5.8	125	843	23.0	5.5	121	2149	20.6	13.9	108
MAGAZINE IMPERATIVE			25953	2048	32.5	7.9	101	1418	37.7	5.5	118	1143	31.2	4.4	97	3545	34.0	13.7	106
OUTDOOR IMPERATIVE			24400	1730	27.4	7.1	91	888	23.6	3.6	78	1027	28.0	4.2	93	2968	28.4	12.2	94
MAGAZINES-RADIO: DUAL			18049	1498	23.8	8.3	107	1117	29.7	6.2	133	872	23.8	4.8	107	2329	22.3	12.9	100
MAGAZINE IMPERATIVE			23571	1944	30.8	8.2	106	1239	33.0	5.3	113	1118	30.5	4.7	105	3488	33.4	14.8	115
RADIO IMPERATIVE			23278	1804	28.6	7.7	100	901	24.0	3.9	83	905	24.7	3.9	86	2785	26.7	12.0	93
MAGAZINES-TELEVISION: DUAL			15459	1354	21.5	8.8	112	969	25.8	6.3	135	846	23.1	5.5	121	2142	20.5	13.9	107
MAGAZINE IMPERATIVE			25829	2026	32.1	7.8	101	1216	32.3	4.7	101	1188	32.4	4.6	102	3594	34.4	13.9	108
TELEVISION IMPERATIVE			26039	2020	32.0	7.8	100	1030	27.4	4.0	85	1086	29.7	4.2	92	3213	30.8	12.3	96
NEWSPAPERS-OUTDOOR: DUAL			16605	1408	22.3	8.5	109	795	21.1	4.8	103	799	21.8	4.8	106	2276	21.8	13.7	106
NEWSPAPER IMPERATIVE			26834	2217	35.2	8.3	106	1383	36.8	5.2	111	1043	28.5	3.9	86	3681	35.3	13.7	106
OUTDOOR IMPERATIVE			23346	1805	28.6	7.7	99	1020	27.1	4.4	94	1175	32.1	5.0	111	2813	26.9	12.0	93
NEWSPAPERS-RADIO: DUAL			17133	1468	23.3	8.6	110	876	23.3	5.1	110	808	22.1	4.7	104	2167	20.8	12.6	98
NEWSPAPER IMPERATIVE			25892	2174	34.5	8.4	108	1187	31.6	4.6	99	1036	28.3	4.0	88	3778	36.2	14.6	113
RADIO IMPERATIVE			23167	1715	27.2	7.4	95	1050	27.9	4.5	98	1033	28.2	4.5	99	2786	26.7	12.0	93
NEWSPAPERS-TELEVISION: DUAL			17159	1729	27.4	10.1	129	864	23.0	5.0	108	745	20.3	4.3	96	2264	21.7	13.2	102
NEWSPAPER IMPERATIVE			26214	1856	29.4	7.1	91	1208	32.1	4.6	99	1086	29.7	4.1	92	3644	34.9	13.9	108
TELEVISION IMPERATIVE			23412	1739	27.6	7.4	95	1137	30.2	4.9	105	1176	32.1	5.0	111	2948	28.2	12.6	98
OUTDOOR-RADIO: DUAL			15303	1437	22.8	9.4	121	867	23.1	5.7	122	858	23.4	5.6	124	2054	19.7	13.4	104
OUTDOOR IMPERATIVE			24901	1714	27.2	6.9	88	969	25.8	3.9	84	1150	31.4	4.6	102	3216	30.8	12.9	100
RADIO IMPERATIVE			26492	2027	32.1	7.7	98	1161	30.9	4.4	94	975	26.6	3.7	81	3323			

	TOTAL U.S. '000	BLUE LUSTRE				GLAMOROUS SPRAY 'N VAC				JOHNSON'S GLORY				WOOLITE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	6307	100.0	7.8	100	3760	100.0	4.6	100	3662	100.0	4.5	100	10440	100.0	12.9	100
ATLANTIC MONTHLY	415	**23	0.4	5.5	71	**13	0.3	3.1	67	**24	0.7	5.8	128	**33	0.3	8.0	62
BARRON'S	453	**10	0.2	2.2	28	**35	0.9	7.7	166	**9	0.2	2.0	44	**84	0.8	18.5	144
BETTER HOMES & GARDENS	16256	1498	23.8	9.2	118	839	22.3	5.2	111	651	17.8	4.0	89	2433	23.3	15.0	116
BON APPETIT	2535	**92	1.5	3.6	47	**124	3.3	4.9	105	**118	3.2	4.7	103	290	2.8	11.4	89
BUSINESS WEEK	1278	**73	1.2	5.7	73	**67	1.8	5.2	113	**16	0.4	1.3	28	*202	1.9	15.8	123
CAR AND DRIVER	378	**20	0.3	5.3	68	**30	0.8	7.9	171	**3	0.1	0.8	18	**64	0.6	16.9	131
CBS MAGAZINE NETWORK (GROSS)	1498	**124	2.0	8.3	106	**89	2.4	5.9	128	**71	1.9	4.7	105	231	2.2	15.4	120
CHANGING TIMES	1505	**133	2.1	8.8	113	**68	1.8	4.5	97	**28	0.8	1.9	41	*205	2.0	13.6	106
COLONIAL HOMES	1231	**90	1.4	7.3	94	**134	3.6	10.9	234	**39	1.1	3.2	70	*120	1.1	9.7	76
CONDE NAST MAG. PKG. (GROSS)	14146	1187	18.8	8.4	108	459	12.2	3.2	70	780	21.3	5.5	122	2059	19.7	14.6	113
CONSUMERS DIGEST	1323	*155	2.5	11.7	150	**39	1.0	2.9	63	**37	1.0	2.8	62	*203	1.9	15.3	119
COSMOPOLITAN	7102	501	7.9	7.1	91	298	7.9	4.2	90	329	9.0	4.6	102	854	8.2	12.0	93
COUNTRY LIVING	2481	*188	3.0	7.6	97	**132	3.5	5.3	115	**157	4.3	6.3	140	399	3.8	16.1	125
CUISINE	1472	**94	1.5	6.4	82	**71	1.9	4.8	104	**62	1.7	4.2	93	254	2.4	17.3	134
CYCLE WORLD	425	**69	1.1	16.2	208	**60	1.6	14.1	304	**29	0.8	6.8	151	**39	0.4	9.2	71
DCI:CREATIVE IDEAS FOR LIV	2510	*200	3.2	8.0	102	*144	3.8	5.7	124	**81	2.2	3.2	71	260	2.5	10.4	80
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	603	9.6	9.0	116	431	11.5	6.4	139	311	8.5	4.6	103	1000	9.6	14.9	116
DISCOVER	894	**90	1.4	10.1	129	**29	0.8	3.2	70	**41	1.1	4.6	101	*144	1.4	16.1	125
EBONY	3507	266	4.2	7.6	97	243	6.5	6.9	149	240	6.6	6.8	151	345	3.3	9.8	76
ESQUIRE	1083	**42	0.7	3.9	50	**43	1.1	4.0	86	**53	1.4	4.9	108	**111	1.1	10.2	80
ESSENCE	1830	*161	2.6	8.8	113	**90	2.4	4.9	106	*139	3.8	7.6	168	*168	1.6	9.2	71
FAMILY CIRCLE	15930	1503	23.8	9.4	121	914	24.3	5.7	124	582	15.9	3.7	81	2030	19.4	12.7	99
THE FAMILY HANDYMAN	1126	*212	3.4	18.8	242	**77	2.0	6.8	147	**59	1.6	5.2	116	*119	1.1	10.6	82
FAMILY WEEKLY	11468	1052	16.7	9.2	118	628	16.7	5.5	118	602	16.4	5.2	116	1699	16.3	14.8	115
FIELD & STREAM	2234	*269	4.3	12.0	155	**138	3.7	6.2	133	**78	2.1	3.5	77	*283	2.7	12.7	98
FOOD & WINE	579	**60	1.0	10.4	133	**4	0.1	0.7	15	**39	1.1	6.7	149	*115	1.1	19.9	154
FORBES	728	**35	0.6	4.8	62	**62	1.6	8.5	183	**31	0.8	4.3	94	**122	1.2	16.8	130
FORTUNE	906	**60	1.0	6.6	85	**34	0.9	3.8	81	**18	0.5	2.0	44	**98	0.9	10.8	84
GENTLEMEN'S QUARTERLY	791	**25	0.4	3.2	41	**19	0.5	2.4	52	**44	1.2	5.6	123	**73	0.7	9.2	72
GLAMOUR	5265	384	6.1	7.3	94	*200	5.3	3.8	82	362	9.9	6.9	152	845	8.1	16.0	124
GOLF DIGEST	636	**43	0.7	6.8	87	**12	0.3	1.9	41	**57	1.6	9.0	198	**50	0.5	7.9	61
GOLF DIGEST/TENNIS (GROSS)	1186	**73	1.2	6.2	79	**24	0.6	2.0	44	**75	2.0	6.3	140	*146	1.4	12.3	95
GOLF MAGAZINE	941	**7	0.1	1.6	20	**5	0.1	1.1	24	**35	1.0	7.9	176	**26	0.2	5.9	46
GOLF MAGAZINE/SKI (GROSS)	422	**33	0.5	3.6	46	**25	0.7	2.7	58	**77	2.1	8.4	185	**74	0.7	8.0	62
GOOD HOUSEKEEPING	16487	1624	25.7	9.9	126	969	25.8	5.9	127	667	18.2	4.0	89	2393	22.9	14.5	113
HARPER'S BAZAAR	2423	*185	2.9	7.6	98	**92	2.4	3.8	82	**88	2.4	3.6	80	342	3.3	14.1	109
HEALTH	1994	*142	2.3	7.1	91	**69	1.8	3.5	75	**39	1.1	2.0	43	294	2.8	14.7	114
HEARST MAG CORP. BUY (GROSS)	44101	3816	60.5	8.7	111	2346	62.4	5.3	115	1889	51.6	4.3	95	6212	59.5	14.1	109
HEARST MAN POWER (GROSS)	1993	*167	2.6	8.4	108	**104	2.8	5.2	112	**103	2.8	5.2	114	*219	2.1	11.0	85
HEARST WOMAN POWER (GROSS)	31274	2812	44.6	9.0	115	1700	45.2	5.4	117	1295	35.4	4.1	92	4393	42.1	14.0	109
HOUSE BEAUTIFUL	3623	346	5.5	9.6	123	*140	3.7	3.9	83	**124	3.4	3.4	76	549	5.3	15.2	118
INC.	283	**17	0.3	6.0	77	**25	0.7	8.8	190	**13	0.4	4.6	102	**104	1.0	36.7	285
JET	2928	261	4.1	8.9	114	*174	4.6	5.9	128	228	6.2	7.8	172	318	3.0	10.9	84
LADIES' HOME JOURNAL	11918	1139	18.1	9.6	123	648	17.2	5.4	117	428	11.7	3.6	79	1751	16.8	14.7	114
LHJ FAMILY GRP COMBO(GROSS)	16764	1539	24.4	9.2	118	947	25.2	5.6	122	642	17.5	3.8	85	2546	24.4	15.2	118
LIFE	4254	459	7.3	10.8	139	*121	3.2	2.8	61	*167	4.6	3.9	87	486	4.7	11.4	89
L.A. TIMES HOME MAGAZINE	1145	**36	0.6	3.1	40	**77	2.0	6.7	145	**17	0.5	1.5	33	*207	2.0	18.1	140
MADEMOISELLE	2884	*275	4.4	9.5	122	**76	2.0	2.6	57	**134	3.7	4.6	103	374	3.6	13.0	101
MC CALL'S	13460	1303	20.7	9.7	124	880	23.4	6.5	141	580	15.8	4.3	95	1983	19.0	14.7	114
MC CALL'S/WRK MOTHER (GROSS)	14606	1417	22.5	9.7	125	911	24.2	6.2	134	635	17.3	4.3	96	2205	21.1	15.1	117
MECHANIX ILLUSTRATED	772	**38	0.6	4.9	63	**39	1.0	5.1	109	**39	1.1	5.1	112	**115	1.1	14.9	116
METROPOLITAN HOME	967	**73	1.2	7.5	97	**59	1.6	6.1	131	**39	1.1	4.0	89	*223	2.1	23.1	179
MONEY	1588	**76	1.2	4.8	61	**98	2.6	6.2	133	**27	0.7	1.7	38	*252	2.4	15.9	123
MOTHER EARTH NEWS	1002	**55	0.9	5.5	70	**63	1.7	6.3	135	**65	1.8	6.5	143	*160	1.5	16.0	124
MS.	825	**33	0.5	4.0	51	**50	1.3	6.1	131	**45	1.2	5.5	121	*126	1.2	15.3	118
NATIONAL ENQUIRER	10336	936	14.8	9.1	116	591	15.7	5.7	123	451	12.3	4.4	96	1351	12.9	13.1	101
NATIONAL GEOGRAPHIC	9597	534	8.5	5.6	71	525	14.0	5.5	118	434	11.9	4.5	100	1264	12.1	13.2	102
NATIONAL SUNDAY MAGAZINE PKG	49558	4068	64.5	8.2	105	2402	63.9	4.8	104	2143	58.5	4.3	96	6801	65.1	13.7	106
NATURAL HISTORY	573	**14	0.2	2.4	31	**47	1.3	8.2	177	**5	0.1	0.9	19	**35	0.3	6.1	47
NEW WOMAN	1699	*158	2.5	9.3	119	**58	1.5	3.4	74	**107	2.9	6.3	139	245	2.3	14.4	112
NEW YORK INCLUDING CUE	443	**26	0.4	5.9	75	**25	0.7	5.6	122	**8	0.2	1.8	40	**62	0.6	14.0	109
THE NEW YORKER	1270	**83	1.3	6.5	84	**48	1.3	3.8	81	**72	2.0	5.7	125	*174	1.7	13.7	106
NEWSWEEK	6277	473	7.5	7.5	97	256	6.8	4.1	88	198	5.4	3.2	70	997	9.5	15.9	123
THE N.Y. TIMES DAILY EDITION	1205	**37	0.6	3.1	39	**54	1.4	4.5	97	**61	1.7	5.1	112	*123	1.2	10.2	79
THE N.Y. TIMES MAGAZINE	2081	**73	1.2	3.5	45	**65	1.7	3.1	67	*136	3.7	6.5	145	*176	1.7	8.5	66
OMNI	788	**51	0.8	6.5	83	**65	1.7	8.2	178	**80	2.2	10.2	225	**104	1.0	13.2	102
ON CABLE	1158	**114	1.8	9.8	126	**97	2.6	8.4	180	**75	2.0	6.5	143	*160	1.5	13.8	107
1001 HOME IDEAS	2852	259	4.1	9.1	117	*231	6.1	8.1	174	*174	4.8	6.1	135	502	4.8	17.6	137
ORGANIC GARDENING	1658	*225	3.6	13.6	174	*98	2.6	5.9	127	*59	1.6	3.6	79	*210	2.0	12.7	98
OUTDOOR LIFE	896	*114	1.8	12.7	163	*47	1.3	5.2	113	*41	1.1	4.6	101	*86	0.8	9.6	74
PARADE MAGAZINE	24275	2177	34.5	9.0	115	1421	37.8	5.9	126	1119	30.6	4.6	102	3471	33.2	14.3	111

	TOTAL U.S. '000	BLUE LUSTRE				GLAMORENE SPRAY 'N VAC				JOHNSON'S GLORY				WOOLITE			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	6307	100.0	7.8	100	3760	100.0	4.6	100	3662	100.0	4.5	100	10440	100.0	12.9	100
PARENTS	3845	**232	3.7	6.0	77	**129	3.4	3.4	72	**258	7.0	6.7	148	653	6.3	17.0	132
PENTHOUSE	831	**34	0.5	4.1	53	**8	0.2	1.0	21	**90	2.5	10.8	240	**114	1.1	13.7	106
PEOPLE	11645	781	12.4	6.7	86	560	14.9	4.8	104	459	12.5	3.9	87	1501	14.4	12.9	100
PLAYBOY	2006	**77	1.2	3.8	49	**90	2.4	4.5	97	**182	5.0	9.1	201	208	2.0	10.4	80
POPULAR HOT RODDING	297	**10	0.2	3.4	43	**13	0.3	4.4	94	**12	0.3	4.0	89	**38	0.4	12.8	99
POPULAR MECHANICS	1018	**60	1.0	5.9	76	**56	1.5	5.5	118	**29	0.8	2.8	63	**94	0.9	9.2	72
POPULAR SCIENCE	878	**84	1.3	9.6	123	**42	1.1	4.8	103	**89	2.4	10.1	224	**81	0.8	9.2	72
PREVENTION	3913	347	5.5	8.9	114	**256	6.8	6.5	141	**165	4.5	4.2	93	702	6.7	17.9	139
PSYCHOLOGY TODAY	1710	**129	2.0	7.5	97	**114	3.0	6.7	144	**140	3.8	8.2	181	322	3.1	18.8	146
READER'S DIGEST	22204	1936	30.7	8.7	112	1138	30.3	5.1	110	981	26.8	4.4	98	3248	31.1	14.6	113
REDDOOK	7684	687	10.9	8.9	115	433	11.5	5.6	121	300	8.2	3.9	86	1146	11.0	14.9	116
ROAD & TRACK	410	**12	0.2	2.9	38	**28	0.7	6.8	147	**9	0.2	2.2	49	**92	0.9	22.4	174
ROLLING STONE	969	**53	0.8	5.5	70	**17	0.5	1.8	38	**96	2.6	9.9	219	**20	2.1	22.7	176
RUNNER'S WORLD	298	**22	0.3	7.4	95	**23	0.6	7.7	166	**12	0.3	4.0	89	**57	0.5	19.1	148
SATURDAY EVENING POST	1169	**93	1.5	8.0	102	**55	1.5	4.7	101	**46	1.3	3.9	87	189	1.8	16.2	125
SCIENCE 84	587	**30	0.5	5.1	66	**57	1.5	9.7	209	**49	1.3	8.3	185	**52	0.5	8.9	69
SCIENCE DIGEST	482	**45	0.7	9.3	120	**19	0.5	3.9	85	**23	0.6	4.8	106	**48	0.5	10.0	77
SCIENTIFIC AMERICAN	594	**65	1.0	10.9	141	**55	1.5	9.3	199	**36	1.0	6.1	134	**69	0.7	11.6	90
SELF	2089	**229	3.6	11.0	141	**27	0.7	1.3	28	**86	2.3	4.1	91	285	2.7	13.6	106
SEVENTEEN	2411	**162	2.6	6.7	86	**55	1.5	2.3	49	**67	1.8	2.8	61	**223	2.1	9.2	72
SKI	480	**26	0.4	5.4	70	**20	0.5	4.2	90	**41	1.1	8.5	189	**48	0.5	10.0	78
SMITHSONIAN	2760	**138	2.2	5.0	64	**139	3.7	5.0	108	**196	5.4	7.1	157	463	4.4	16.8	130
SOAP OPERA DIGEST	3013	284	4.5	9.4	121	**183	4.9	6.1	131	**122	3.3	4.0	90	377	3.6	12.5	97
SOUTHERN LIVING	4184	403	6.4	9.6	124	**286	7.6	6.8	147	**230	6.3	5.5	122	740	7.1	17.7	137
SPORT	559	**51	0.8	9.1	117	**8	0.2	1.4	31	**7	0.2	1.3	28	**59	0.6	10.6	82
THE SPORTING NEWS	436	**12	0.2	2.8	35	**37	1.0	8.5	183	**9	0.2	2.1	46	**76	0.7	17.4	135
SPORTS AFIELD	493	**62	1.0	12.6	161	**29	0.8	5.9	127	**51	1.4	10.3	229	**77	0.7	15.6	121
SPORTS ILLUSTRATED	2758	**23	3.5	8.1	104	**74	2.0	2.7	58	**75	2.0	2.7	60	500	4.8	18.1	141
STAR	7456	743	11.8	10.0	128	434	11.5	5.8	125	293	8.0	3.9	87	974	9.3	13.1	101
SUNDAY	24936	1827	29.0	7.3	94	1013	26.9	4.1	87	1058	28.9	4.2	94	3076	29.5	12.3	96
SUNSET	2124	**91	1.4	4.3	55	**159	4.2	7.5	161	**120	3.3	5.6	125	**359	3.4	16.9	131
TV GUIDE	21661	1785	28.3	8.2	106	1150	30.6	5.3	114	1038	28.3	4.8	106	3147	30.1	14.5	113
TENNIS	550	**29	0.5	5.3	68	**12	0.3	2.2	47	**18	0.5	3.3	72	**96	0.9	17.5	135
TIME	8880	764	12.1	8.6	110	376	10.0	4.2	91	443	12.1	5.0	110	1332	12.8	15.0	116
TOWN & COUNTRY	917	**28	0.4	3.1	39	**41	1.1	4.5	96	**80	2.2	8.7	193	**160	1.5	17.4	135
TRAVEL & LEISURE	972	**104	1.6	10.7	137	**66	1.8	6.8	146	**36	1.0	3.7	82	**172	1.6	17.7	137
TRUE STORY	3356	251	4.0	7.5	96	**203	5.4	6.0	130	**198	5.4	5.9	130	446	4.3	13.3	103
U.S. NEWS & WORLD REPORT	3410	251	4.0	7.4	95	**208	5.5	6.1	131	**133	3.6	3.9	86	588	5.6	17.2	134
USA TODAY	1759	**182	2.9	10.3	133	**97	2.6	5.5	119	**64	1.7	3.6	80	245	2.3	13.9	108
US	1873	**236	3.7	12.6	162	**103	2.7	5.5	118	**107	2.9	5.7	126	305	2.9	16.3	126
VOGUE	3909	300	4.8	7.7	99	**156	4.1	4.0	86	**199	5.4	5.1	113	555	5.3	14.2	110
WALL STREET JOURNAL	1886	**111	1.8	5.9	76	**122	3.2	6.5	139	**67	1.8	3.6	79	**260	2.5	13.8	107
WEIGHT WATCHERS	2120	**181	2.9	8.5	110	**128	3.4	6.0	130	**155	4.2	7.3	162	314	3.0	14.8	115
WOMAN'S DAY	14172	1343	21.3	9.5	122	846	22.5	6.0	129	622	17.0	4.4	97	1926	18.4	13.6	105
WORKING MOTHER	1146	**114	1.8	9.9	128	**31	0.8	2.7	58	**56	1.5	4.9	108	**222	2.1	19.4	150
WORKING WOMAN	1322	**128	2.0	9.7	124	**106	2.8	8.0	173	**41	1.1	3.1	69	**247	2.4	18.7	145
WORLD TENNIS	**163	**6	0.1	3.7	47	**0	0.0	0.0	0	**0	0.0	0.0	0	**30	0.3	18.4	143
ZIFF-DAVIS MAG NETHK (GROSS)	2532	**186	2.9	7.3	94	**130	3.5	5.1	111	**88	2.4	3.5	77	344	3.3	13.6	105
BLAIR INSERTS	43657	3432	54.4	7.9	101	2005	53.3	4.6	99	1907	52.1	4.4	97	5903	56.5	13.5	105
DAILY NEWSPAPERS																	
READ ANY	51633	4206	66.7	8.1	105	2468	65.6	4.8	103	2137	58.4	4.1	92	6840	65.5	13.2	103
READ ONE	43463	3543	56.2	8.2	105	1995	53.1	4.6	99	1763	48.1	4.1	90	5701	54.6	13.1	102
READ TWO OR MORE	8170	663	10.5	8.1	104	473	12.6	5.8	125	373	10.2	4.6	101	1139	10.9	13.9	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4291	68.0	8.1	105	2521	67.0	4.8	103	2331	63.7	4.4	98	7139	68.4	13.6	105
READ ONE	46126	3731	59.2	8.1	104	2151	57.2	4.7	100	1981	54.1	4.3	95	6226	59.6	13.5	105
READ TWO OR MORE	6552	560	8.9	8.5	110	371	9.9	5.7	122	350	9.6	5.3	118	913	8.7	13.9	108
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.82				25.87				29.18				27.41			
30 DAY REACH	71455	5706	90.5	8.0	103	3199	85.1	4.5	96	3251	88.8	4.5	101	9163	87.8	12.8	99
50 SHWG - 30 DAY AV FREQ	14.56	14.03				13.43				15.23				14.32			
30 DAY REACH	67742	5441	86.3	8.0	103	3087	82.1	4.6	98	3122	85.3	4.6	102	8791	84.2	13.0	101
25 SHWG - 30 DAY AV FREQ	7.94	7.66				7.17				8.35				7.71			
30 DAY REACH	62117	4988	79.1	8.0	103	2858	76.0	4.6	99	2849	77.8	4.6	101	8161	78.2	13.1	102
CABLE TV: HOME WIRED	32077	3038	48.2	9.5	122	1637	43.5	5.1	110	1559	42.6	4.9	107	4672	44.8	14.6	113
HOME NOT WIRED	48909	3269	51.8	6.7	86	2124	56.5	4.3	94	2103	57.4	4.3	95	5769	55.3	11.8	92
HAVE PAY CABLE	15935	1497	23.7	9.4	121	649	17.3	4.1	88	669	18.3	4.2	93	2400	23.0	15.1	117

	TOTAL U.S. '000	BLUE LUSTRE				GLAMORENE SPRAY 'N VAC				JOHNSON'S GLORY				WOOLITE				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	6307	100.0	7.8	100	3760	100.0	4.6	100	3662	100.0	4.5	100	10440	100.0	12.9	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	3669	58.2	8.4	107	2166	57.6	4.9	106	1840	50.2	4.2	93	5733	54.9	13.1	101	
10:00 AM - 3:00 PM	30659	2629	41.7	8.6	110	1504	40.0	4.9	106	1419	38.7	4.6	102	4200	40.2	13.7	106	
3:00 PM - 7:00 PM	31045	2418	38.3	7.8	100	1424	37.9	4.6	99	1410	38.5	4.5	100	3922	37.6	12.6	98	
7:00 PM - MIDNIGHT	15767	1170	18.6	7.4	95	771	20.5	4.9	105	694	19.0	4.4	97	1792	17.2	11.4	88	
MIDNIGHT - 6:00 AM	9120	899	14.3	9.9	127	465	12.4	5.1	110	463	12.6	5.1	112	1211	11.6	13.3	103	
6:00 AM - MIDNIGHT	58527	4808	76.2	8.2	105	2824	75.1	4.8	104	2593	70.8	4.4	98	7620	73.0	13.0	101	
ENTIRE DAY	59311	4862	77.1	8.2	105	2858	76.0	4.8	104	2657	72.6	4.5	99	7708	73.8	13.0	101	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	1492	23.7	9.2	118	755	20.1	4.7	101	672	18.4	4.2	92	2215	21.2	13.7	106	
ALL NEWS	2256	**84	1.3	3.7	48	*165	4.4	7.3	158	**94	2.6	4.2	92	270	2.6	12.0	93	
AOR/PROGRESSIVE	3874	*178	2.8	4.6	59	*183	4.9	4.7	102	*192	5.2	5.0	110	367	3.5	9.5	73	
BEAUTIFUL MUSIC	5660	574	9.1	10.1	130	*270	7.2	4.8	103	*220	6.0	3.9	86	697	6.7	12.3	96	
BLACK	2204	*167	2.6	7.6	97	**152	4.0	6.9	149	*196	5.4	8.9	197	*216	2.1	9.8	76	
CLASSICAL	1418	**79	1.3	5.6	72	**112	0.3	0.8	18	**54	1.5	3.8	84	*193	1.8	13.6	106	
CHR/ROCK	9538	769	12.2	8.1	104	451	12.0	4.7	102	448	12.2	4.7	104	1261	12.1	13.2	103	
COUNTRY	12648	1272	20.2	10.1	129	587	15.6	4.6	100	508	13.9	4.0	89	1633	15.6	12.9	100	
GOLDEN OLDIES	1191	**95	1.5	8.0	102	**93	2.5	7.8	168	**56	1.5	4.7	104	*218	2.1	18.3	142	
MOR/NOSTALGIA	4757	402	6.4	8.5	109	*220	5.9	4.6	100	*225	6.1	4.7	105	766	7.3	16.1	125	
NEWS/TALK	3863	265	4.2	6.9	88	347	9.2	9.0	193	*198	5.4	5.1	113	512	4.9	13.3	103	
RELIGIOUS	3084	*171	2.7	5.5	71	*153	4.1	5.0	107	*162	4.4	5.3	116	422	4.0	13.7	106	
SOFT ROCK	521	**69	1.1	13.2	170	**7	0.2	1.3	29	**11	0.3	2.1	47	**83	0.8	15.9	124	
URBAN CONTEMPORARY	1585	**98	1.6	6.2	79	**70	1.9	4.4	95	**63	1.7	4.0	88	*124	1.2	7.8	61	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	*315	5.0	9.7	124	**40	1.1	1.2	26	**133	3.6	4.1	90	426	4.1	13.1	101	
ABC DIRECTION	2316	*205	3.3	8.9	114	*185	4.9	8.0	172	*92	2.5	4.0	88	328	3.1	14.2	110	
ABC ENTERTAINMENT	4834	384	6.1	7.9	102	*212	5.6	4.4	94	*246	6.7	5.1	113	583	5.6	12.1	94	
ABC FM	2202	*159	2.5	7.2	93	*163	4.3	7.4	159	*151	4.1	6.9	152	321	3.1	14.6	113	
ABC INFORMATION	5425	456	7.2	8.4	108	343	9.1	6.3	136	271	7.4	5.0	110	786	7.5	14.5	112	
ABC ROCK	1677	**142	2.3	8.5	109	**62	1.6	3.7	80	**120	3.3	7.2	158	*144	1.4	8.6	67	
CBS	4430	404	6.4	9.1	117	383	10.2	8.6	186	*188	5.1	4.2	94	601	5.8	13.6	105	
MUTUAL	4992	599	9.5	12.0	154	*270	7.2	5.4	116	277	7.6	5.5	123	692	6.6	13.9	108	
NBC	4679	450	7.1	9.6	123	383	10.2	8.2	176	*223	6.1	4.8	105	743	7.1	15.9	123	
RADIORADIO	1994	*169	2.7	8.5	109	**115	3.1	5.8	124	**124	3.4	6.2	138	*245	2.3	12.3	95	
RKO ONE	2298	*148	2.3	6.4	83	**119	3.2	5.2	112	**99	2.7	4.3	95	250	2.4	10.9	84	
RKO TWO	3311	323	5.1	9.8	125	*164	4.4	5.0	107	**77	2.1	2.3	51	419	4.0	12.7	98	
THE SOURCE	2114	**133	2.1	6.3	81	**107	2.8	5.1	109	**85	2.3	4.0	89	*192	1.8	9.1	70	
NON-WIRED: BLAIR	8654	694	11.0	8.0	103	515	13.7	6.0	128	378	10.3	4.4	97	1119	10.7	12.9	100	
INTERNET	12025	1008	16.0	8.4	108	763	20.3	6.3	137	527	14.4	4.4	97	1900	18.2	15.8	123	
KATZ RADIO GROUP	15359	1266	20.1	8.2	106	703	18.7	4.6	99	581	15.9	3.8	84	2025	19.4	13.2	102	
SUPERNET	10628	980	15.5	9.2	118	585	15.6	5.5	119	607	16.6	5.7	126	1233	11.8	11.6	90	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	799	12.7	9.2	118	443	11.8	5.1	110	450	12.3	5.2	115	1208	11.6	14.0	108	
MKDAY 9:00 AM - 1:00 PM	12163	984	15.6	8.1	104	593	15.8	4.9	105	523	14.3	4.3	95	1616	15.5	13.3	103	
MKDAY 1:00 PM - 4:30 PM	16150	1349	21.4	8.4	107	751	20.0	4.7	100	786	21.5	4.9	108	2065	19.8	12.8	99	
MKDAY 4:30 PM - 7:30 PM	22463	1829	29.0	8.1	105	1172	31.2	5.2	112	1008	27.5	4.5	99	3035	29.1	13.5	105	
MKDAY 7:30 PM - 8:00 PM	31795	2711	43.0	8.5	109	1637	43.5	5.1	111	1418	38.7	4.5	99	4056	38.9	12.8	99	
MKDAY 11:00 PM - 11:30 PM	23977	2081	33.0	8.7	111	1215	32.3	5.1	109	1115	30.4	4.7	103	3164	30.3	13.2	102	
MKDAY 11:30 PM - 1:00 AM	7703	623	9.9	8.1	104	418	11.1	5.4	117	402	11.0	5.2	115	1037	9.9	13.5	104	
M-SAT 8-11 PM+SUN 7-11 PM	33800	2759	43.7	8.2	105	1699	45.2	5.0	108	1561	42.6	4.6	102	4492	43.0	13.3	103	
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	499	7.9	7.6	98	277	7.4	4.2	91	351	9.6	5.4	119	977	9.4	14.9	116
ANOTHER WORLD	N	4620	460	7.3	10.0	128	242	6.4	5.2	113	203	5.5	4.4	97	623	6.0	13.5	105
AS THE WORLD TURNS	C	5614	479	7.6	8.5	110	237	6.3	4.2	91	298	8.1	5.3	117	654	6.3	11.6	90
CAPITOL	C	3396	264	4.2	7.8	100	138	3.7	4.1	88	177	4.8	5.2	115	354	3.4	10.4	81
CBS MORN. NEWS 1	C	1446	*96	1.5	6.6	85	*112	3.0	7.7	167	*77	2.1	5.3	118	199	1.9	13.8	107
CBS MORN. NEWS 2	C	1207	*96	1.5	8.0	102	*68	1.8	5.6	121	*58	1.6	4.8	106	182	1.7	15.1	117
DAYS OF OUR LIVES	N	5877	510	8.1	8.7	111	326	8.7	5.5	119	264	7.2	4.5	99	884	8.5	15.0	117
FACTS OF LIFE - DAYTIME	N	2290	137	2.2	6.0	77	*92	2.4	4.0	87	*82	2.2	3.6	79	310	3.0	13.5	105
FAMILY FEUD	A	3023	290	4.6	9.6	123	160	4.3	5.3	114	103	2.8	3.4	75	338	3.2	11.2	87
GENERAL HOSPITAL	A	6097	553	8.8	9.1	116	243	6.5	4.0	86	311	8.5	5.1	113	797	7.6	13.1	101
GOOD MORNING, AMERICA-730	A	3515	372	5.9	10.6	136	176	4.7	5.0	108	187	5.1	5.3	118	526	5.0	15.0	116
GOOD MORNING, AMERICA-830	A	2818	362	5.7	12.8	165	153	4.1	5.4	117	155	4.2	5.5	122	504	4.8	17.9	139
GUIDING LIGHT	C	5339	441	7.0	8.3	106	233	6.2	4.4	94	245	6.7	4.6	101	661	6.3	12.4	96
ONE LIFE TO LIVE	A	4478	325	5.2	7.3	93	175	4.7	3.9	84	229	6.3	5.1	113	554	5.3	12.4	96

	TOTAL U.S. '000	BLUE LUSTRE				GLAMORENE SPRAY 'N VAC				JOHNSON'S GLORY				WOOLITE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	6307	100.0	7.8	100	3760	100.0	4.6	100	3662	100.0	4.5	100	10440	100.0	12.9	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	2304	36.5	8.8	114	1467	39.0	5.6	121	1192	32.6	4.6	101	3584	34.3	13.8	107
NETWORK AFFILIATES - LATE	20261	1881	29.8	9.3	119	1068	28.4	5.3	114	971	26.5	4.8	106	2766	26.5	13.7	106
INDEPENDENTS - LATE	2076	127	2.0	6.1	79	153	4.1	7.4	159	64	1.7	3.1	68	231	2.2	11.1	86
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	894	14.2	8.6	110	595	15.8	5.7	123	534	14.6	5.1	113	1504	14.4	14.4	112
ABC MONDAY NIGHT MOVIE	A 6412	531	8.4	8.3	106	286	7.6	4.5	96	290	7.9	4.5	100	845	8.1	13.2	102
ABC SUNDAY NIGHT MOVIE	A 12407	1028	16.3	8.3	106	533	14.2	4.3	93	507	13.8	4.1	90	1552	14.9	12.5	97
ABC WORLD NEWS TONIGHT	A 6176	607	9.6	9.8	126	351	9.3	5.7	122	289	7.9	4.7	103	814	7.8	13.2	102
AFTERMASH	C 5863	526	8.3	9.0	115	380	10.1	6.5	140	*224	6.1	3.8	84	888	8.5	15.1	117
ALICE	C 9594	808	12.8	8.4	108	581	15.5	6.1	130	448	12.2	4.7	103	1203	11.5	12.5	97
AMERICAN PARADE	C 6622	562	8.9	8.5	109	301	8.0	4.5	98	288	7.9	4.3	96	947	9.1	14.3	111
BENSON	A 10886	788	12.5	7.2	93	572	15.2	5.3	113	511	14.0	4.7	104	1581	15.1	14.5	113
BLUE THUNDER	A 5036	387	6.1	7.7	99	*310	8.2	6.2	133	*211	5.8	4.2	93	595	5.7	11.8	92
CAGNEY & LACEY	C 9965	780	12.4	7.8	101	596	15.9	6.0	129	421	11.5	4.2	93	1265	12.1	12.7	98
CBS EVENING NEWS-DEAN	C 3491	279	4.4	8.0	103	*200	5.3	5.7	123	*143	3.9	4.1	91	431	4.1	12.3	96
CBS EVENING NEWS-RATHER	C 7123	573	9.1	8.0	103	487	13.0	6.8	147	303	8.3	4.3	94	1126	10.8	15.8	123
CBS SAT. NEWS-SCHIEFFER	C 3621	232	3.7	6.4	82	258	6.9	7.1	153	166	4.5	4.6	101	572	5.5	15.8	123
CBS SATURDAY NIGHT MOVIE	C 5436	505	8.0	9.3	119	229	6.1	4.2	91	224	6.1	4.1	91	764	7.3	14.1	109
CBS WEDNESDAY NIGHT MOVIE	C 6100	421	6.7	6.9	89	369	9.8	6.0	130	254	6.9	4.2	92	807	7.7	13.2	103
CHEERS	N 8889	789	12.5	8.9	114	401	10.7	4.5	97	447	12.2	5.0	111	1435	13.7	16.1	125
DALLAS	C 22109	1991	31.6	9.0	116	953	25.3	4.3	93	1092	29.8	4.9	109	2935	28.1	13.3	103
DIFF'RENT STROKES	N 6940	621	9.8	8.9	115	350	9.3	5.0	109	338	9.2	4.9	108	912	8.7	13.1	102
DOUBLE TROUBLE	N 7223	651	10.3	9.0	116	425	11.3	5.9	127	371	10.1	5.1	114	980	9.4	13.6	105
DUCK FACTORY	N 5595	576	9.1	10.3	132	277	7.4	5.0	107	*258	7.0	4.6	102	854	8.2	15.3	118
DUKES OF HAZZARD	C 5768	645	10.2	11.2	144	255	6.8	4.4	95	294	8.0	5.1	113	759	7.3	13.2	102
DYNASTY	A 20053	1792	28.4	8.9	115	940	25.0	4.7	101	942	25.7	4.7	104	2740	26.2	13.7	106
FACTS OF LIFE	N 8087	661	10.5	8.2	105	446	11.9	5.5	119	353	9.6	4.4	97	1146	11.0	14.2	110
FALCON CREST	C 20046	1752	27.8	8.7	112	850	22.6	4.2	91	948	25.9	4.7	105	2548	24.4	12.7	99
FALL GUY	A 9084	874	13.9	9.6	124	466	12.4	5.1	110	475	13.0	5.2	116	1444	13.8	15.9	123
FAMILY TIES	N 7964	712	11.3	8.9	115	510	13.6	6.4	138	425	11.6	5.3	118	1109	10.6	13.9	108
FANTASY ISLAND	A 7687	762	12.1	9.9	127	302	8.0	3.9	85	366	10.0	4.8	105	1014	9.7	13.2	102
FOULUPS, BLEEPs & BLUNDERS	A 8861	636	10.1	7.2	92	403	10.7	4.5	98	384	10.5	4.3	96	1178	11.3	13.3	103
FOUR SEASONS	C 5095	477	7.6	9.4	120	*256	6.8	5.0	108	*197	5.4	3.9	86	810	7.8	15.9	123
GIMME A BREAK	N 8838	761	12.1	8.6	111	513	13.6	5.8	125	411	11.2	4.7	103	1069	10.2	12.1	94
HART TO HART	A 8978	767	12.2	8.5	110	516	13.7	5.7	124	421	11.5	4.7	104	1175	11.3	13.1	102
HILL STREET BLUES	N 8590	605	9.6	7.0	90	443	11.8	5.2	111	468	12.8	5.4	120	1141	10.9	13.3	103
HOTEL	A 14085	1298	20.6	9.2	118	763	20.3	5.4	117	575	15.7	4.1	90	1903	18.2	13.5	105
JEFFERSONS	C 9360	785	12.4	8.4	108	609	16.2	6.5	140	422	11.5	4.5	100	1185	11.4	12.7	98
JENNIFER SLEPT HERE	N 5841	471	7.5	8.1	104	402	10.7	6.9	148	262	7.2	4.5	99	731	7.0	12.5	97
KATE & ALLIE	C 9206	757	12.0	8.2	106	542	14.4	5.9	127	373	10.2	4.1	90	1173	11.2	12.7	99
KNIGHT RIDER	N 7076	628	10.0	8.9	114	297	7.9	4.2	90	346	9.4	4.9	108	974	9.3	13.8	107
LOVE BOAT	A 12219	1045	16.6	8.6	110	562	14.9	4.6	99	494	13.5	4.0	89	1743	16.7	14.3	111
MAGNUM PI	C 11199	932	14.8	8.3	107	582	15.5	5.2	112	591	16.1	5.3	117	1716	16.4	15.3	119
MAMA'S FAMILY	N 6057	535	8.5	8.8	113	309	8.2	5.1	110	268	7.3	4.4	98	784	7.5	12.9	100
MASTER, THE	N 3598	*255	4.0	7.1	91	*126	3.4	3.5	75	*139	3.8	3.9	85	543	5.2	15.1	117
MATT HOUSTON	A 6344	442	7.0	7.0	89	340	9.0	5.4	115	324	8.8	5.1	113	898	8.6	14.2	110
NBC MONDAY NIGHT MOVIE	N 11994	909	14.4	7.6	97	481	12.8	4.0	86	597	16.3	5.0	110	1402	13.4	11.7	91
NBC NIGHTLY NEWS	N 5132	425	6.7	8.3	106	239	6.4	4.7	100	244	6.7	4.8	105	772	7.4	15.0	117
NBC NIGHTLY NEWS-SAT	N 3375	297	4.7	8.8	113	*219	5.8	6.5	140	*100	2.7	3.0	66	421	4.0	12.5	97
NBC NIGHTLY NEWS-SUN	N 3130	*222	3.5	7.1	91	*183	4.9	5.8	126	*116	3.2	3.7	82	450	4.3	14.4	112
NBC SUNDAY NIGHT MOVIE	N 8284	716	11.4	8.6	111	410	10.9	4.9	107	395	10.8	4.8	105	1254	12.0	15.1	117
NEWMART	C 9240	800	12.7	8.7	111	606	16.1	6.6	141	375	10.2	4.1	90	1197	11.5	13.0	100
ONE DAY AT A TIME	C 7288	486	7.7	6.7	86	350	9.3	4.8	103	311	8.5	4.3	94	947	9.1	13.0	101
PEOPLE ARE FUNNY	N 4855	396	6.3	8.2	105	293	7.8	6.0	130	*186	5.1	3.8	85	698	6.7	14.4	112
REAL PEOPLE	N 8869	721	11.4	8.1	104	439	11.7	4.9	107	404	11.0	4.6	101	1187	11.4	13.4	104
REMINGTON STEELE	N 7743	607	9.6	7.8	101	355	9.4	4.6	99	505	13.8	6.5	144	1044	10.0	13.5	105
RIPLY'S BELIEVE IT - NOT	A 5345	406	6.4	7.6	98	297	7.9	5.6	120	235	6.4	4.4	97	691	6.6	12.9	100
RIPTIDE	N 6988	528	8.4	7.6	97	266	7.1	3.8	82	379	10.3	5.4	120	943	9.0	13.5	105
SCARECROW & MRS. KING	C 10002	757	12.0	7.6	97	515	13.7	5.1	111	506	13.8	5.1	112	1311	12.6	13.1	102
SIMON & SIMON	C 10638	967	15.3	9.1	117	452	12.0	4.2	92	627	17.1	5.9	130	1567	15.0	14.7	114
60 MINUTES	C 13293	1107	17.6	8.3	107	701	18.6	5.3	114	502	13.7	3.8	84	1894	18.1	14.2	111
ST. ELSEWHERE	N 7017	573	9.1	8.2	105	397	10.6	5.7	122	425	11.6	6.1	134	1121	10.7	16.0	124
THREE'S COMPANY	A 10917	994	15.8	9.1	117	533	14.2	4.9	105	648	17.7	5.9	131				

	TOTAL U.S. '000	ALL GLAMORENE				ALL JOHNSON'S				A				A			
		A	B	C	D	A	B	C	D	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
		'000	DOWN	%	INDX	'000	DOWN	%	INDX								
TOTAL FEMALE HOMEMAKERS	80986	5087	100.0	6.3	100	4340	100.0	5.4	100								
18 - 24	9282	*304	6.0	3.3	52	*343	7.9	3.7	69								
25 - 34	19072	837	16.5	4.4	70	1399	32.2	7.3	137								
35 - 44	14591	904	17.8	6.2	99	617	14.2	4.2	79								
45 - 54	11345	906	17.8	8.0	127	705	16.2	6.2	116								
55 - 64	11635	1114	21.9	9.6	152	592	13.6	5.1	95								
65 OR OLDER	15061	1022	20.1	6.8	108	684	15.8	4.5	85								
18 - 34	28354	1141	22.4	4.0	64	1741	40.1	6.1	115								
18 - 49	48339	2519	49.5	5.2	83	2716	62.6	5.6	105								
25 - 54	45008	2646	52.0	5.9	94	2721	62.7	6.0	113								
35 - 49	19985	1378	27.1	6.9	110	975	22.5	4.9	91								
50 OR OLDER	32647	2568	50.5	7.9	125	1624	37.4	5.0	93								
GRADUATED COLLEGE	11155	576	11.3	5.2	82	665	15.3	6.0	111								
ATTENDED COLLEGE	13682	895	17.6	6.5	104	897	20.7	6.6	122								
GRADUATED HIGH SCHOOL	33880	2411	47.4	7.1	113	1624	37.4	4.8	89								
DID NOT GRADUATE HIGH SCHOOL	22270	1204	23.7	5.4	86	1154	26.6	5.2	97								
EMPLOYED	40306	2263	44.5	5.6	89	2270	52.3	5.6	105								
EMPLOYED FULL-TIME	32850	1944	38.2	5.9	94	1935	44.6	5.9	110								
EMPLOYED PART-TIME	7456	*320	6.3	4.3	68	*336	7.7	4.5	84								
NOT EMPLOYED	40680	2824	55.5	6.9	111	2070	47.7	5.1	95								
PROFESSIONAL/MANAGER	10392	*574	11.3	5.5	88	631	14.5	6.1	113								
TECH/CLERICAL/SALES	17574	1029	20.2	5.9	93	1038	23.9	5.9	110								
PRECISION/CRAFT	985	**46	0.9	4.7	74	**48	1.1	4.9	91								
OTHER EMPLOYED	11354	615	12.1	5.4	86	553	12.7	4.9	91								
SINGLE	9863	*440	8.6	4.5	71	481	11.1	4.9	91								
MARRIED	51375	3411	67.1	6.6	106	2876	66.3	5.6	104								
DIVORCED/SEPARATED/WIDOWED	19748	1236	24.3	6.3	100	983	22.6	5.0	93								
PARENTS	32590	1746	34.3	5.4	85	1910	44.0	5.9	109								
WHITE	70416	4286	84.3	6.1	97	3693	85.1	5.2	98								
BLACK	8778	666	13.1	7.6	121	576	13.3	6.6	122								
OTHER	1791	**135	2.7	7.5	120	**71	1.6	4.0	74								
NORTHEAST-CENSUS	17786	1109	21.8	6.2	99	945	21.8	5.3	99								
NORTH CENTRAL	20741	1008	19.8	4.9	77	981	22.6	4.7	88								
SOUTH	27775	1841	36.2	6.6	106	1563	36.0	5.6	105								
WEST	14683	1129	22.2	7.7	122	852	19.6	5.8	108								
NORTHEAST-MKTG.	17961	1293	25.4	7.2	115	1027	23.7	5.7	107								
EAST CENTRAL	11885	612	12.0	5.1	82	727	16.8	6.1	114								
WEST CENTRAL	14090	722	14.2	5.1	82	594	13.7	4.2	79								
SOUTH	24081	1502	29.5	6.2	99	1268	29.2	5.3	98								
PACIFIC	12969	959	18.9	7.4	118	725	16.7	5.6	104								
COUNTY SIZE A	32439	2376	46.7	7.3	117	1566	36.1	4.8	90								
COUNTY SIZE B	24915	1420	27.9	5.7	91	1328	30.6	5.3	99								
COUNTY SIZE C	12930	711	14.0	5.5	88	763	17.6	5.9	110								
COUNTY SIZE D	10703	581	11.4	5.4	86	683	15.7	6.4	119								
METRO CENTRAL CITY	24518	1527	30.0	6.2	99	1038	23.9	4.2	79								
METRO SUBURBAN	35919	2301	45.2	6.4	102	1982	45.7	5.5	103								
NON METRO	20549	1259	24.7	6.1	98	1320	30.4	6.4	120								
TOP 5 ADI'S	18341	1375	27.0	7.5	119	887	20.4	4.8	90								
TOP 10 ADI'S	25378	1925	37.8	7.6	121	1357	31.3	5.3	100								
TOP 20 ADI'S	36488	2574	50.6	7.1	112	1902	43.8	5.2	97								
HSHLD INC. \$50,000 OR MORE	6612	*533	10.5	8.1	128	*360	8.3	5.4	102								
\$40,000 OR MORE	12659	889	17.5	7.0	112	671	15.5	5.3	99								
\$30,000 OR MORE	24698	1565	30.8	6.3	101	1410	32.5	5.7	107								
\$25,000 OR MORE	32077	2085	41.0	6.5	103	1813	41.8	5.7	105								
\$20,000 - \$24,999	9144	*647	12.7	7.1	113	*490	11.3	5.4	100								
\$15,000 - \$19,999	8728	605	11.9	6.9	110	527	12.1	6.0	113								
\$10,000 - \$14,999	12562	860	16.9	6.8	109	511	11.8	4.1	76								
UNDER \$10,000	18475	890	17.5	4.8	77	999	23.0	5.4	101								
HOUSEHOLD OF 1 PERSON	11987	633	12.4	5.3	84	584	13.5	4.9	91								
2 PEOPLE	26577	1989	39.1	7.5	119	1511	34.8	5.7	106								
3 OR 4 PEOPLE	30617	1565	30.8	5.1	81	1610	37.1	5.3	98								
5 OR MORE PEOPLE	11804	900	17.7	7.6	121	*636	14.7	5.4	101								
NO CHILD IN HSHLD	46165	3251	63.9	7.0	112	2335	53.8	5.1	94								
CHILD(REN) UNDER 2 YRS	5325	**198	3.9	3.7	59	*376	8.7	7.1	132								
2 - 5 YEARS	14221	738	14.5	5.2	83	933	21.5	6.6	122								
6 - 11 YEARS	15117	803	15.8	5.3	85	846	19.5	5.6	104								
12 - 17 YEARS	16611	973	19.1	5.9	93	845	19.5	5.1	95								
RESIDENCE OWNED	55884	3741	73.5	6.7	107	3008	69.3	5.4	100								
VALUE: \$50,000 OR MORE	31744	2169	42.6	6.8	109	1634	37.6	5.1	96								
VALUE: UNDER \$50,000	24140	1572	30.9	6.5	104	1374	31.7	5.7	106								

		TOTAL U.S. '000	ALL GLAMORENE				ALL JOHNSON'S											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		50986	5087	100.0	6.3	100	4340	100.0	5.4	100								
MAGAZINES	QUINTILE 1	15799	1139	22.4	7.2	115	900	20.7	5.7	106								
	QUINTILE 2	17259	1289	25.3	7.5	119	975	22.5	5.6	105								
	QUINTILE 3	13545	956	18.8	7.1	112	803	18.5	5.9	111								
	QUINTILE 4	15133	718	14.1	4.7	76	696	16.0	4.6	86								
	QUINTILE 5	19250	984	19.3	5.1	81	966	22.3	5.0	94								
NEWSPAPERS	QUINTILE 1	12413	858	16.9	6.9	110	645	14.9	5.2	97								
	QUINTILE 2	24116	1540	30.3	6.4	102	1209	27.9	5.0	94								
	QUINTILE 3	11261	744	14.6	6.6	105	723	16.7	6.4	120								
	QUINTILE 4	20255	1144	22.5	5.6	90	1040	24.0	5.1	96								
	QUINTILE 5	12940	803	15.8	6.2	99	723	16.7	5.6	104								
OUTDOOR	QUINTILE 1	14852	876	17.2	5.9	94	834	19.2	5.6	105								
	QUINTILE 2	15725	965	19.0	6.1	98	861	19.8	5.5	102								
	QUINTILE 3	16330	1092	21.5	6.7	106	834	19.2	5.1	95								
	QUINTILE 4	16744	975	19.2	5.8	93	864	19.9	5.2	96								
	QUINTILE 5	17334	1180	23.2	6.8	108	948	21.8	5.5	102								
RADIO-DRIVE TIME	QUINTILE 1	15911	985	19.4	6.2	99	901	20.8	5.7	106								
	QUINTILE 2	14837	984	19.3	6.6	106	731	16.8	4.9	92								
	QUINTILE 3	15339	708	13.9	4.6	73	785	18.1	5.1	95								
	QUINTILE 4	16723	1277	25.1	7.6	122	745	17.2	4.5	83								
	QUINTILE 5	18176	1135	22.3	6.2	99	1178	27.1	6.5	121								
RADIO-MID- DAY	TERCILE 1	21020	1516	29.8	7.2	115	1010	23.3	4.8	90								
	TERCILE 2	21610	1329	26.1	6.1	98	1472	33.9	6.8	127								
	TERCILE 3	26355	2243	44.1	5.8	93	1858	42.8	4.8	90								
RADIO-TOTAL	QUINTILE 1	15988	1250	24.6	7.8	124	882	20.3	5.5	103								
	QUINTILE 2	15626	775	15.2	5.0	79	873	20.1	5.6	104								
	QUINTILE 3	16723	1074	21.1	6.4	102	722	16.6	4.3	81								
	QUINTILE 4	16342	966	19.0	5.9	94	948	21.8	5.8	108								
	QUINTILE 5	16306	1023	20.1	6.3	100	915	21.1	5.6	105								
TV-PRIME TIME	QUINTILE 1	15953	1119	22.0	7.0	112	846	19.5	5.3	99								
	QUINTILE 2	16137	1130	22.2	7.0	111	959	22.1	5.9	111								
	QUINTILE 3	16420	1059	20.8	6.4	103	971	22.4	5.9	110								
	QUINTILE 4	16687	1016	20.0	6.1	97	846	19.5	5.1	95								
	QUINTILE 5	15789	764	15.0	4.8	77	719	16.6	4.6	85								
TV-DAYTIME	TERCILE 1	27736	1848	36.3	6.7	106	1535	35.4	5.5	103								
	TERCILE 2	26489	1590	31.3	6.0	96	1355	31.2	5.1	95								
	TERCILE 3	26761	1648	32.4	6.2	98	1450	33.4	5.4	101								
TV-TOTAL	QUINTILE 1	16345	1240	24.4	7.6	121	835	19.2	5.1	95								
	QUINTILE 2	16447	1164	22.9	7.1	113	953	22.0	5.8	108								
	QUINTILE 3	15980	753	14.8	4.7	75	841	19.4	5.3	98								
	QUINTILE 4	15887	1047	20.6	6.6	105	994	22.9	6.3	117								
	QUINTILE 5	16326	882	17.3	5.4	86	717	16.5	4.4	82								
MAGAZINES-NEWSPAPERS: DUAL		20721	1499	29.5	7.2	115	1077	24.8	5.2	97								
MAGAZINE IMPERATIVE		19186	1439	28.3	7.5	119	1247	28.7	6.5	121								
NEWSPAPER IMPERATIVE		21899	1241	24.4	5.7	90	1202	27.7	5.5	102								
MAGAZINES-OUTDOOR: DUAL		15451	1194	23.5	7.7	123	956	22.0	6.2	115								
MAGAZINE IMPERATIVE		25953	1856	36.5	7.2	114	1450	33.4	5.6	104								
OUTDOOR IMPERATIVE		24400	1214	23.9	5.0	79	1176	27.1	4.8	90								
MAGAZINES-RADIO: DUAL		15049	1287	25.3	7.1	114	983	22.6	5.4	102								
MAGAZINE IMPERATIVE		23571	1774	34.9	7.5	120	1390	32.0	5.9	110								
RADIO IMPERATIVE		23278	1314	25.8	5.6	90	1134	26.1	4.9	91								
MAGAZINES-TELEVISION: DUAL		15459	1324	26.0	8.6	136	956	22.0	6.2	115								
MAGAZINE IMPERATIVE		25829	1532	30.1	5.9	94	1452	33.5	5.6	105								
TELEVISION IMPERATIVE		26039	1486	29.2	5.7	91	1302	30.0	5.0	93								
NEWSPAPERS-OUTDOOR: DUAL		16605	1116	21.9	6.7	107	929	21.4	5.6	104								
NEWSPAPER IMPERATIVE		26834	1806	35.5	6.7	107	1393	32.1	5.2	97								
OUTDOOR IMPERATIVE		23346	1345	26.4	5.8	92	1283	29.6	5.5	103								
NEWSPAPERS-RADIO: DUAL		17133	1140	22.4	6.7	106	979	22.6	5.7	107								
NEWSPAPER IMPERATIVE		25892	1661	32.7	6.4	102	1319	30.4	5.1	95								
RADIO IMPERATIVE		23167	1404	27.6	6.1	96	1203	27.7	5.2	97								
NEWSPAPERS-TELEVISION: DUAL		17159	1311	25.8	7.6	122	919	21.2	5.4	100								
NEWSPAPER IMPERATIVE		26214	1535	30.2	5.9	93	1355	31.2	5.2	96								
TELEVISION IMPERATIVE		23412	1522	29.9	6.5	103	1325	30.5	5.7	106								
OUTDOOR-RADIO: DUAL		15303	1095	21.5	7.2	114	913	21.0	6.0	111								
OUTDOOR IMPERATIVE		24901	1398	27.5	5.6	89	1318	30.4	5.3	99								
RADIO IMPERATIVE		26492	1597	31.4	6.0	96	1275	29.4	4.8	90								
OUTDOOR-TELEVISION: DUAL		14794	1218	23.9	8.2	131	770	17.7	5.2	97								
OUTDOOR IMPERATIVE		25437	1240	24.4	4.9	78	1335	30.8	5.2	98								
TELEVISION IMPERATIVE		27877	1722	33.9	6.2	98	1593	36.7	5.7	107								
RADIO-TELEVISION: DUAL		15996	1138	22.4	7.1	113	905	20.9	5.7	106								
RADIO IMPERATIVE		25478	1385	27.2	5.4	87	1277	29.4	5.0	94								
TELEVISION IMPERATIVE		26573	1732	34.0	6.5	104	1427	32.9	5.4	100								

	TOTAL U.S. '000	ALL GLAMORENE				ALL JOHNSON'S				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		'000	DOWN	%	INDX	'000	DOWN	%	INDX								
TOTAL FEMALE HOMEMAKERS	80986	5087	100.0	6.3	100	4340	100.0	5.4	100								
ATLANTIC MONTHLY	415	**13	0.3	3.1	50	**24	0.6	5.8	108								
BARRON'S	453	**38	0.7	8.4	134	**10	0.2	2.2	41								
BETTER HOMES & GARDENS	16256	1115	21.9	6.9	109	807	18.6	5.0	93								
BON APPETIT	2535	*141	2.8	5.6	89	*162	3.7	6.4	119								
BUSINESS WEEK	1278	**113	2.2	8.8	141	**32	0.7	2.5	47								
CAR AND DRIVER	378	**30	0.6	7.9	126	**3	0.1	0.8	15								
CBS MAGAZINE NETWORK (GROSS)	1498	**103	2.0	6.9	109	**83	1.9	5.5	103								
CHANGING TIMES	1505	**101	2.0	6.7	107	**31	0.7	2.1	38								
COLONIAL HOMES	1231	**149	2.9	12.1	193	**44	1.0	3.6	67								
CONDE NAST MAG. PKG. (GROSS)	14146	822	16.2	5.8	93	870	20.0	6.2	115								
CONSUMERS DIGEST	1323	**73	1.4	5.5	88	**40	0.9	3.0	56								
COSMOPOLITAN	7102	475	9.3	6.7	106	411	9.5	5.8	108								
COUNTRY LIVING	2481	*152	3.0	6.1	98	*177	4.1	7.1	133								
CUISINE	1472	**80	1.6	5.4	87	**84	1.9	5.7	106								
CYCLE WORLD	425	**63	1.2	14.8	236	**29	0.7	6.8	127								
DCI:CREATIVE IDEAS FOR LIV	2510	*165	3.2	6.6	105	*115	2.6	4.6	85								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	512	10.1	7.6	122	389	9.0	5.8	108								
DISCOVER	894	**36	0.7	4.0	64	**60	1.4	6.7	125								
EBONY	3507	301	5.9	8.6	137	282	6.5	8.0	150								
ESQUIRE	1083	**56	1.1	5.2	82	**74	1.7	6.8	128								
ESSENCE	1830	*132	2.6	7.2	115	*152	3.5	8.3	155								
FAMILY CIRCLE	15930	1210	23.8	7.6	121	737	17.0	4.6	86								
THE FAMILY HANDYMAN	1126	**77	1.5	6.8	109	**62	1.4	5.5	103								
FAMILY WEEKLY	11468	811	15.9	7.1	113	670	15.4	5.8	109								
FIELD & STREAM	2234	**180	3.5	8.1	128	**94	2.2	4.2	79								
FOOD & WINE	579	**11	0.2	1.9	30	**51	1.2	8.8	164								
FORBES	728	**71	1.4	9.8	155	**41	0.9	5.6	105								
FORTUNE	906	**43	0.8	4.7	76	**18	0.4	2.0	37								
GENTLEMEN'S QUARTERLY	791	**31	0.6	3.9	62	**44	1.0	5.6	104								
GLAMOUR	5265	306	6.0	5.8	93	403	9.3	7.7	143								
GOLF DIGEST	636	**23	0.5	3.6	58	**66	1.5	10.4	194								
GOLF DIGEST/TENNIS (GROSS)	1186	**39	0.8	3.3	52	**94	2.2	7.9	148								
GOLF MAGAZINE	441	**16	0.3	3.6	58	**35	0.8	7.9	148								
GOLF MAGAZINE/SKI (GROSS)	922	**57	1.1	6.2	98	**80	1.8	8.7	162								
GOOD HOUSEKEEPING	16487	1257	24.7	7.6	121	825	19.0	5.0	93								
HARPER'S BAZAAR	2423	**124	2.4	5.1	81	**117	2.7	4.8	90								
HEALTH	1994	*92	1.8	4.6	73	**78	1.8	3.9	73								
HEARST MAG CORP. BUY (GROSS)	44101	3017	59.3	6.8	109	2257	52.0	5.1	96								
HEARST MAN POWER (GROSS)	1993	**111	2.2	5.6	89	**109	2.5	5.5	102								
HEARST WOMAN POWER (GROSS)	31274	2254	44.3	7.2	115	1584	36.5	5.1	95								
HOUSE BEAUTIFUL	3623	*180	3.5	5.0	79	*142	3.3	3.9	73								
INC.	283	**29	0.6	10.2	163	**13	0.3	4.6	86								
JET	2928	238	4.7	8.1	129	270	6.2	9.2	172								
LADIES' HOME JOURNAL	11918	872	17.1	7.3	116	539	12.4	4.5	84								
LMJ FAMILY GRP COMBO(GROSS)	16764	1212	23.8	7.2	115	843	19.4	5.0	94								
LIFE	4254	269	5.3	6.3	101	*190	4.4	4.5	83								
L.A. TIMES HOME MAGAZINE	1145	**86	1.7	7.5	120	**18	0.4	1.6	29								
MADEMOISELLE	2884	*195	3.8	6.8	108	*158	3.6	5.5	102								
MC CALL'S	13460	1151	22.6	8.6	136	690	15.9	5.1	96								
MC CALL'S/WRK MOTHER (GROSS)	14606	1193	23.5	8.2	130	754	17.4	5.2	96								
MECHANIX ILLUSTRATED	772	**63	1.2	8.2	130	**39	0.9	5.1	94								
METROPOLITAN HOME	967	**60	1.2	6.2	99	**64	1.5	6.6	124								
MONEY	1588	**117	2.3	7.4	117	**39	0.9	2.5	46								
MOTHER EARTH NEWS	1002	**63	1.2	6.3	100	**82	1.9	8.2	153								
MS.	825	**65	1.3	7.9	125	**51	1.2	6.2	115								
NATIONAL ENQUIRER	10336	779	15.3	7.5	120	517	11.9	5.0	93								
NATIONAL GEOGRAPHIC	9597	718	14.1	7.5	119	530	12.2	5.5	103								
NATIONAL SUNDAY MAGAZINE PKG	49558	3222	63.3	6.5	104	2608	60.1	5.3	98								
NATURAL HISTORY	573	**61	1.2	10.6	169	**11	0.3	1.9	36								
NEW WOMAN	1699	**84	1.7	4.9	79	**120	2.8	7.1	132								
NEW YORK INCLUDING CUE	443	**28	0.6	6.3	101	**13	0.3	2.9	55								
THE NEW YORKER	1270	**56	1.1	4.4	70	*103	2.4	8.1	151								
NEWSWEEK	6277	366	7.2	5.8	93	283	6.5	4.5	84								
THE N.Y. TIMES DAILY EDITION	1205	**83	1.6	6.9	110	**73	1.7	6.1	113								
THE N.Y. TIMES MAGAZINE	2081	**111	2.2	5.3	85	*159	3.7	7.6	143								
OMNI	788	**68	1.3	8.6	137	**97	2.2	12.3	230								
ON CABLE	1158	**159	3.1	13.7	219	**75	1.7	6.5	121								
1001 HOME IDEAS	2852	*248	4.9	8.7	138	*226	5.2	7.9	148								
ORGANIC GARDENING	1658	**148	2.9	8.9	142	**83	1.9	5.0	93								
OUTDOOR LIFE	896	**56	1.1	6.3	100	**43	1.0	4.8	90								
PARADE MAGAZINE	24275	1806	35.5	7.4	118	1438	33.1	5.9	111								

	TOTAL U.S. '000	ALL GLAMORENE				ALL JOHNSON'S											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	5087	100.0	6.3	100	4340	100.0	5.4	100								
PARENTS	3845	**209	4.1	5.4	87	**265	6.1	6.9	129								
PENTHOUSE	831	**17	0.3	2.0	33	**90	2.1	10.8	202								
PEOPLE	11645	796	15.6	6.8	109	544	12.5	4.7	87								
PLAYBOY	2006	**103	2.0	5.1	82	**197	4.5	9.8	183								
POPULAR HOT RODDING	297	**14	0.3	4.7	75	**12	0.3	4.0	75								
POPULAR MECHANICS	1018	**57	1.1	5.6	89	**29	0.7	2.8	53								
POPULAR SCIENCE	878	**42	0.8	4.8	76	**92	2.1	10.5	196								
PREVENTION	3913	326	6.4	8.3	133	**216	5.0	5.5	103								
PSYCHOLOGY TODAY	1710	*135	2.7	7.9	126	**145	3.3	8.5	158								
READER'S DIGEST	22204	1559	30.6	7.0	112	1222	28.2	5.5	103								
REDBOOK	7684	523	10.3	6.8	108	348	8.0	4.5	85								
ROAD & TRACK	410	**38	0.7	9.3	148	**9	0.2	2.2	41								
ROLLING STONE	969	**18	0.4	1.9	30	**103	2.4	10.6	198								
RUNNER'S WORLD	298	**29	0.6	9.7	155	**12	0.3	4.0	75								
SATURDAY EVENING POST	1169	**73	1.4	6.2	99	**65	1.5	5.6	104								
SCIENCE 84	587	**57	1.1	9.7	155	**53	1.2	9.0	168								
SCIENCE DIGEST	482	**19	0.4	3.9	63	**23	0.5	4.8	89								
SCIENTIFIC AMERICAN	594	**56	1.1	9.4	150	**46	1.1	7.7	145								
SELF	2089	**43	0.8	2.1	33	**95	2.2	4.5	85								
SEVENTEEN	2411	**99	1.9	4.1	65	**123	2.8	5.1	95								
SKI	480	**41	0.8	8.5	136	**44	1.0	9.2	171								
SMITHSONIAN	2760	*184	3.6	6.7	106	*217	5.0	7.9	147								
SOAP OPERA DIGEST	3013	*236	4.6	7.8	125	*149	3.4	4.9	92								
SOUTHERN LIVING	4184	347	6.8	8.3	132	275	6.3	6.6	123								
SPORT	559	**11	0.2	2.0	31	**7	0.2	1.3	23								
THE SPORTING NEWS	436	**37	0.7	8.5	135	**23	0.5	5.3	98								
SPORTS AFIELD	493	**35	0.7	7.1	113	**57	1.3	11.6	216								
SPORTS ILLUSTRATED	2758	*103	2.0	3.7	59	*107	2.5	3.9	72								
STAR	7456	612	12.0	8.2	131	343	7.9	4.6	86								
SUNDAY	24936	1540	30.3	6.2	98	1391	32.1	5.6	104								
SUNSET	2124	*224	4.4	10.5	168	*122	2.8	5.7	107								
TV GUIDE	21661	1537	30.2	7.1	113	1181	27.2	5.5	102								
TENNIS	550	**16	0.3	2.9	46	**28	0.6	5.1	95								
TIME	8880	557	10.9	6.3	100	518	11.9	5.8	109								
TOWN & COUNTRY	917	**44	0.9	4.8	76	**80	1.8	8.7	163								
TRAVEL & LEISURE	972	**78	1.5	8.0	128	**36	0.8	3.7	69								
TRUE STORY	3356	*241	4.7	7.2	114	*212	4.9	6.3	118								
U.S. NEWS & WORLD REPORT	3410	*223	4.4	6.5	104	*138	3.2	4.0	76								
USA TODAY	1759	*110	2.2	6.3	100	**69	1.6	3.9	73								
US	1873	*170	3.3	9.1	144	**125	2.9	6.7	125								
VOGUE	3909	277	5.4	7.1	113	*213	4.9	5.4	102								
WALL STREET JOURNAL	1886	**140	2.8	7.4	118	**79	1.8	4.2	78								
WEIGHT WATCHERS	2120	*169	3.3	8.0	127	*173	4.0	8.2	152								
WOMAN'S DAY	14172	1085	21.3	7.7	122	759	17.5	5.4	100								
WORKING MOTHER	1146	**42	0.8	3.7	58	**64	1.5	5.6	104								
WORKING WOMAN	1322	**108	2.1	8.2	130	**46	1.1	3.5	65								
WORLD TENNIS	*163	**0	0.0	0.0	0	**0	0.0	0.0	0								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**144	2.8	5.7	91	**108	2.5	4.3	80								
BLAIR INSERTS	43657	2748	54.0	6.3	100	2354	54.2	5.4	101								
DAILY NEWSPAPERS																	
READ ANY	51633	3335	65.6	6.5	103	2622	60.4	5.1	95								
READ ONE	43463	2759	54.2	6.3	101	2175	50.1	5.0	93								
READ TWO OR MORE	8170	577	11.3	7.1	112	447	10.3	5.5	102								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3393	66.7	6.4	103	2842	65.5	5.4	101								
READ ONE	46126	2905	57.1	6.3	100	2445	56.3	5.3	99								
READ TWO OR MORE	6552	488	9.6	7.4	119	398	9.2	6.1	113								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.57				27.43											
30 DAY REACH	71455	4305	84.6	6.0	96	3850	88.7	5.4	101								
50 SHWG - 30 DAY AV FREQ	14.56	14.99				14.44											
30 DAY REACH	67742	4122	81.0	6.1	97	3660	84.3	5.4	101								
25 SHWG - 30 DAY AV FREQ	7.94	8.11				7.98											
30 DAY REACH	62117	3793	74.6	6.1	97	3307	76.2	5.3	99								
CABLE TV: HOME WIRED	32077	1981	38.9	6.2	98	1714	39.5	5.3	100								
HOME NOT WIRED	48909	3106	61.1	6.4	101	2626	60.5	5.4	100								
HAVE PAY CABLE	15935	826	16.2	5.2	83	752	17.3	4.7	88								

	TOTAL U.S. '000	ALL GLAMORENE				ALL JOHNSON'S				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	5087	100.0	6.3	100	4340	100.0	5.4	100																
RADIO AVG. DAILY (M-F) CUME																									
6:00 AM - 10:00 AM	43921	2860	56.2	6.5	104	2248	51.8	5.1	96																
10:00 AM - 3:00 PM	30659	2055	40.4	6.7	107	1715	39.5	5.6	104																
3:00 PM - 7:00 PM	31045	1869	36.7	6.0	96	1674	38.6	5.4	101																
7:00 PM - MIDNIGHT	15767	1009	19.8	6.4	102	832	19.2	5.3	98																
MIDNIGHT - 6:00 AM	9120	638	12.5	7.0	111	509	11.7	5.6	104																
6:00 AM - MIDNIGHT	58527	3782	74.3	6.5	103	3105	71.5	5.3	99																
ENTIRE DAY	59311	3837	75.4	6.5	103	3170	73.0	5.3	100																
AVG DAILY M-F CUME: 6AM-MDNT																									
FORMATS: ADULT CONTEMPORARY	16172	976	19.2	6.0	96	806	18.6	5.0	93																
ALL NEWS	2256	*231	4.5	10.2	163	**106	2.4	4.7	88																
AOR/PROGRESSIVE	3874	*241	4.7	6.2	99	*224	5.2	5.8	108																
BEAUTIFUL MUSIC	5660	409	8.0	7.2	115	242	5.6	4.3	80																
BLACK	2204	*178	3.5	8.1	129	*213	4.9	9.7	180																
CLASSICAL	1418	**55	1.1	3.9	62	**59	1.4	4.2	78																
CHR/ROCK	9538	565	11.1	5.9	94	512	11.8	5.4	100																
COUNTRY	12648	764	15.0	6.0	96	621	14.3	4.9	92																
GOLDEN OLDIES	1191	**128	2.5	10.7	171	**72	1.7	6.0	113																
MOR/NOSTALGIA	4757	310	6.1	6.5	104	*263	6.1	5.5	103																
NEWS/TALK	3863	419	8.2	10.8	173	*226	5.2	5.9	109																
RELIGIOUS	3084	*224	4.4	7.3	116	*171	3.9	5.5	103																
SOFT ROCK	521	**7	0.1	1.3	21	**18	0.4	3.5	64																
URBAN CONTEMPORARY	1585	**85	1.7	5.4	85	**133	3.1	8.4	157																
WIRED NETWORKS:																									
ABC CONTEMPORARY	3261	**55	1.1	1.7	27	*184	4.2	5.6	105																
ABC DIRECTION	2316	*242	4.8	10.4	166	*101	2.3	4.4	81																
ABC ENTERTAINMENT	4834	291	5.7	6.0	96	302	7.0	6.2	117																
ABC FM	2202	*177	3.5	8.0	128	*165	3.8	7.5	140																
ABC INFORMATION	5425	433	8.5	8.0	127	315	7.3	5.8	108																
ABC ROCK	1677	**86	1.7	5.1	82	**123	2.8	7.3	137																
CBS	4430	449	8.8	10.1	161	*209	4.8	4.7	88																
MUTUAL	4992	328	6.4	6.6	105	344	7.9	6.9	129																
NBC	4679	449	8.8	9.6	153	*249	5.7	5.3	99																
RADIORADIO	1994	*172	3.4	8.6	137	**142	3.3	7.1	133																
RKO ONE	2298	**122	2.4	5.3	85	**109	2.5	4.7	89																
RKO TWO	3311	*194	3.8	5.9	93	**92	2.1	2.8	52																
THE SOURCE	2114	*141	2.8	6.7	106	**104	2.4	4.9	92																
NON-WIRED : BLAIR	8654	624	12.3	7.2	115	461	10.6	5.3	99																
INTERNET	12025	985	19.4	8.2	130	635	14.6	5.3	99																
KATZ RADIO GROUP	15359	979	19.2	6.4	101	749	17.3	4.9	91																
SUPERNET	10628	683	13.4	6.4	102	720	16.6	6.8	126																
TELEVISION AVG. HALF HOUR																									
WKDAY 7:00 AM - 9:00 AM	8659	598	11.8	6.9	110	533	12.3	6.2	115																
WKDAY 9:00 AM - 1:00 PM	12163	827	16.3	6.8	108	603	13.9	5.0	93																
WKDAY 1:00 PM - 4:30 PM	16150	993	19.5	6.1	98	901	20.8	5.6	104																
WKDAY 4:30 PM - 7:30 PM	22463	1601	31.5	7.1	113	1213	27.9	5.4	101																
WKDAY 7:30 PM - 8:00 PM	31795	2235	43.9	7.0	112	1693	39.0	5.3	99																
WKDAY 11:00 PM - 11:30 PM	23977	1642	32.3	6.8	109	1296	29.9	5.4	101																
WKDAY 11:30 PM - 1:00 AM	7703	552	10.9	7.2	114	465	10.7	6.0	113																
M-SAT 8-11 PM+SUN 7-11 PM	33800	2291	45.0	6.8	108	1858	42.8	5.5	103																
WKDY DAYTIME NTWK 7AM-4:30PM																									
ALL MY CHILDREN	A 6538	439	8.6	6.7	107	428	9.9	6.5	122																
ANOTHER WORLD	N 4620	285	5.6	6.2	98	250	5.8	5.4	101																
AS THE WORLD TURNS	C 5614	316	6.2	5.6	90	324	7.5	5.8	108																
CAPITOL	C 3396	183	3.6	5.4	86	191	4.4	5.6	105																
CBS MORN. NEWS 1	C 1446	137	2.7	9.5	151	*94	2.2	6.5	121																
CBS MORN. NEWS 2	C 1207	*92	1.8	7.6	121	*61	1.4	5.1	94																
DAYS OF OUR LIVES	N 5877	408	8.0	6.9	111	303	7.0	5.2	96																
FACTS OF LIFE - DAYTIME	N 2290	141	2.8	6.2	98	91	2.1	4.0	74																
FAMILY FEUD	A 3023	239	4.7	7.9	126	139	3.2	4.6	86																
GENERAL HOSPITAL	A 6097	361	7.1	5.9	94	358	8.2	5.9	110																
GOOD MORNING, AMERICA-730 A	A 3515	244	4.8	6.9	111	241	5.6	6.9	128																
GOOD MORNING, AMERICA-830 A	A 2818	257	5.1	9.1	145	203	4.7	7.2	134																
GUIDING LIGHT	C 5339	313	6.2	5.9	93	286	6.6	5.4	100																
ONE LIFE TO LIVE	A 4478	274	5.4	6.1	97	242	5.6	5.4	101																

	TOTAL U.S. '000	ALL GLAMORENE				ALL JOHNSON'S				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	5087	100.0	6.3	100	4340	100.0	5.4	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1995	39.2	7.7	122	1461	33.7	5.6	105								
NETWORK AFFILIATES - LATE	20261	1395	27.4	6.9	110	1134	26.1	5.6	104								
INDEPENDENTS - LATE	2076	192	3.8	9.2	147	80	1.8	3.9	72								
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	M 10453	777	15.3	7.4	118	627	14.4	6.0	112								
ABC MONDAY NIGHT MOVIE	A 6412	412	8.1	6.4	102	337	7.8	5.3	98								
ABC SUNDAY NIGHT MOVIE	A 12407	785	15.4	6.3	101	654	15.1	5.3	98								
ABC WORLD NEWS TONIGHT	A 6176	473	9.3	7.7	122	349	8.0	5.7	105								
AFTERMASH	C 5863	507	10.0	8.6	138	*265	6.1	4.5	84								
ALICE	C 9594	787	15.5	8.2	131	508	11.7	5.3	99								
AMERICAN PARADE	C 6622	399	7.8	6.0	96	376	8.7	5.7	106								
BENSON	A 10886	775	15.2	7.1	113	621	14.3	5.7	106								
BLUE THUNDER	A 5036	366	7.2	7.3	116	270	6.2	5.4	100								
CAGNEY & LACEY	C 9965	825	16.2	8.3	132	469	10.8	4.7	88								
CBS EVENING NEWS-DEAN	C 3491	270	5.3	7.7	123	193	4.4	5.5	103								
CBS EVENING NEWS-RATHER	C 7123	650	12.8	9.1	145	376	8.7	5.3	99								
CBS SAT. NEWS-SCHIEFFER	C 3621	416	8.2	11.5	183	198	4.6	5.5	102								
CBS SATURDAY NIGHT MOVIE	C 5436	290	5.7	5.3	85	280	6.5	5.2	96								
CBS WEDNESDAY NIGHT MOVIE	C 6100	454	8.9	7.4	118	283	6.5	4.6	87								
CHEERS	N 8889	589	11.6	6.6	105	517	11.9	5.8	109								
DALLAS	C 22109	1254	24.7	5.7	90	1235	28.5	5.6	104								
DIFF'RENT STROKES	N 6940	428	8.4	6.2	98	415	9.6	6.0	112								
DOUBLE TROUBLE	N 7223	516	10.1	7.1	114	422	9.7	5.8	109								
DUCK FACTORY	N 5595	355	7.0	6.3	101	285	6.6	5.1	95								
DUKES OF HAZZARD	C 5768	338	6.6	5.9	93	371	8.5	6.4	120								
DYNASTY	A 20053	1395	27.4	7.0	111	1183	27.3	5.9	110								
FACTS OF LIFE	N 8087	554	10.9	6.9	109	404	9.3	5.0	93								
FALCON CREST	C 20046	1132	22.3	5.6	90	1078	24.8	5.4	100								
FALL GUY	A 9084	650	12.8	7.2	114	603	13.9	6.6	124								
FAMILY TIES	N 7964	663	13.0	8.3	133	471	10.9	5.9	110								
FANTASY ISLAND	A 7687	421	8.3	5.5	87	442	10.2	5.7	107								
FOULUPS, BLEEPs & BLUNDERS	A 8861	548	10.8	6.2	98	471	10.9	5.3	99								
FOUR SEASONS	C 5095	362	7.1	7.1	113	*230	5.3	4.5	84								
GIMME A BREAK	N 8838	670	13.2	7.6	121	482	11.1	5.5	102								
HART TO HART	A 8978	643	12.6	7.2	114	488	11.2	5.4	101								
HILL STREET BLUES	N 8590	607	11.9	7.1	112	549	12.6	6.4	119								
HOTEL	A 14085	963	18.9	6.8	109	686	15.8	4.9	91								
JEFFERSONS	C 9360	828	16.3	8.8	141	488	11.2	5.2	97								
JENNIFER SLEPT HERE	N 5841	469	9.2	8.0	128	307	7.1	5.3	98								
KATE & ALLIE	C 9206	675	13.3	7.3	117	438	10.1	4.8	89								
KNIGHT RIDER	N 7076	384	7.5	5.4	86	435	10.0	6.1	115								
LOVE BOAT	A 12219	814	16.0	6.7	106	659	15.2	5.4	101								
MAGNUM PI	C 11199	773	15.2	6.9	110	728	16.8	6.5	121								
MAMA'S FAMILY	N 6057	440	8.6	7.3	116	291	6.7	4.8	90								
MASTER, THE	N 3598	*178	3.5	4.9	79	*177	4.1	4.9	92								
MATT HOUSTON	A 6344	478	9.4	7.5	120	395	9.1	6.2	116								
NBC MONDAY NIGHT MOVIE	N 11994	660	13.0	5.5	88	703	16.2	5.9	109								
NBC NIGHTLY NEWS	N 5132	356	7.0	6.9	110	323	7.4	6.3	117								
NBC NIGHTLY NEWS-SAT	N 3375	*257	5.1	7.6	121	*123	2.8	3.6	68								
NBC NIGHTLY NEWS-SUN	N 3130	*224	4.4	7.2	114	*159	3.7	5.1	95								
NBC SUNDAY NIGHT MOVIE	N 8284	549	10.8	6.6	106	461	10.6	5.6	104								
NEWMART	C 9240	779	15.3	8.4	134	437	10.1	4.7	88								
ONE DAY AT A TIME	C 7288	478	9.4	6.6	104	364	8.4	5.0	93								
PEOPLE ARE FUNNY	N 4855	385	7.6	7.9	126	*220	5.1	4.5	85								
REAL PEOPLE	N 8869	551	10.8	6.2	99	480	11.1	5.4	101								
REMINGTON STEELE	N 7743	444	8.7	5.7	91	613	14.1	7.9	148								
RIPLY'S BELIEVE IT - NOT	A 5345	348	6.8	6.5	104	269	6.2	5.0	94								
RIPTIDE	N 6988	347	6.8	5.0	79	465	10.7	6.7	124								
SCARECROW & MRS. KING	C 10002	647	12.7	6.5	103	591	13.6	5.9	110								
SIMON & SIMON	C 10638	624	12.3	5.9	93	719	16.6	6.8	126								
60 MINUTES	C 13293	989	19.4	7.4	118	636	14.7	4.8	89								
ST. ELSEWHERE	N 7017	513	10.1	7.3	116	480	11.1	6.8	128								
THREE'S COMPANY	A 10917	777	15.3	7.1	113	741	17.1	6.8	127								
T.J. HOOKER	A 9204	668	13.1	7.3	116	500	11.5	5.4	101								
TONIGHT SHOW	N 2372	196	3.9	8.3	132	142	3.3	6.0	112								
TRAPPER JOHN, M.D.	C 9846	774	15.2	7.9	125	486	11.2	4.9	92								
TV BLOOPERS & PRAC. JOKES	N 9105	570	11.2	6.3	100	476	11.0	5.2	98								
20/20	A 9387	637	12.5	6.8	108	524	12.1	5.6	104								
WEBSTER	A 11067	812	16.0	7.3	117	593	13.7	5.4	100								
WORLD NEWS - SUN	A 3062	*260	5.1	8.5	135	**124	2.9	4.0	76								
YELLOW ROSE	N 4978	370	7.3	7.4	118	274	6.3	5.5	103								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	636	12.5	7.2	114	562	12.9	6.3	118								
BASKETBALL - COLLEGE GAMES	4080	*278	5.5	6.8	108	*301	6.9	7.4	138								
BASKETBALL - PRO GAMES	3607	*211	4.1	5.8	93	*301	6.9	8.3	156								
BOWLING	3883	*259	5.1	6.7	106	*359	8.3	9.2	173								
BOXING	3928	*275	5.4	7.0	111	*354	8.2	9.0	168								
FOOTBALL - COLLEGE GAMES	6366	*327	6.4	5.1	82	494	11.4	7.8	145								
FOOTBALL - PRO GAMES	11300	618	12.1	5.5	87	803	18.5	7.1	133								
GOLF	3378	*174	3.4	5.2	82	**269	6.2	8.0	149								
POST-SEASON COLL. FOOTBALL	4906	*418	8.2	8.5	136	*323	7.4	6.6	123								
POST-SEASON PRO FOOTBALL	6120	*353	6.9	5.8	92	*325	7.5	5.3	99								
TENNIS	3033	*129	2.5	4.3	68	*255	5.9	8.4	157								
WRESTLING - PROFESSIONAL	3344	*250	4.9	7.5	119	*294	6.8	8.8	164								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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RUG DEODORIZERS & FRESHENERS

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-21

		'000	%	UNWEIGHTED					
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?									
YES		29706	36.7	3280					
NO		51280	63.3	6155					
		ALL		SOLE		PRIMARY		SECONDARY	
		'000	%	'000	%	'000	%	'000	%
IF YES									
2B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
AIRWICK CARPET FRESH		5547	6.8	2568	3.2	2426	3.0	553	.7
ARM & HAMMER		6705	8.3	3382	4.2	2468	3.0	855	1.1
GLAMORENE RUG FRESH		2061	2.5	1153	1.4	661	.8	247	.3
HR RUG & ROOM DEODORIZER		915	1.1	432	.5	405	.5	78	.1
LOVE MY CARPET		16777	20.7	11064	13.7	4346	5.4	1367	1.7
WIZARD RUG & ROOM DEODORIZER		2830	3.5	856	1.1	1303	1.6	672	.8
OTHER BRANDS		4250	5.2	2491	3.1	944	1.2	816	1.0
DO NOT KNOW		139	.2						

		'000	%	UNWEIGHTED
2C. ABOUT HOW MANY PACKAGES OR CONTAINERS OF RUG DEODORIZERS OR FRESHENERS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 6 MONTHS?				
SIX OR MORE	H	1812	2.2	209
FIVE	H	585	.7	77
FOUR	H	2098	2.6	217
THREE	H	3406	4.2	376
TWO	M	6812	8.4	742
ONE	M	7675	9.5	830
LESS THAN ONE	L	5913	7.3	681
NONE	L	1405	1.7	148

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	29706	100.0	36.7	100	7901	100.0	9.8	100	14487	100.0	17.9	100	7319	100.0	9.0	100
18 - 24	9282	3417	11.5	36.8	100	941	11.9	10.1	104	1536	10.6	16.5	93	939	12.8	10.1	112
25 - 34	19072	7443	25.1	39.0	106	1935	24.5	10.1	104	3622	25.0	19.0	106	1886	25.8	9.9	109
35 - 44	14591	6006	20.2	41.2	112	1479	18.7	10.1	104	2976	20.5	20.4	114	1551	21.2	10.6	118
45 - 54	11345	4386	14.8	38.7	105	1223	15.5	10.8	110	2173	15.0	19.2	107	991	13.5	8.7	97
55 - 64	11635	4135	13.9	35.5	97	1202	15.2	10.3	106	1902	13.1	16.3	91	1031	14.1	8.9	98
65 OR OLDER	15061	4319	14.5	28.7	78	1119	14.2	7.4	76	2278	15.7	15.1	85	921	12.6	6.1	68
18 - 34	28354	10860	36.6	38.3	104	2876	36.4	10.1	104	5158	35.6	18.2	102	2825	38.6	10.0	110
18 - 49	48339	18914	63.7	39.1	107	4843	61.3	10.0	103	9224	63.7	19.1	107	4847	66.2	10.0	111
25 - 54	45008	17835	60.0	39.6	108	4638	58.7	10.3	106	8770	60.5	19.5	109	4427	60.5	9.8	109
35 - 49	19985	8054	27.1	40.3	110	1967	24.9	9.8	101	4066	28.1	20.3	114	2022	27.6	10.1	112
50 OR OLDER	32647	10793	36.3	33.1	90	3057	38.7	9.4	96	5263	36.3	16.1	90	2472	33.8	7.6	84
GRADUATED COLLEGE	11155	3339	11.2	29.9	82	795	10.1	7.1	73	1575	10.9	14.1	79	970	13.3	8.7	96
ATTENDED COLLEGE	13682	5019	16.9	36.7	100	1274	16.1	9.3	95	2370	16.4	17.3	97	1375	18.8	10.0	111
GRADUATED HIGH SCHOOL	33880	13306	44.8	39.3	107	3541	44.8	10.5	107	6398	44.2	18.9	106	3367	46.0	9.9	110
DID NOT GRADUATE HIGH SCHOOL	22270	8043	27.1	36.1	98	2291	29.0	10.3	105	4144	28.6	18.6	104	1607	22.0	7.2	80
EMPLOYED	40306	15465	52.1	38.4	105	3876	49.1	9.6	99	7451	51.4	18.5	103	4138	56.5	10.3	114
EMPLOYED FULL-TIME	32850	12768	43.0	38.9	106	3276	41.5	10.0	102	6136	42.4	18.7	104	3357	45.9	10.2	113
EMPLOYED PART-TIME	7456	2698	9.1	36.2	99	601	7.6	8.1	83	1316	9.1	17.7	99	781	10.7	10.5	116
NOT EMPLOYED	40680	14241	47.9	35.0	95	4024	50.9	9.9	101	7035	48.6	17.3	97	3181	43.5	7.8	87
PROFESSIONAL/MANAGER	10392	3315	11.2	31.9	87	767	9.7	7.4	76	1557	10.7	15.0	84	991	13.5	9.5	106
TECH/CLERICAL/SALLES	17574	7115	24.0	40.5	110	1785	22.6	10.2	104	3323	22.9	18.9	106	2007	27.4	11.4	126
PRECISION/CRAFT	985	*453	1.5	46.0	125	**148	1.9	15.0	154	**179	1.2	18.2	102	**125	1.7	12.7	140
OTHER EMPLOYED	11354	4583	15.4	40.4	110	1176	14.9	10.4	106	2392	16.5	21.1	118	1015	13.9	8.9	99
SINGLE	9863	3241	10.9	32.9	90	984	12.5	10.0	102	1304	9.0	13.2	74	953	13.0	9.7	107
MARRIED	51375	19607	66.0	38.2	104	4948	62.6	9.6	99	9694	66.9	18.9	105	4966	67.9	9.7	107
DIVORCED/SEPARATED/WIDOWED	19748	6858	23.1	34.7	95	1969	24.9	10.0	102	3489	24.1	17.7	99	1400	19.1	7.1	78
PARENTS	32590	12865	43.3	39.5	108	3454	43.7	10.6	109	6345	43.8	19.5	109	3066	41.9	9.4	104
WHITE	70416	25714	86.6	36.5	100	6339	80.2	9.0	92	12674	87.5	18.0	101	6701	91.6	9.5	105
BLACK	8778	3505	11.8	39.9	109	1446	18.3	16.5	169	1588	11.0	18.1	101	471	6.4	5.4	59
OTHER	1791	*487	1.6	27.2	74	**115	1.5	6.4	66	**225	1.6	12.6	70	**147	2.0	8.2	91
NORTHEAST-CENSUS	17786	5812	19.6	32.7	89	1671	21.1	9.4	96	2895	20.0	16.3	91	1246	17.0	7.0	78
NORTH CENTRAL	20741	7544	25.4	36.4	99	1847	23.4	8.9	91	3658	25.3	17.6	99	2039	27.9	9.8	109
SOUTH	27775	11161	37.6	40.2	110	3189	40.4	11.5	118	5585	38.6	20.1	112	2387	32.6	8.6	95
WEST	14683	5189	17.5	35.3	96	1194	15.1	8.1	83	2349	16.2	16.0	89	1647	22.5	11.2	124
NORTHEAST-MKTG.	17961	5975	20.1	33.3	91	1637	20.7	9.1	93	3135	21.6	17.5	98	1203	16.4	6.7	74
EAST CENTRAL	11885	4653	15.7	39.2	107	1259	15.9	10.6	109	2119	14.6	17.8	100	1275	17.4	10.7	119
WEST CENTRAL	14090	4820	16.2	34.2	93	1141	14.4	8.1	83	2384	16.5	16.9	95	1295	17.7	9.2	102
SOUTH	24081	9684	32.6	40.2	110	2772	35.1	11.5	118	4777	33.0	19.8	111	2136	29.2	8.9	98
PACIFIC	12969	4574	15.4	35.3	96	1092	13.8	8.4	86	2073	14.3	16.0	89	1410	19.3	10.9	120
COUNTY SIZE A	32439	11025	37.1	34.0	93	3160	40.0	9.7	100	5158	35.6	15.9	89	2707	37.0	8.3	92
COUNTY SIZE B	24915	9548	32.1	38.3	104	2460	31.1	9.9	101	4708	32.5	18.9	106	2381	32.5	9.6	106
COUNTY SIZE C	12930	5116	17.2	39.6	108	1264	16.0	9.8	100	2583	17.8	20.0	112	1269	17.3	9.8	109
COUNTY SIZE D	10703	4018	13.5	37.5	102	1017	12.9	9.5	97	2038	14.1	19.0	106	962	13.1	9.0	99
METRO CENTRAL CITY	24518	7941	26.7	32.4	88	2482	31.4	10.1	104	3762	26.0	15.3	86	1698	23.2	6.9	77
METRO SUBURBAN	35919	13740	46.3	38.3	104	3305	41.8	9.2	94	6724	46.4	18.7	105	3711	50.7	10.3	114
NON METRO	20549	8025	27.0	39.1	106	2114	26.8	10.3	105	4001	27.6	19.5	109	1910	26.1	9.3	103
TOP 5 ADI'S	18341	5945	20.0	32.4	88	1753	22.2	9.6	98	2814	19.4	15.3	86	1379	18.8	7.5	83
TOP 10 ADI'S	25378	8449	28.4	33.3	91	2450	31.0	9.7	99	3980	27.5	15.7	88	2020	27.6	8.0	88
TOP 20 ADI'S	36488	12663	42.6	34.7	95	3439	43.5	9.4	97	6056	41.8	16.6	93	3168	43.3	8.7	96
HSGLD INC. \$50,000 OR MORE	6612	2288	7.7	34.6	94	*605	7.7	9.2	94	981	6.8	14.8	83	*702	9.6	10.6	117
\$40,000 OR MORE	12659	4256	14.3	33.6	92	1029	13.0	8.1	83	1837	12.7	14.5	81	1390	19.0	11.0	121
\$30,000 OR MORE	24698	8958	30.2	36.3	99	2001	25.3	8.1	83	4407	30.4	17.8	100	2551	34.9	10.3	114
\$25,000 OR MORE	32077	12087	40.7	37.7	103	2744	34.7	8.6	88	6050	41.8	18.9	105	3293	45.0	10.3	114
\$20,000 - \$24,999	9144	3109	10.5	34.0	93	840	10.6	9.2	94	1451	10.0	15.9	89	818	11.2	8.9	99
\$15,000 - \$19,999	8728	3410	11.5	39.1	107	920	11.6	10.5	108	1601	11.1	18.3	103	889	12.1	10.2	113
\$10,000 - \$14,999	12562	5014	16.9	39.9	109	1549	19.6	12.3	126	2498	17.2	19.9	111	967	13.2	7.7	85
UNDER \$10,000	18475	6087	20.5	32.9	90	1848	23.4	10.0	103	2887	19.9	15.6	87	1352	18.5	7.3	81
HOUSEHOLD OF 1 PERSON	11987	3332	11.2	27.8	76	843	10.7	7.0	72	1525	10.5	12.7	71	964	13.2	8.0	89
2 PEOPLE	26577	9732	32.8	36.6	100	2265	28.7	8.5	87	4868	33.6	18.3	102	2599	35.5	9.8	108
3 OR 4 PEOPLE	30617	11880	40.0	38.8	106	3443	43.6	11.2	115	5657	39.0	18.5	103	2780	38.0	9.1	100
5 OR MORE PEOPLE	11804	4763	16.0	40.4	110	1350	17.1	11.4	117	2437	16.8	20.6	115	975	13.3	8.3	91
NO CHILD IN HSHLD	46165	16025	53.9	34.7	95	4156	52.6	9.0	92	7702	53.2	16.7	93	4167	56.9	9.0	100
CHILD(REN) UNDER 2 YRS	5325	2062	6.9	38.7	106	*584	7.4	11.0	112	936	6.5	17.6	98	*543	7.4	10.2	113
2 - 5 YEARS	14221	5186	17.5	36.5	99	1558	19.7	11.0	112	2372	16.4	16.7	93	1256	17.2	8.8	98
6 - 11 YEARS	15117	6001	20.2	39.7	108	1697	21.5	11.2	115	3007	20.8	19.9	111	1297	17.7	8.6	95
12 - 17 YEARS	16611	6596	22.2	39.7	108	1807	22.9	10.9	112	3340	23.1	20.1	112	1450	19.8	8.7	97
RESIDENCE OWNED	55884	20867	70.2	37.3	102	4959	62.8	8.9	91	10653	73.5	19.1	107	5256	71.8	9.4	104
VALUE: \$50,000 OR MORE	31744	11272	37.9	35.5	97	2581	32.7	8.1	83	5622	38.8	17.7	99	3068	41.9	9.7	107
VALUE: UNDER \$50,000	24140	9596	32.3	39.8	108	2377	30.1	9.8	101	5030	34.7	20.8	116	2188	29.9	9.1	100

			TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS			80986	29706	100.0	36.7	100	7901	100.0	9.8	100	14487	100.0	17.9	100	7319	100.0	9.0	100
MAGAZINES	QUINTILE 1	15799	6544	22.0	41.4	113	1701	21.5	10.8	110	3132	21.6	19.8	111	1710	23.4	10.8	120	
	QUINTILE 2	17259	6449	21.7	37.4	102	1884	23.8	10.9	112	3252	22.4	18.8	105	1313	17.9	7.6	84	
	QUINTILE 3	13545	4790	16.1	35.4	96	1339	16.9	9.9	101	2176	15.0	16.1	90	1275	17.4	9.4	104	
	QUINTILE 4	15133	5527	18.6	36.5	100	1308	16.6	8.6	89	2873	19.8	19.0	106	1347	18.4	8.9	98	
	QUINTILE 5	19250	6397	21.5	33.2	91	1668	21.1	8.7	89	3055	21.1	15.9	89	1674	22.9	8.7	96	
NEWSPAPERS	QUINTILE 1	12413	4365	14.7	35.2	96	1060	13.4	8.5	88	2218	15.3	17.9	100	1088	14.9	8.8	97	
	QUINTILE 2	24116	8680	29.2	36.0	98	2307	29.2	9.6	98	4192	28.9	17.4	97	2181	29.8	9.0	100	
	QUINTILE 3	11261	4704	15.8	41.8	114	1379	17.5	12.2	126	2250	15.5	20.0	112	1075	14.7	9.5	106	
	QUINTILE 4	20255	7542	25.4	37.2	102	2002	25.3	9.9	101	3514	24.3	17.3	97	2026	27.7	10.0	111	
	QUINTILE 5	12940	4414	14.9	34.1	93	1152	14.6	8.9	91	2314	16.0	17.9	100	948	13.0	7.3	81	
OUTDOOR	QUINTILE 1	14852	5335	18.0	35.9	98	1388	17.6	9.3	96	2650	18.3	17.8	100	1297	17.7	8.7	97	
	QUINTILE 2	15725	5902	19.9	37.5	102	1489	18.8	9.5	97	3106	21.4	19.8	110	1307	17.9	8.3	92	
	QUINTILE 3	16330	5912	19.9	36.2	99	1635	20.7	10.0	103	2918	20.1	17.9	100	1360	18.6	8.3	92	
	QUINTILE 4	16744	6314	21.3	37.7	103	1787	22.6	10.7	109	2897	20.0	17.3	97	1630	22.3	9.7	108	
	QUINTILE 5	17334	6244	21.0	36.0	98	1602	20.3	9.2	95	2916	20.1	16.8	94	1726	23.6	10.0	110	
RADIO-DRIVE TIME	QUINTILE 1	15911	6210	20.9	39.0	106	1502	19.0	9.4	97	3303	22.8	20.8	116	1405	19.2	8.8	98	
	QUINTILE 2	14837	5920	19.9	39.9	109	1701	21.5	11.5	118	2813	19.4	19.0	106	1406	19.2	9.5	105	
	QUINTILE 3	15339	5350	18.0	34.9	95	1352	17.1	8.8	90	2474	17.1	16.1	90	1525	20.8	9.9	110	
	QUINTILE 4	16723	5945	20.0	35.5	97	1605	20.3	9.6	98	2883	19.9	17.2	96	1457	19.9	8.7	96	
	QUINTILE 5	18176	6281	21.1	34.6	94	1742	22.0	9.6	98	3014	20.8	16.6	93	1526	20.8	8.4	93	
RADIO-MID- DAY	TERCILE 1	21020	8357	28.1	39.8	108	1942	24.6	9.2	95	4339	30.0	20.6	115	2076	28.4	9.9	109	
	TERCILE 2	21610	8314	28.0	38.5	105	2411	30.5	11.2	114	3925	27.1	18.2	102	1977	27.0	9.1	101	
	TERCILE 3	38355	13035	43.9	34.0	93	3547	44.9	9.2	95	6223	43.0	16.2	91	3265	44.6	8.5	94	
RADIO-TOTAL	QUINTILE 1	15988	6842	23.0	42.8	117	1659	21.0	10.4	106	3585	24.7	22.4	125	1598	21.8	10.0	111	
	QUINTILE 2	15626	5637	19.0	36.1	98	1658	21.0	10.6	109	2671	18.4	17.1	96	1308	17.9	8.4	93	
	QUINTILE 3	16723	5957	20.1	35.6	97	1573	19.9	9.4	96	2759	19.0	16.5	92	1625	22.2	9.7	108	
	QUINTILE 4	16342	5878	19.8	36.0	98	1531	19.4	9.4	96	2777	19.2	17.0	95	1570	21.5	9.6	106	
	QUINTILE 5	16306	5393	18.2	33.1	90	1480	18.7	9.1	93	2696	18.6	16.5	92	1218	16.6	7.5	83	
TV-PRIME TIME	QUINTILE 1	15953	6383	21.5	40.0	109	1676	21.2	10.5	108	3029	20.9	19.0	106	1677	22.9	10.5	116	
	QUINTILE 2	16137	6010	20.2	37.2	102	1582	20.0	9.8	100	3109	21.5	19.3	108	1320	18.0	8.2	91	
	QUINTILE 3	16420	5970	20.1	36.4	99	1499	19.0	9.1	94	3160	21.8	19.2	108	1311	17.9	8.0	88	
	QUINTILE 4	16687	6085	20.5	36.5	99	1722	21.8	10.3	106	2841	19.6	17.0	95	1522	20.8	9.1	101	
	QUINTILE 5	15789	5258	17.7	33.3	91	1422	18.0	9.0	92	2348	16.2	14.9	83	1488	20.3	9.4	104	
TV-DAYTIME	TERCILE 1	27736	10465	35.2	37.7	103	2982	37.7	10.8	110	5195	35.9	18.7	105	2288	31.3	8.2	91	
	TERCILE 2	26489	9778	32.9	36.9	101	2535	32.1	9.6	98	4824	33.3	18.2	102	2419	33.1	9.1	101	
	TERCILE 3	26761	9464	31.9	35.4	96	2384	30.2	8.9	91	4468	30.8	16.7	93	2612	35.7	9.8	108	
TV-TOTAL	QUINTILE 1	16345	6170	20.8	37.7	103	1712	21.7	10.5	107	2895	20.0	17.7	99	1563	21.4	9.6	106	
	QUINTILE 2	16447	6273	21.1	38.1	104	1719	21.8	10.5	107	3274	22.6	19.9	111	1280	17.5	7.8	86	
	QUINTILE 3	15980	6156	20.7	38.5	105	1675	21.2	10.5	107	3068	21.2	19.2	107	1413	19.3	8.8	98	
	QUINTILE 4	15887	5729	19.3	36.1	98	1464	18.5	9.2	94	2917	20.1	18.4	103	1348	18.4	8.5	94	
	QUINTILE 5	16326	5378	18.1	32.9	90	1331	16.8	8.2	84	2333	16.1	14.3	80	1715	23.4	10.5	116	
MAGAZINES-NEWSPAPERS: DUAL			20721	7683	25.9	37.1	101	2105	26.6	10.2	104	3627	25.0	17.5	98	1952	26.7	9.4	104
MAGAZINE IMPERATIVE			19186	7852	26.4	40.9	112	2275	28.8	11.9	122	3840	26.5	20.0	112	1737	23.7	9.1	100
NEWSPAPER IMPERATIVE			21899	7863	26.5	35.9	98	1998	25.3	9.1	94	3942	27.2	18.0	101	1923	26.3	8.8	97
MAGAZINES-OUTDOOR: DUAL			15451	6017	20.3	38.9	106	1568	19.8	10.1	104	2992	20.7	19.4	108	1458	19.9	9.4	104
MAGAZINE IMPERATIVE			25953	9886	33.3	38.1	104	2828	35.8	10.9	112	4630	32.0	17.8	100	2429	33.2	9.4	104
OUTDOOR IMPERATIVE			24400	8261	27.8	33.9	92	2136	27.0	8.8	90	4164	28.7	17.1	95	1962	26.8	8.0	89
MAGAZINES-RADIO: DUAL			18049	7477	25.2	41.4	113	2121	26.8	11.8	120	3646	25.2	20.2	113	1710	23.4	9.5	105
MAGAZINE IMPERATIVE			23571	8681	29.2	36.8	100	2376	30.1	10.1	103	4133	28.5	17.5	98	2172	29.7	9.2	102
RADIO IMPERATIVE			23278	8317	28.0	35.7	97	2114	26.8	9.1	93	4083	28.2	17.5	98	2121	29.0	9.1	101
MAGAZINES-TELEVISION: DUAL			15459	6210	20.9	40.2	110	1721	21.8	11.1	114	3141	21.7	20.3	114	1349	18.4	8.7	97
MAGAZINE IMPERATIVE			25829	9566	32.2	37.0	101	2578	32.6	10.0	102	4478	30.9	17.3	97	2510	34.3	9.7	108
TELEVISION IMPERATIVE			26039	9437	31.8	36.2	99	2469	31.2	9.5	97	4667	32.2	17.9	100	2301	31.4	8.8	98
NEWSPAPERS-OUTDOOR: DUAL			16605	6130	20.6	36.9	101	1583	20.0	9.5	98	3207	22.1	19.3	108	1340	18.3	8.1	89
NEWSPAPER IMPERATIVE			26834	9778	32.9	36.4	99	2671	33.8	10.0	102	4561	31.5	17.0	95	2547	34.8	9.5	105
OUTDOOR IMPERATIVE			23346	8585	28.9	36.8	100	2194	27.8	9.4	96	4262	29.4	18.3	102	2129	29.1	9.1	101
NEWSPAPERS-RADIO: DUAL			17133	6608	22.2	38.6	105	1757	22.2	10.3	105	3112	21.5	18.2	102	1739	23.8	10.2	112
NEWSPAPER IMPERATIVE			25892	9187	30.9	35.5	97	2447	31.0	9.5	97	4575	31.6	17.7	99	2165	29.6	8.4	93
RADIO IMPERATIVE			23167	9019	30.4	38.9	106	2543	32.2	11.0	113	4474	30.9	19.3	108	2001	27.3	8.6	96
NEWSPAPERS-TELEVISION: DUAL			17159	6559	22.1	38.2	104	1668	21.1	9.7	100	3360	23.2	19.6	109	1531	20.9	8.9	99
NEWSPAPER IMPERATIVE			26214	9157	30.8	34.9	95	2440	30.9	9.3	95	4356	30.1	16.6	93	2361	32.3	9.0	100
TELEVISION IMPERATIVE			23412	9120	30.7	39.0	106	2591	32.8	11.1	113	4418	30.5	18.9	105	2111	28.8	9.0	100
OUTDOOR-RADIO: DUAL			15303	6085	20.5	39.8	108	1539	19.5	10.1	103	3209	22.2	21.0	117	1337	18.3	8.7	97
OUTDOOR IMPERATIVE			24901	8540	28.7	34.3	93	2332	29.5	9.4									

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	29706	100.0	36.7	100	7901	100.0	9.8	100	14487	100.0	17.9	100	7319	100.0	9.0	100
ATLANTIC MONTHLY	415	*138	0.5	33.3	91	**35	0.4	8.4	86	**67	0.5	16.1	90	**36	0.5	8.7	96
BARRON'S	453	**120	0.4	26.5	72	**37	0.5	8.2	84	**40	0.3	8.8	49	**43	0.6	9.5	105
BETTER HOMES & GARDENS	16256	6232	21.0	38.3	105	1547	19.6	9.5	98	3106	21.4	19.1	107	1579	21.6	9.7	107
BON APPETIT	2535	1017	3.4	40.1	109	261	3.3	10.3	106	450	3.1	17.8	99	306	4.2	12.1	134
BUSINESS WEEK	1278	379	1.3	29.7	81	*108	1.4	8.5	87	*169	1.2	13.2	74	**102	1.4	8.0	88
CAR AND DRIVER	378	*144	0.5	38.1	104	**15	0.2	4.0	41	**77	0.5	20.4	114	**51	0.7	13.5	149
CBS MAGAZINE NETWORK (GROSS)	1498	726	2.4	48.5	132	*194	2.5	13.0	133	*337	2.3	22.5	126	*196	2.7	13.1	145
CHANGING TIMES	1505	527	1.8	35.0	95	*166	2.1	11.0	113	*227	1.6	15.1	84	*133	1.8	8.8	98
COLONIAL HOMES	1231	443	1.5	36.0	98	**157	2.0	12.8	131	*149	1.0	12.1	68	*137	1.9	11.1	123
CONDE NAST MAG. PKG. (GROSS)	14146	5071	17.1	35.8	98	1275	16.1	9.0	92	2520	17.4	17.8	100	1275	17.4	9.0	100
CONSUMERS DIGEST	1323	559	1.9	42.3	115	**95	1.2	7.2	74	261	1.8	19.7	110	*202	2.8	15.3	169
COSMOPOLITAN	7102	2874	9.7	40.5	110	869	11.0	12.2	125	1245	8.6	17.5	98	761	10.4	10.7	119
COUNTRY LIVING	2481	974	3.3	39.3	107	*158	2.0	6.4	65	516	3.6	20.8	116	300	4.1	12.1	134
CUISINE	1472	598	2.0	40.6	111	*140	1.8	9.5	97	*243	1.7	16.5	92	*215	2.9	14.6	162
CYCLE WORLD	425	*246	0.8	57.9	158	**92	1.2	21.6	222	**69	0.5	16.2	91	**85	1.2	20.0	221
DCI:CREATIVE IDEAS FOR LIV	2510	909	3.1	36.2	99	*192	2.4	7.6	78	492	3.4	19.6	110	*225	3.1	9.0	99
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2818	9.5	42.1	115	637	8.1	9.5	98	1510	10.4	22.6	126	671	9.2	10.0	111
DISCOVER	894	304	1.0	34.0	93	**94	1.2	10.5	108	**126	0.9	14.1	79	**83	1.1	9.3	103
EBONY	3507	1552	5.2	44.3	121	662	8.4	18.9	193	699	4.8	19.9	111	190	2.6	5.4	60
ESQUIRE	1083	366	1.2	33.8	92	*140	1.8	12.9	133	*172	1.2	15.9	89	**54	0.7	5.0	55
ESSENCE	1830	785	2.6	42.9	117	313	4.0	17.1	175	383	2.6	20.9	117	*88	1.2	4.8	53
FAMILY CIRCLE	15930	6003	20.2	37.7	103	1337	16.9	8.4	86	3171	21.9	19.9	111	1494	20.4	9.4	104
THE FAMILY HANDYMAN	1126	522	1.8	46.4	126	*167	2.1	14.8	152	*230	1.6	20.4	114	*124	1.7	11.0	122
FAMILY WEEKLY	11468	4624	15.6	40.3	110	1182	15.0	10.3	106	2140	14.8	18.7	104	1303	17.8	11.4	126
FIELD & STREAM	2234	977	3.3	43.7	119	*349	4.4	15.6	160	445	3.1	19.9	111	*183	2.5	8.2	91
FOOD & WINE	579	240	0.8	41.5	113	**48	0.6	8.3	85	**67	0.5	11.6	65	**124	1.7	21.4	237
FORBES	728	*239	0.8	32.8	90	**63	0.8	8.7	89	**133	0.9	18.3	102	**43	0.6	5.9	65
FORTUNE	906	*307	1.0	33.9	92	**126	1.6	13.9	143	**132	0.9	14.6	81	**50	0.7	5.5	61
GENTLEMEN'S QUARTERLY	791	227	0.8	28.7	78	**95	1.2	12.0	123	**74	0.5	9.4	52	**58	0.8	7.3	81
GLAMOUR	5265	1951	6.6	37.1	101	499	6.3	9.5	97	899	6.2	17.1	95	553	7.6	10.5	116
GOLF DIGEST	636	*258	0.9	40.6	111	**91	1.2	14.3	147	**104	0.7	16.4	91	**64	0.9	10.1	111
GOLF DIGEST/TENNIS (GROSS)	1186	439	1.5	37.0	101	**108	1.4	9.1	93	*229	1.6	19.3	108	**101	1.4	8.5	94
GOLF MAGAZINE	441	*179	0.6	40.6	111	**40	0.5	9.1	93	**70	0.5	15.9	89	**68	0.9	15.4	171
GOLF MAGAZINE/SKI (GROSS)	922	358	1.2	38.8	106	**89	1.1	9.7	99	**146	1.0	15.8	89	**123	1.7	13.3	148
GOOD HOUSEKEEPING	16487	6391	21.5	38.8	106	1475	18.7	8.9	92	3220	22.2	19.5	109	1696	23.2	10.3	114
HARPER'S BAZAAR	2423	823	2.8	34.0	93	*286	3.6	11.8	121	366	2.5	15.1	84	*171	2.3	7.1	78
HEALTH	1994	805	2.7	40.4	110	324	4.1	16.2	167	345	2.4	17.3	97	*137	1.9	6.9	76
HEARST MAG CORP. BUY (GROSS)	44101	16894	56.9	38.3	104	4435	56.1	10.1	103	8143	56.2	18.5	103	4315	59.0	9.8	108
HEARST MAN POWER (GROSS)	1993	808	2.7	40.5	111	*200	2.5	10.0	103	475	3.3	23.8	133	*133	1.8	6.7	74
HEARST WOMAN POWER (GROSS)	31274	12239	41.2	39.1	107	3156	39.9	10.1	103	5947	41.1	19.0	106	3135	42.8	10.0	111
HOUSE BEAUTIFUL	3623	1272	4.3	35.1	96	384	4.9	10.6	109	515	3.6	14.2	79	373	5.1	10.3	114
INC.	283	*159	0.5	56.2	153	**27	0.3	9.5	98	**62	0.4	21.9	122	**71	1.0	25.1	278
JET	2928	1271	4.3	43.4	118	556	7.0	19.0	195	573	4.0	19.6	109	*142	1.9	4.8	54
LADIES' HOME JOURNAL	11918	4765	16.0	40.0	109	1266	16.0	10.6	109	2290	15.8	19.2	107	1209	16.5	10.1	112
LHJ FAMILY GRP COMBO(GROSS)	16764	6901	23.2	41.2	112	1902	24.1	11.3	116	3270	22.6	19.5	109	1729	23.6	10.3	114
LIFE	4254	1578	5.3	37.1	101	357	4.5	8.4	86	835	5.8	19.6	110	387	5.3	9.1	101
L.A. TIMES HOME MAGAZINE	1145	420	1.4	36.7	100	*170	2.2	14.8	152	*172	1.2	15.0	84	**78	1.1	6.8	75
MADMOISELLE	2884	1126	3.8	39.0	106	250	3.2	8.7	89	583	4.0	20.2	113	293	4.0	10.2	112
MC CALL'S	13460	5401	18.2	40.1	109	1313	16.6	9.8	100	2783	19.2	20.7	116	1305	17.8	9.7	107
MC CALL'S/WRK MOTHER (GROSS)	14606	5823	19.6	39.9	109	1408	17.8	9.6	99	3034	20.9	20.8	116	1382	18.9	9.5	105
MECHANIX ILLUSTRATED	772	311	1.0	40.3	110	**78	1.0	10.1	104	*188	1.3	24.4	136	**46	0.6	6.0	66
METROPOLITAN HOME	967	352	1.2	36.4	99	**63	0.8	6.5	67	*159	1.1	16.4	92	**130	1.8	13.4	149
MONEY	1588	564	1.9	35.5	97	*179	2.3	11.3	116	*262	1.8	16.5	92	**124	1.7	7.8	86
MOTHER EARTH NEWS	1002	361	1.2	36.0	98	**49	0.6	4.9	50	*169	1.2	16.9	94	**143	2.0	14.3	158
MS.	825	275	0.9	33.3	91	**93	1.2	11.3	116	**81	0.6	9.8	55	**101	1.4	12.2	135
NATIONAL ENQUIRER	10336	4616	15.5	44.7	122	1293	16.4	12.5	128	2227	15.4	21.5	120	1096	15.0	10.6	117
NATIONAL GEOGRAPHIC	9597	2967	10.0	30.9	84	591	7.5	6.2	63	1536	10.6	16.0	89	840	11.5	8.8	97
NATIONAL SUNDAY MAGAZINE PKG	49558	18410	62.0	37.1	101	4912	62.2	9.9	102	8819	60.9	17.8	99	4678	63.9	9.4	104
NATURAL HISTORY	573	*134	0.5	23.4	64	**71	0.9	12.4	127	**26	0.2	4.5	25	**37	0.5	6.5	71
NEW WOMAN	1699	676	2.3	39.8	108	*183	2.3	10.8	110	284	2.0	16.7	93	*209	2.9	12.3	136
NEW YORK INCLUDING CUE	443	**60	0.2	13.5	37	**26	0.3	5.9	60	**16	0.1	3.6	20	**18	0.2	4.1	45
THE NEW YORKER	1270	331	1.1	26.1	71	**74	0.9	5.8	60	*174	1.2	13.7	77	**83	1.1	6.5	72
NEWSWEEK	6277	2233	7.5	35.6	97	539	6.8	8.6	88	1059	7.3	16.9	94	635	8.7	10.1	112
THE N.Y. TIMES DAILY EDITION	1205	283	1.0	23.5	64	**127	1.6	10.5	108	**103	0.7	8.5	48	**53	0.7	4.4	49
THE N.Y. TIMES MAGAZINE	2081	531	1.8	25.5	70	*130	1.6	6.2	64	*246	1.7	11.8	66	*156	2.1	7.5	83
OMNI	788	325	1.1	41.2	112	**47	0.6	6.0	61	*157	1.1	19.9	111	**121	1.7	15.4	170
ON CABLE	1158	475	1.6	41.0	112	*119	1.5	10.3	105	*168	1.2	14.5	81	**188	2.6	16.2	180
1001 HOME IDEAS	2852	1331	4.5	46.7	127	313	4.0	11.0	112	635	4.4	22.3	124	383	5.2	13.4	149
ORGANIC GARDENING	1658	715	2.4	43.1	118	*161	2.0	9.7	100	383	2.6	23.1	129	*171	2.3	10.3	114
OUTDOOR LIFE	896	370	1.2	41.3	113	*145	1.8	16.2	166	*190	1.3	21.2	119	**35	0.5	3.9	43
PARADE MAGAZINE	24275	9059	30.5	37.3	102	2299	29.1	9.5	97	4538	31.3	18.7	105	2222	30.4	9.2	101

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS	80986	29706	100.0	36.7	100	7901	100.0	9.8	100	14487	100.0	17.9	100	7319	100.0	9.0	100
PARENTS	3845	1543	5.2	40.1	109	387	4.9	10.1	103	734	5.1	19.1	107	423	5.8	11.0	122
PENTHOUSE	831	*264	0.9	31.8	87	**90	1.1	10.8	111	**118	0.8	14.2	79	**56	0.8	6.7	75
PEOPLE	11645	4526	15.2	38.9	106	1141	14.4	9.8	100	2201	15.2	18.9	106	1184	16.2	10.2	113
PLAYBOY	2006	747	2.5	37.2	102	*200	2.5	10.0	102	318	2.2	15.9	89	*229	3.1	11.4	126
POPULAR HOT RODDING	297	**119	0.4	40.1	109	**25	0.3	8.4	86	**53	0.4	17.8	100	**41	0.6	13.8	153
POPULAR MECHANICS	1018	*431	1.5	42.3	115	**97	1.2	9.5	98	**273	1.9	26.8	150	**62	0.8	6.1	67
POPULAR SCIENCE	878	379	1.3	43.2	118	**130	1.6	14.8	152	**147	1.0	16.7	94	**102	1.4	11.6	129
PREVENTION	3913	1519	5.1	38.8	106	486	6.2	12.4	127	647	4.5	16.5	92	356	5.3	9.9	109
PSYCHOLOGY TODAY	1710	659	2.2	38.5	105	*216	2.7	12.6	129	213	1.5	12.5	70	*230	3.1	13.5	149
READER'S DIGEST	22204	8423	28.4	37.9	103	2116	26.8	9.5	98	4202	29.0	18.9	106	2105	28.8	9.5	105
REDDOOK	7684	2973	10.0	38.7	105	813	10.3	10.6	108	1482	10.2	19.3	108	678	9.3	8.8	98
ROAD & TRACK	410	*243	0.8	59.3	162	**68	0.9	16.6	170	**126	0.9	30.7	172	**49	0.7	12.0	132
ROLLING STONE	969	413	1.4	42.6	116	**85	1.1	8.8	90	*266	1.8	27.5	153	**62	0.8	6.4	71
RUNNER'S WORLD	298	**91	0.3	30.5	83	**30	0.4	10.1	103	**39	0.3	13.1	73	**22	0.3	7.4	82
SATURDAY EVENING POST	1169	464	1.6	39.7	108	*131	1.7	11.2	115	*189	1.3	16.2	90	*144	2.0	12.3	136
SCIENCE 84	587	*259	0.9	44.1	120	**28	0.4	4.8	49	*205	1.4	34.9	195	**26	0.4	4.4	49
SCIENCE DIGEST	482	*179	0.6	37.1	101	**52	0.7	10.8	111	**100	0.7	20.7	116	**28	0.4	5.8	64
SCIENTIFIC AMERICAN	594	*228	0.8	38.4	105	**27	0.3	4.5	47	**153	1.1	25.8	144	**48	0.7	8.1	89
SELF	2089	729	2.5	34.9	95	*156	2.0	7.5	77	416	2.9	19.9	111	*158	2.2	7.6	84
SEVENTEEN	2411	887	3.0	36.8	100	*196	2.5	8.1	83	461	3.2	19.1	107	*231	3.2	9.6	106
SKI	480	*179	0.6	37.3	102	**48	0.6	10.0	103	**76	0.5	15.8	89	**54	0.7	11.3	124
SMITHSONIAN	2760	847	2.9	30.7	84	*90	1.1	3.3	33	466	3.2	16.9	94	291	4.0	10.5	117
SOAP OPERA DIGEST	3013	1395	4.7	46.3	126	477	6.0	15.8	162	693	4.8	23.0	129	*225	3.1	7.5	83
SOUTHERN LIVING	4184	1908	6.4	45.6	124	445	5.6	10.6	109	1018	7.0	24.3	136	446	6.1	10.7	118
SPORT	559	*251	0.8	44.9	122	**98	1.2	17.5	180	*132	0.9	23.6	132	**21	0.3	3.8	42
THE SPORTING NEWS	436	*204	0.7	46.8	128	**49	0.6	11.2	115	**139	1.0	31.9	178	**16	0.2	3.7	41
SPORTS AFIELD	493	*198	0.7	40.2	109	**52	0.7	10.5	108	**103	0.7	20.9	117	**43	0.6	8.7	97
SPORTS ILLUSTRATED	2758	1040	3.5	37.7	103	306	3.9	11.1	114	497	3.4	18.0	101	*238	3.3	8.6	95
STAR	7456	3365	11.3	45.1	123	975	12.3	13.1	134	1616	11.2	21.7	121	774	10.6	10.4	115
SUNDAY	24936	8842	29.8	35.5	97	2576	32.6	10.3	106	4059	28.0	16.3	91	2207	30.2	8.9	98
SUNSET	2124	758	2.6	35.7	97	*145	1.8	6.8	70	*303	2.1	14.3	80	*310	4.2	14.6	161
TV GUIDE	21661	8856	29.8	40.9	111	2693	34.1	12.4	127	4263	29.4	19.7	110	1900	26.0	8.8	97
TENNIS	550	*180	0.6	32.7	89	**17	0.2	3.1	32	*126	0.9	22.9	128	**38	0.5	6.9	76
TIME	8880	3132	10.5	35.3	96	894	11.3	10.1	103	1469	10.1	16.5	92	769	10.5	8.7	96
TOWN & COUNTRY	917	286	1.0	31.2	85	**62	0.8	6.8	69	*171	1.2	18.6	104	**54	0.7	5.9	65
TRAVEL & LEISURE	972	415	1.4	42.7	116	*141	1.8	14.5	149	*160	1.1	16.5	92	**114	1.6	11.7	130
TRUE STORY	3356	1549	5.2	46.2	126	580	7.3	17.3	177	687	4.7	20.5	114	282	3.9	8.4	93
U.S. NEWS & WORLD REPORT	3410	1126	3.8	33.0	90	282	3.6	8.3	85	551	3.8	16.2	90	293	4.0	8.6	95
USA TODAY	1759	713	2.4	40.5	111	*251	3.2	14.3	146	333	2.3	18.9	106	*129	1.8	7.3	81
US	1873	832	2.8	44.4	121	*180	2.3	9.6	99	502	3.5	26.8	150	*150	2.0	8.0	89
VOGUE	3909	1265	4.3	32.4	88	371	4.7	9.5	97	622	4.3	15.9	89	271	3.7	6.9	77
WALL STREET JOURNAL	1886	615	2.1	32.6	89	*133	1.7	7.1	72	288	2.0	15.3	85	*194	2.7	10.3	114
WEIGHT WATCHERS	2120	921	3.1	43.4	118	*212	2.7	10.0	103	439	3.0	20.7	116	*270	3.7	12.7	141
WOMAN'S DAY	14172	5373	18.1	37.9	103	1410	17.8	9.9	102	2675	18.5	18.9	106	1288	17.6	9.1	101
WORKING MOTHER	1146	422	1.4	36.8	100	**95	1.2	8.3	85	251	1.7	21.9	122	**77	1.1	6.7	74
WORKING WOMAN	1322	575	1.9	43.5	119	*164	2.1	12.4	127	252	1.7	19.1	107	*159	2.2	12.0	133
WORLD TENNIS	*163	**30	0.1	18.4	50	**6	0.1	3.7	38	**11	0.1	6.7	38	**13	0.2	8.0	88
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1046	3.5	41.3	113	*264	3.3	10.4	107	401	2.8	15.8	89	381	5.2	15.0	167
BLAIR INSERTS	43657	15945	53.7	36.5	100	4192	53.1	9.6	98	7722	53.3	17.7	99	4032	55.1	9.2	102
DAILY NEWSPAPERS																	
READ ANY	51633	18860	63.5	36.5	100	5094	64.5	9.9	101	9031	62.3	17.5	98	4736	64.7	9.2	101
READ ONE	43463	16051	54.0	36.9	101	4400	55.7	10.1	104	7676	53.0	17.7	99	3975	54.3	9.1	101
READ TWO OR MORE	8170	2809	9.5	34.4	94	694	8.8	8.5	87	1355	9.4	16.6	93	761	10.4	9.3	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	19509	65.7	37.0	101	5165	65.4	9.8	101	9507	65.6	18.0	101	4837	66.1	9.2	102
READ ONE	46126	17154	57.7	37.2	101	4663	59.0	10.1	104	8270	57.1	17.9	100	4220	57.7	9.1	101
READ TWO OR MORE	6552	2354	7.9	35.9	98	501	6.3	7.6	78	1237	8.5	18.9	106	616	8.4	9.4	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.80				27.72				28.31				26.87			
30 DAY REACH	71455	26009	87.6	36.4	99	6849	86.7	9.6	98	12819	88.5	17.9	100	6341	86.6	8.9	98
50 SHWG - 30 DAY AV FREQ	14.56	14.48				14.15				14.79				14.19			
30 DAY REACH	67742	24968	84.1	36.9	100	6704	84.9	9.9	101	12251	84.6	18.1	101	6014	82.2	8.9	98
25 SHWG - 30 DAY AV FREQ	7.94	7.92				7.81				8.04				7.78			
30 DAY REACH	62117	22810	76.8	36.7	100	6077	76.9	9.8	100	11252	77.7	18.1	101	5481	74.9	8.8	98
CABLE TV: HOME WIRED	32077	12854	43.3	40.1	109	3664	46.4	11.4	117	6103	42.1	19.0	106	3087	42.2	9.6	106
HOME NOT WIRED	48909	16852	56.7	34.5	94	4236	53.6	8.7	89	8384	57.9	17.1	96	4232	57.8	8.7	96
HAVE PAY CABLE	15935	7056	23.8	44.3	121	2180	27.6	13.7	140	3238	22.4	20.3	114	1638	22.4	10.3	114

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	29706	100.0	36.7	100	7901	100.0	9.8	100	14487	100.0	17.9	100	7319	100.0	9.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	16466	55.4	37.5	102	4186	53.0	9.5	98	8169	56.4	18.6	104	4112	56.2	9.4	104
10:00 AM - 3:00 PM	30659	12270	41.3	40.0	109	3097	39.2	10.1	104	6137	42.4	20.0	112	3035	41.5	9.9	110
3:00 PM - 7:00 PM	31045	12229	41.2	39.4	107	3162	40.0	10.2	104	5904	40.8	19.0	106	3163	43.2	10.2	113
7:00 PM - MIDNIGHT	15767	6334	21.3	40.2	110	1705	21.6	10.8	111	3085	21.3	19.6	109	1545	21.1	9.8	108
MIDNIGHT - 6:00 AM	9120	3563	12.0	39.1	107	963	12.2	10.6	108	1796	12.4	19.7	110	804	11.0	8.8	98
6:00 AM - MIDNIGHT	58527	22123	74.5	37.8	103	5760	72.9	9.8	101	10753	74.2	18.4	103	5610	76.6	9.6	106
ENTIRE DAY	59311	22408	75.4	37.8	103	5842	73.9	9.8	101	10866	75.0	18.3	102	5700	77.9	9.6	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6190	20.8	38.3	104	1493	18.9	9.2	95	3058	21.1	18.9	106	1639	22.4	10.1	112
ALL NEWS	2256	687	2.3	30.5	83	*243	3.1	10.8	110	323	2.2	14.3	80	*121	1.7	5.4	59
AOR/PROGRESSIVE	3874	1529	5.1	39.5	108	388	4.9	10.0	103	765	5.3	19.7	110	376	5.1	9.7	107
BEAUTIFUL MUSIC	5660	1999	6.7	35.3	96	575	7.3	10.2	104	850	5.9	15.0	84	574	7.8	10.1	112
BLACK	2204	865	2.9	39.2	107	312	3.9	14.2	145	419	2.9	19.0	106	*134	1.8	6.1	67
CLASSICAL	1418	442	1.5	31.2	85	**95	1.2	6.7	69	*160	1.1	11.3	63	**187	2.6	13.2	146
CHR/ROCK	9538	3552	12.0	37.2	102	811	10.3	8.5	87	1843	12.7	19.3	108	898	12.3	9.4	104
COUNTRY	12648	5387	18.1	42.6	116	1332	16.9	10.5	108	2847	19.7	22.5	126	1208	16.5	9.6	106
GOLDEN OLDIES	1191	449	1.5	37.7	103	**143	1.8	12.0	123	*254	1.8	21.3	119	**52	0.7	4.4	48
MOR/NOSTALGIA	4757	1911	6.4	40.2	110	374	4.7	7.9	81	861	5.9	18.1	101	676	9.2	14.2	157
NEWS/TALK	3863	1327	4.5	34.4	94	322	4.1	8.3	85	621	4.3	16.1	90	384	5.2	9.9	110
RELIGIOUS	3084	1061	3.6	34.4	94	305	3.9	9.9	101	512	3.5	16.6	93	*243	3.3	7.9	87
SOFT ROCK	521	*153	0.5	29.4	80	**46	0.6	8.8	90	*666	0.5	12.7	71	**40	0.5	7.7	85
URBAN CONTEMPORARY	1585	644	2.2	40.6	111	298	3.8	18.8	193	282	1.9	17.8	99	**64	0.9	4.0	45
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1264	4.3	38.8	106	357	4.5	10.9	112	699	4.8	21.4	120	*209	2.9	6.4	71
ABC DIRECTION	2316	988	3.3	42.7	116	356	4.5	15.4	158	454	3.1	19.6	110	*178	2.4	7.7	85
ABC ENTERTAINMENT	4834	1930	6.5	39.9	109	461	5.8	9.5	98	1002	6.9	20.7	116	466	6.4	9.6	107
ABC FM	2202	939	3.2	42.6	116	335	4.2	15.2	156	425	2.9	19.3	108	*180	2.5	8.2	90
ABC INFORMATION	5425	2058	6.9	37.9	103	500	6.3	9.2	94	1054	7.3	19.4	109	504	6.9	9.3	103
ABC ROCK	1677	624	2.1	37.2	101	*153	1.9	9.1	94	340	2.3	20.3	113	*131	1.8	7.8	86
CBS	4430	1477	5.0	33.3	91	459	5.8	10.4	106	689	4.8	15.6	87	329	4.5	7.4	82
MUTUAL	4992	2082	7.0	41.7	114	524	6.6	10.5	108	1051	7.3	21.1	118	507	6.9	10.2	112
NBC	4679	1501	5.1	32.1	87	384	4.9	8.2	84	655	4.5	14.0	78	462	6.3	9.9	109
RADIORADIO	1994	709	2.4	35.6	97	*141	1.8	7.1	72	365	2.5	18.3	102	*204	2.8	10.2	113
RKO ONE	2298	947	3.2	41.2	112	*192	2.4	8.4	86	467	3.2	20.3	114	287	3.9	12.5	138
RKO TWO	3311	1391	4.7	42.0	115	350	4.4	10.6	108	720	5.0	21.7	122	320	4.4	9.7	107
THE SOURCE	2114	840	2.8	39.7	108	*186	2.4	8.8	90	455	3.1	21.5	120	*198	2.7	9.4	104
NON-WIRED: BLAIR	8654	3349	11.3	38.7	106	847	10.7	9.8	100	1666	11.5	19.3	108	836	11.4	9.7	107
INTERNET	12025	4628	15.6	38.5	105	1142	14.5	9.5	97	2237	15.4	18.6	104	1250	17.1	10.4	115
KATZ RADIO GROUP	15359	5895	19.8	38.4	105	1495	18.9	9.7	100	2870	19.8	18.7	104	1531	20.9	10.0	110
SUPERNET	10628	4069	13.7	38.3	104	1065	13.5	10.0	103	1893	13.1	17.8	100	1111	15.2	10.5	116
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3126	10.5	36.1	98	814	10.3	9.4	96	1496	10.3	17.3	97	816	11.1	9.4	104
MKDAY 9:00 AM - 1:00 PM	12163	4654	15.7	38.3	104	1356	17.2	11.1	114	2288	15.8	18.8	105	1010	13.8	8.3	92
MKDAY 1:00 PM - 4:30 PM	16150	6263	21.1	38.8	106	1802	22.8	11.2	114	3119	21.5	19.3	108	1342	18.3	8.3	92
MKDAY 4:30 PM - 7:30 PM	22463	8352	28.1	37.2	101	2216	28.0	9.9	101	4171	28.8	18.6	104	1964	26.8	8.7	97
MKDAY 7:30 PM - 8:00 PM	31795	11811	39.8	37.1	101	2978	37.7	9.4	96	5819	40.2	18.3	102	3014	41.2	9.5	105
MKDAY 11:00 PM - 11:30 PM	23977	9102	30.6	38.0	103	2412	30.5	10.1	103	4406	30.4	18.4	103	2283	31.2	9.5	105
MKDAY 11:30 PM - 1:00 AM	7703	3162	10.6	41.0	112	812	10.3	10.5	108	1585	10.9	20.6	115	765	10.5	9.9	110
M-SAT 8-11 PM-SUN 7-11 PM	33800	12787	43.0	37.8	103	3379	42.8	10.0	102	6301	43.5	18.6	104	3108	42.5	9.2	102
MKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2546	8.6	38.9	106	834	10.6	12.8	131	1252	8.6	19.1	107	459	6.3	7.0	78
ANOTHER WORLD	N 4620	1852	6.2	40.1	109	519	6.6	11.2	115	883	6.1	19.1	107	449	6.1	9.7	108
AS THE WORLD TURNS	C 5614	2164	7.3	38.5	105	626	7.9	11.2	114	1096	7.6	19.5	109	443	6.1	7.9	87
CAPITOL	C 3396	1368	4.6	40.3	110	431	5.5	12.7	130	682	4.7	20.1	112	255	3.5	7.5	83
CBS MORN. NEWS 1	C 1446	564	1.9	39.0	106	168	2.1	11.6	119	263	1.8	18.2	102	133	1.8	9.2	102
CBS MORN. NEWS 2	C 1207	432	1.5	35.8	98	149	1.9	12.3	127	226	1.6	18.7	105	*57	0.8	4.7	52
DAYS OF OUR LIVES	N 5877	2540	8.6	43.2	118	550	7.0	9.4	96	1368	9.4	23.3	130	622	8.5	10.6	117
FACTS OF LIFE - DAYTIME	N 2290	800	2.7	34.9	95	222	2.8	9.7	99	401	2.8	17.5	98	176	2.4	7.7	85
FAMILY FEUD	A 3023	928	3.1	30.7	84	272	3.4	9.0	92	419	2.9	13.9	77	237	3.2	7.8	87
GENERAL HOSPITAL	A 6097	2292	7.7	37.6	102	571	7.2	9.4	96	1179	8.1	19.3	108	543	7.4	8.9	99
GOOD MORNING, AMERICA-730	A 3515	1366	4.6	38.9	106	337	4.3	9.6	98	666	4.6	18.9	106	363	5.0	10.3	114
GOOD MORNING, AMERICA-830	A 2818	1235	4.2	43.8	119	315	4.0	11.2	115	594	4.1	21.1	118	326	4.5	11.6	128
GUIDING LIGHT	C 5339	1998	6.7	37.4	102	592	7.5	11.1	114	1045	7.2	19.6	109	361	4.9	6.8	75
ONE LIFE TO LIVE	A 4478	1718	5.8	38.4	105	480	6.1	10.7	1								

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	29706	100.0	36.7	100	7901	100.0	9.8	100	14487	100.0	17.9	100	7319	100.0	9.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	9325	31.4	35.8	98	2304	29.2	8.8	91	4789	33.1	18.4	103	2232	30.5	8.6	95
NETWORK AFFILIATES - LATE	20261	7724	26.0	38.1	104	2000	25.3	9.9	101	3848	26.6	19.0	106	1876	25.6	9.3	102
INDEPENDENTS - LATE	2076	738	2.5	35.5	97	154	1.9	7.4	76	387	2.7	18.6	104	197	2.7	9.5	105
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	4135	13.9	39.6	108	1223	15.5	11.7	120	1887	13.0	18.1	101	1025	14.0	9.8	109
ABC MONDAY NIGHT MOVIE	A 6412	2211	7.4	34.5	94	546	6.9	8.5	87	1141	7.9	17.8	99	525	7.2	8.2	91
ABC SUNDAY NIGHT MOVIE	A 12407	4380	14.7	35.3	96	1257	15.9	10.1	104	2143	14.8	17.3	97	980	13.4	7.9	87
ABC WORLD NEWS TONIGHT	A 6176	2230	7.5	36.1	98	552	7.0	8.9	92	1145	7.9	18.5	104	532	7.3	8.6	96
AFTERMASH	C 5863	2185	7.4	37.3	102	679	8.6	11.6	119	1046	7.2	17.8	100	460	6.3	7.8	88
ALICE	C 9594	3502	11.8	36.5	100	813	10.3	8.5	87	1925	13.4	20.2	113	753	10.3	7.8	87
AMERICAN PARADE	C 6622	2297	7.7	34.7	95	511	6.5	7.7	79	1269	8.8	19.2	107	517	7.1	7.8	86
BENSON	A 10886	4054	13.6	37.2	102	1020	12.9	9.4	96	1992	13.8	18.3	102	1042	14.2	9.6	106
BLUE THUNDER	A 5036	2099	7.1	41.7	114	595	7.5	11.8	121	1006	6.9	20.0	112	499	6.8	9.9	110
CAGNEY & LACEY	C 9965	3737	12.6	37.5	102	996	12.6	10.0	102	1844	12.7	18.5	103	897	12.3	9.0	100
CBS EVENING NEWS-DEAN	C 3491	1208	4.1	34.6	94	367	4.6	10.5	108	553	3.8	15.8	89	288	3.9	8.2	91
CBS EVENING NEWS-RATHER	C 7123	2589	8.7	36.3	99	637	8.1	8.9	92	1299	9.0	18.2	102	654	8.9	9.2	102
CBS SAT. NEWS-SCHIEFFER	C 3621	1342	4.5	37.1	101	375	4.7	10.4	106	677	4.7	18.7	105	290	4.0	8.0	89
CBS SATURDAY NIGHT MOVIE	C 5436	2167	7.3	39.9	109	567	7.2	10.4	107	1125	7.8	20.7	116	475	6.5	8.7	97
CBS WEDNESDAY NIGHT MOVIE	C 6100	2061	6.9	33.8	92	599	7.6	9.8	101	944	6.5	15.5	87	518	7.1	8.5	94
CHEERS	N 8889	3676	12.4	41.4	113	823	10.4	9.3	95	1916	13.2	21.6	120	938	12.8	10.6	117
DALLAS	C 22109	8063	27.1	36.5	99	2112	26.7	9.6	98	4111	28.4	18.6	104	1840	25.1	8.3	92
DIFF'RENT STROKES	N 6940	2611	8.8	37.6	103	680	8.6	9.8	100	1276	8.8	18.4	103	655	8.9	9.4	104
DOUBLE TROUBLE	N 7223	2902	9.8	40.2	110	778	9.8	10.8	110	1471	10.2	20.4	114	654	8.9	9.1	100
DUCK FACTORY	N 5595	2407	8.1	43.0	117	664	8.4	11.9	122	1188	8.2	21.2	119	556	7.6	9.9	110
DUKES OF HAZZARD	C 5768	2249	7.6	39.0	106	566	7.2	9.8	101	1182	8.2	20.5	115	501	6.8	8.7	96
DYNASTY	A 20053	7929	26.7	39.5	108	2174	27.5	10.8	111	4137	28.6	20.6	115	1618	22.1	8.1	89
FACTS OF LIFE	N 8087	3284	11.1	40.6	111	919	11.6	11.4	116	1612	11.1	19.9	111	753	10.3	9.3	103
FALCON CREST	C 20046	7279	24.5	36.3	99	1792	22.7	8.9	92	3734	25.8	18.6	104	1753	24.0	8.7	97
FALL GUY	A 9084	3640	12.3	40.1	109	984	12.5	10.8	111	1873	12.9	20.6	115	783	10.7	8.6	95
FAMILY TIES	N 7964	3028	10.2	38.0	104	694	8.8	8.7	89	1641	11.3	20.6	115	693	9.5	8.7	96
FANTASY ISLAND	A 7687	2785	9.4	36.2	99	717	9.1	9.3	96	1452	10.0	18.9	106	616	8.4	8.0	89
FOULUPS,BLEEPERS & BLUNDERS	A 8861	3236	10.9	36.5	100	909	11.5	10.3	105	1555	10.7	17.5	98	772	10.5	8.7	96
FOUR SEASONS	C 5095	1799	6.1	35.3	96	478	6.0	9.4	96	931	6.4	18.3	102	390	5.3	7.7	85
GIMME A BREAK	N 8838	3321	11.2	37.6	102	749	9.5	8.5	87	1803	12.4	20.4	114	769	10.5	8.7	96
HART TO HART	A 8978	3669	12.4	40.9	111	931	11.8	10.4	106	1795	12.4	20.0	112	943	12.9	10.5	116
HILL STREET BLUES	N 8590	3447	11.6	40.1	109	893	11.3	10.4	107	1792	12.4	20.9	117	761	10.4	8.9	98
HOTEL	A 14085	5632	19.0	40.0	109	1546	19.6	11.0	113	2846	19.6	20.2	113	1240	16.9	8.8	97
JEFFERSONS	C 9360	3445	11.6	36.8	100	938	11.9	10.0	103	1864	12.9	19.9	111	644	8.8	6.9	76
JENNIFER SLEPT HERE	N 5841	2304	7.8	39.4	108	642	8.1	11.0	113	1101	7.6	18.8	105	560	7.7	9.6	106
KATE & ALLIE	C 9206	3543	11.9	38.5	105	900	11.4	9.8	100	1881	13.0	20.4	114	762	10.4	8.3	92
KNIGHT RIDER	N 7076	2757	9.3	39.0	106	792	10.0	11.2	115	1304	9.0	18.4	103	661	9.0	9.3	103
LOVE BOAT	A 12219	4646	15.6	38.0	104	1299	16.4	10.6	109	2390	16.5	19.6	109	957	13.1	7.8	87
MAGNUM PI	C 11199	4516	15.2	40.3	110	1214	15.4	10.8	111	2345	16.2	20.9	117	957	13.1	8.5	95
MAMA'S FAMILY	N 6057	2305	7.8	38.1	104	591	7.5	9.8	100	1098	7.6	18.1	101	616	8.4	10.2	113
MASTER, THE	N 3598	1428	4.8	39.7	108	291	3.7	8.1	83	800	5.5	22.2	124	337	4.6	9.4	104
MATT HOUSTON	A 6344	2430	8.2	38.3	104	650	8.2	10.2	105	1208	8.3	19.0	106	572	7.8	9.0	100
NBC MONDAY NIGHT MOVIE	N 11994	4537	15.3	37.8	103	1222	15.5	10.2	104	2176	15.0	18.1	101	1138	15.5	9.5	105
NBC NIGHTLY NEWS	N 5132	1780	6.0	34.7	95	400	5.1	7.8	80	918	6.3	17.9	100	462	6.3	9.0	100
NBC NIGHTLY NEWS-SAT	N 3375	1158	3.9	34.3	94	287	3.6	8.5	87	576	4.0	17.1	95	295	4.0	8.7	97
NBC NIGHTLY NEWS-SUN	N 3130	1103	3.7	35.2	96	*309	3.9	9.9	101	500	3.5	16.0	89	294	4.0	9.4	104
NBC SUNDAY NIGHT MOVIE	N 8284	3391	11.4	40.9	112	813	10.3	9.8	101	1504	10.4	18.2	101	1074	14.7	13.0	143
NEWHART	C 9240	3400	11.4	36.8	100	866	11.0	9.4	96	1707	11.8	18.5	103	827	11.3	9.0	99
ONE DAY AT A TIME	C 7288	2615	8.8	35.9	98	727	9.2	10.0	102	1230	8.5	16.9	94	658	9.0	9.0	100
PEOPLE ARE FUNNY	N 8855	1880	6.3	38.7	106	496	6.3	10.2	105	881	6.1	18.1	101	503	6.9	10.4	115
REAL PEOPLE	N 8869	3462	11.7	39.0	106	845	10.7	9.5	98	1731	11.9	19.5	109	886	12.1	10.0	111
REMINGTON STEELE	N 7743	2889	9.7	37.3	102	771	9.8	10.0	102	1362	9.4	17.6	98	757	10.3	9.8	108
RIPLEY'S BELIEVE IT - NOT	A 5345	2139	7.2	40.0	109	598	7.6	11.2	115	1037	7.2	19.4	108	504	6.9	9.4	104
RIPTIDE	N 6988	2663	9.0	38.1	104	802	10.2	11.5	118	1181	8.2	16.9	94	680	9.3	9.7	108
SCARECROW & MRS. KING	C 10002	3653	12.3	36.5	100	1002	12.7	10.0	103	1769	12.2	17.7	99	883	12.1	8.8	98
SIMON & SIMON	C 10638	4212	14.2	39.6	108	1117	14.1	10.5	108	2013	13.9	18.9	106	1081	14.8	10.2	112
60 MINUTES	C 13293	4718	15.9	35.5	97	1246	15.8	9.4	96	2415	16.7	18.2	102	1056	14.4	7.9	88
ST. ELSEWHERE	N 7017	2762	9.3	39.4	107	648	8.2	9.2	95	1458	10.1	20.8	116	656	9.0	9.3	103
THREE'S COMPANY	A 10917	4397	14.8	40.3	110	1222	15.5										

	TOTAL U.S. '000	AIRWICK CARPET FRESH				ARM & HAMMER				LOVE MY CARPET				WIZARD RUG & ROOM DEODORIZER			
		A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAkers	80986	5547	100.0	6.8	100	6705	100.0	8.3	100	16777	100.0	20.7	100	2830	100.0	3.5	100
18 - 24	9282	841	15.2	9.1	132	572	8.5	6.2	74	2176	13.0	23.4	113	*336	11.9	3.6	104
25 - 34	19072	1264	22.8	6.6	97	1723	25.7	9.0	109	4522	27.0	23.7	114	733	25.9	3.8	110
35 - 44	14591	1040	18.7	7.1	104	1529	22.8	10.5	127	3406	20.3	23.3	113	680	24.0	4.7	133
45 - 54	11345	635	11.4	5.6	82	1054	15.7	9.3	112	2428	14.5	21.4	103	*380	13.4	3.3	96
55 - 64	11635	766	13.8	6.6	96	1026	15.3	8.8	107	2091	12.5	18.0	87	*289	10.2	2.5	71
65 OR OLDER	15061	1001	18.0	6.6	97	801	11.9	5.3	64	2154	12.8	14.3	69	*413	14.6	2.7	78
18 - 34	28354	2105	37.9	7.4	108	2295	34.2	8.1	98	6698	39.9	23.6	114	1068	37.7	3.8	108
18 - 49	48339	3469	62.5	7.2	105	4335	64.7	9.0	108	11350	67.7	23.5	113	1937	68.4	4.0	115
25 - 54	45008	2938	53.0	6.5	95	4306	64.2	9.6	116	10356	61.7	23.0	111	1792	63.3	4.0	114
35 - 49	19985	1364	24.6	6.8	100	2040	30.4	10.2	123	4652	27.7	23.3	112	868	30.7	4.3	124
50 OR OLDER	32647	2078	37.5	6.4	93	2371	35.4	7.3	88	5427	32.3	16.6	80	894	31.6	2.7	78
GRADUATED COLLEGE	11155	727	13.1	6.5	95	1138	17.0	10.2	123	1539	9.2	13.8	67	*253	8.9	2.3	65
ATTENDED COLLEGE	13682	1013	18.3	7.4	108	1254	18.7	9.2	111	2912	17.4	21.3	103	*610	21.6	4.5	128
GRADUATED HIGH SCHOOL	33880	2150	38.8	6.3	93	3017	45.0	8.9	108	7731	46.1	22.8	110	1154	40.8	3.4	97
DID NOT GRADUATE HIGH SCHOOL	22270	1658	29.9	7.4	109	1297	19.3	5.8	70	4595	27.4	20.6	100	814	28.8	3.7	105
EMPLOYED	40306	2707	48.8	6.7	98	3710	55.3	9.2	111	8887	53.0	22.0	106	1473	52.0	3.7	105
EMPLOYED FULL-TIME	32850	2285	41.2	7.0	102	3111	46.4	9.5	114	7379	44.0	22.5	108	1175	41.5	3.6	102
EMPLOYED PART-TIME	7456	*422	7.6	5.7	83	*600	8.9	8.0	97	1508	9.0	20.2	98	*298	10.5	4.0	114
NOT EMPLOYED	40680	2840	51.2	7.0	102	2995	44.7	7.4	89	7890	47.0	19.4	94	1358	48.0	3.3	96
PROFESSIONAL/MANAGER	10392	603	10.9	5.8	85	1113	16.6	10.7	129	1823	10.9	17.5	85	*259	9.2	2.5	71
TECH/CLERICAL/SALES	17574	1100	19.8	6.3	91	1627	24.3	9.3	112	4038	24.1	23.0	111	730	25.8	4.2	119
PRECISION/CRAFT	985	**44	0.8	4.5	65	**58	0.9	5.9	71	**268	1.6	27.2	131	**39	1.4	4.0	113
OTHER EMPLOYED	11354	960	17.3	8.5	123	912	13.6	8.0	97	2758	16.4	24.3	117	*446	15.8	3.9	112
SINGLE	9863	610	11.0	6.2	90	613	9.1	6.2	75	1962	11.7	19.9	96	*405	14.3	4.1	118
MARRIED	51375	3729	67.2	7.3	106	4625	69.0	9.0	109	10946	65.2	21.3	103	1772	62.6	3.4	99
DIVORCED/SEPARATED/WIDOWED	19748	1208	21.8	6.1	89	1467	21.9	7.4	90	3869	23.1	19.6	95	654	23.1	3.3	95
PARENTS	32590	2385	43.0	7.3	107	3076	45.9	9.4	114	7636	45.5	23.4	113	1354	47.8	4.2	119
WHITE	70416	4693	84.6	6.7	97	5906	88.1	8.4	101	14568	86.8	20.7	100	2134	75.4	3.0	87
BLACK	8778	742	13.4	8.5	123	679	10.1	7.7	93	1882	11.2	21.4	103	616	21.8	7.0	201
OTHER	1791	**112	2.0	6.3	91	**120	1.8	6.7	81	**328	2.0	18.3	88	**80	2.8	4.5	128
NORTHEAST-CENSUS	17786	1204	21.7	6.8	99	1386	20.7	7.8	94	2987	17.8	16.8	81	*423	14.9	2.4	68
NORTH CENTRAL	20741	1418	25.6	6.8	100	1757	26.2	8.5	102	4379	26.1	21.1	102	662	23.4	3.2	91
SOUTH	27775	2044	36.8	7.4	107	2034	30.3	7.3	88	6782	40.4	24.4	118	1096	38.7	3.9	113
WEST	14683	881	15.9	6.0	88	1528	22.8	10.4	126	2628	15.7	17.9	86	650	23.0	4.4	127
NORTHEAST-MKTG.	17961	1069	19.3	6.0	87	1401	20.9	7.8	94	3092	18.4	17.2	83	*398	14.1	2.2	63
EAST CENTRAL	11885	884	15.9	7.4	109	895	13.3	7.5	91	2945	17.6	24.8	120	*353	12.5	3.0	85
WEST CENTRAL	14090	1033	18.6	7.3	107	1251	18.7	8.9	107	2542	15.2	18.0	87	491	17.3	3.5	100
SOUTH	24081	1812	32.7	7.5	110	1790	26.7	7.4	90	5906	35.2	24.5	118	1020	36.0	4.2	121
PACIFIC	12969	749	13.5	5.8	84	1369	20.4	10.6	127	2292	13.7	17.7	85	569	20.1	4.4	126
COUNTY SIZE A	32439	2042	36.8	6.3	92	2603	38.8	8.0	97	5608	33.4	17.3	83	1019	36.0	3.1	90
COUNTY SIZE B	24915	1618	29.2	6.5	95	2126	31.7	8.5	103	5863	34.9	23.5	114	799	28.2	3.2	92
COUNTY SIZE C	12930	1137	20.5	8.8	128	1163	17.3	9.0	109	2909	17.3	22.5	109	559	19.8	4.3	124
COUNTY SIZE D	10703	751	13.5	7.0	102	812	12.1	7.6	92	2397	14.3	22.4	108	*454	16.0	4.2	121
METRO CENTRAL CITY	24518	1705	30.7	7.0	102	1760	26.2	7.2	87	4162	24.8	17.0	82	856	30.2	3.5	100
METRO SUBURBAN	35919	2181	39.3	6.1	89	3314	49.4	9.2	111	7766	46.3	21.6	104	1259	44.5	3.5	100
NON METRO	20549	1661	29.9	8.1	118	1632	24.3	7.9	96	4848	28.9	23.6	114	716	25.3	3.5	100
TOP 5 ADI'S	18341	1030	18.6	5.6	82	1588	23.7	8.7	105	2836	16.9	15.5	75	542	19.2	3.0	85
TOP 10 ADI'S	25378	1588	28.6	6.3	91	1966	29.3	7.7	94	4269	25.4	16.8	81	780	27.6	3.1	88
TOP 20 ADI'S	36488	2431	43.8	6.7	97	2795	41.7	7.7	93	6726	40.1	18.4	89	1258	44.5	3.4	99
HSHLD INC. \$50,000 OR MORE	6612	*309	5.6	4.7	68	*595	8.9	9.0	109	1233	7.3	18.6	90	**133	4.7	2.0	58
\$30,000 OR MORE	12659	715	12.9	5.6	82	1212	18.1	9.6	116	2173	13.0	17.2	83	*3309	10.9	2.4	70
\$20,000 OR MORE	24698	1478	26.6	6.0	87	2520	37.6	10.2	123	4744	28.3	19.2	93	903	31.9	3.7	105
\$25,000 OR MORE	32077	2009	36.2	6.3	91	3305	49.3	10.3	124	6596	39.3	20.6	99	1219	43.1	3.8	109
\$20,000 - \$24,999	9144	716	12.9	7.8	114	610	9.1	6.7	81	1812	10.8	19.8	96	*213	7.5	2.3	67
\$15,000 - \$19,999	8728	555	10.0	6.4	93	678	10.1	7.8	94	2044	12.2	23.4	113	*267	9.4	3.1	88
\$10,000 - \$14,999	12562	878	15.8	7.0	102	983	14.7	7.8	95	3117	18.6	24.8	120	*448	15.8	3.6	102
UNDER \$10,000	18475	1390	25.1	7.5	110	1129	16.8	6.1	74	3208	19.1	17.4	84	683	24.1	3.7	106
HOUSEHOLD OF 1 PERSON	11987	691	12.5	5.8	84	755	11.3	6.3	76	1788	10.7	14.9	72	309	10.9	2.6	74
2 PEOPLE	26577	1915	34.5	7.2	105	2054	30.6	7.7	93	5210	31.1	19.6	95	947	33.5	3.6	102
3 OR 4 PEOPLE	30617	1870	33.7	6.1	89	2672	39.9	8.7	105	6984	41.6	22.8	110	1043	36.9	3.4	97
5 OR MORE PEOPLE	11804	1071	19.3	9.1	132	1225	18.3	10.4	125	2796	16.7	23.7	114	*531	18.8	4.5	129
NO CHILD IN HSHLD	46165	3033	54.7	6.6	96	3456	51.5	7.5	90	8625	51.4	18.7	90	1404	49.6	3.0	87
CHILD(REN) UNDER 2 YRS	5325	*474	8.5	8.9	130	*317	4.7	6.0	72	1318	7.9	24.8	119	**159	5.6	3.0	85
2 - 5 YEARS	14221	1043	18.8	7.3	107	1163	17.3	8.2	99	3323	19.8	23.4	113	515	18.2	3.6	104
6 - 11 YEARS	15117	1230	22.2	8.1	119	1480	22.1	9.8	118	3598	21.4	23.8	115	669	23.6	4.4	127
12 - 17 YEARS	16611	1218	22.0	7.3	107	1648	24.6	9.9	120	3612	21.5	21.7	105	720	25.4	4.3	124
RESIDENCE OWNED	55884	3755	67.7	6.7	98	4861	72.5	8.7	105	11702	69.8	20.9	101	1817	64.2	3.3	93
VALUE: \$50,000 OR MORE	31744	2001	36.1	6.3	92	2932	43.7	9.2	112	5643	33.6	17.8	86	1048	37.0	3.3	94
VALUE: UNDER \$50,000	24140	1754	31.6	7.3	106	1929	28.8	8.0	97	6059	36.1	25.1	121	770	27.2	3.2	91

		TOTAL U.S. '000	AIRWICK CARPET FRESH				ARM & HAMMER				LOVE MY CARPET				WIZARD RUG & ROOM DEODORIZER				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS			80986	5547	100.0	6.8	100	6705	100.0	8.3	100	16777	100.0	20.7	100	2830	100.0	3.5	100
MAGAZINES	QUINTILE 1	15799	1084	19.5	6.9	100	1872	27.9	11.8	143	3721	22.2	23.6	114	773	27.3	4.9	140	
	QUINTILE 2	17259	1096	19.8	6.4	93	1633	24.4	9.5	114	3791	22.6	22.0	106	563	19.9	3.3	93	
	QUINTILE 3	13545	937	16.9	6.9	101	992	14.8	7.3	88	2771	16.5	20.5	99	*301	10.6	2.2	64	
	QUINTILE 4	15133	1065	19.2	7.0	103	1117	16.7	7.4	89	3114	18.6	20.6	99	539	19.0	3.6	102	
	QUINTILE 5	19250	1367	24.6	7.1	104	1091	16.3	5.7	68	3380	20.1	17.6	85	655	23.1	3.4	97	
NEWSPAPERS	QUINTILE 1	12413	1020	18.4	8.2	120	908	13.5	7.3	88	2503	14.9	20.2	97	*389	13.7	3.1	90	
	QUINTILE 2	24116	1508	27.2	6.3	91	2075	30.9	8.6	104	4731	28.2	19.6	95	782	27.6	3.2	93	
	QUINTILE 3	11261	757	13.6	6.7	98	1148	17.1	10.2	123	2646	15.8	23.5	113	471	16.6	4.2	120	
	QUINTILE 4	20255	1423	25.7	7.0	103	1869	27.9	9.2	111	4289	25.6	21.2	102	756	26.7	3.7	107	
	QUINTILE 5	12940	839	15.1	6.5	95	706	10.5	5.5	66	2608	15.5	20.2	97	*433	15.3	3.3	96	
OUTDOOR	QUINTILE 1	14852	829	14.9	5.6	81	1167	17.4	7.9	95	3264	19.5	22.0	106	587	20.7	4.0	113	
	QUINTILE 2	15725	1027	18.5	6.5	95	1413	21.1	9.0	109	3317	19.8	21.1	102	602	21.3	3.8	110	
	QUINTILE 3	16330	1301	23.5	8.0	116	1343	20.0	8.2	99	3464	20.6	21.2	102	500	17.7	3.1	88	
	QUINTILE 4	16744	1257	22.7	7.5	110	1675	25.0	10.0	121	3280	19.6	19.6	95	597	21.1	3.6	102	
	QUINTILE 5	17334	1135	20.5	6.5	96	1108	16.5	6.4	77	3452	20.6	19.9	96	545	19.3	3.1	90	
RADIO-DRIVE TIME	QUINTILE 1	15911	1047	18.9	6.6	96	1507	22.5	9.5	114	3492	20.8	21.9	106	639	22.6	4.0	115	
	QUINTILE 2	14837	1063	19.2	7.2	105	1385	20.7	9.3	113	3498	20.8	23.6	114	492	17.4	3.3	95	
	QUINTILE 3	15339	1053	19.0	6.9	100	1081	16.1	7.0	85	3059	18.2	19.9	96	590	20.8	3.8	110	
	QUINTILE 4	16723	1157	20.9	6.9	101	1422	21.2	8.5	103	3407	20.3	20.4	98	564	19.9	3.4	97	
	QUINTILE 5	18176	1227	22.1	6.8	99	1309	19.5	7.2	87	3321	19.8	18.3	88	*546	19.3	3.0	86	
RADIO-MID- DAY	TERCILE 1	21020	1427	25.7	6.8	99	1918	28.6	9.1	110	4835	28.8	23.0	111	773	27.3	3.7	105	
	TERCILE 2	21610	1632	29.4	7.6	110	1969	29.4	9.1	110	4601	27.4	21.3	103	893	31.6	4.1	118	
	TERCILE 3	38355	2488	44.9	6.5	95	2818	42.0	7.3	89	7341	43.8	19.1	92	1164	41.1	3.0	87	
RADIO-TOTAL	QUINTILE 1	15988	1124	20.3	7.0	103	1571	23.4	9.8	119	3910	23.3	24.5	118	740	26.1	4.6	132	
	QUINTILE 2	15626	1069	19.3	6.8	100	1406	21.0	9.0	109	3251	19.4	20.8	100	539	19.0	3.4	99	
	QUINTILE 3	16723	1179	21.3	7.1	103	1216	18.1	7.3	88	3564	21.2	21.3	103	501	17.7	3.0	86	
	QUINTILE 4	16342	1140	20.6	7.0	102	1359	20.3	8.3	100	3150	18.8	19.3	93	602	21.3	3.7	105	
	QUINTILE 5	16306	1035	18.7	6.3	93	1153	17.2	7.1	85	2902	17.3	17.8	86	*450	15.9	2.8	79	
TV-PRIME TIME	QUINTILE 1	15953	1356	24.4	8.5	124	1618	24.1	10.1	123	3204	19.1	20.1	97	525	18.6	3.3	94	
	QUINTILE 2	16137	966	17.4	6.0	87	1199	17.9	7.4	90	3591	21.4	22.3	107	624	22.0	3.9	111	
	QUINTILE 3	16420	1023	18.4	6.2	91	1272	19.0	7.7	94	3412	20.3	20.8	100	569	20.1	3.5	99	
	QUINTILE 4	16687	1223	22.0	7.3	107	1340	20.0	8.0	97	3542	21.1	21.2	102	*454	16.0	2.7	78	
	QUINTILE 5	15789	978	17.6	6.2	90	1276	19.0	8.1	98	3030	18.1	19.2	93	659	23.3	4.2	119	
TV-DAYTIME	TERCILE 1	27736	2304	41.5	8.3	121	2259	33.7	8.1	98	5733	34.2	20.7	100	1124	39.7	4.1	116	
	TERCILE 2	26489	1735	31.3	6.5	96	2098	31.3	7.9	96	5803	34.6	21.9	106	963	34.0	3.6	104	
	TERCILE 3	26761	1508	27.2	5.6	82	2349	35.0	8.8	106	5241	31.2	19.6	95	744	26.3	2.8	80	
TV-TOTAL	QUINTILE 1	16345	1236	22.3	7.6	110	1352	20.2	8.3	100	3342	19.9	20.4	99	563	19.9	3.4	99	
	QUINTILE 2	16447	1229	22.2	7.5	109	1347	20.1	8.2	99	3540	21.1	21.5	104	555	19.6	3.4	97	
	QUINTILE 3	15980	1275	23.0	8.0	116	1278	19.1	8.0	97	3413	20.3	21.4	103	596	21.1	3.7	107	
	QUINTILE 4	15887	884	15.9	5.6	81	1505	22.4	9.5	114	3285	19.6	20.7	100	574	20.3	3.6	103	
	QUINTILE 5	16326	923	16.6	5.7	83	1224	18.3	7.5	91	3197	19.1	19.6	95	*542	19.2	3.3	95	
MAGAZINES-NEWSPAPERS: DUAL			20721	1423	25.7	6.9	100	1833	27.3	8.8	107	4370	26.0	21.1	102	687	24.3	3.3	95
MAGAZINE IMPERATIVE			19186	1235	22.3	6.4	94	2175	32.4	11.3	137	4581	27.3	23.9	115	803	28.4	4.2	120
NEWSPAPER IMPERATIVE			21899	1526	27.5	7.0	102	1615	24.1	7.4	89	4277	25.5	19.5	94	657	23.2	3.0	86
MAGAZINES-OUTDOOR: DUAL			15451	848	15.3	5.5	80	1541	23.0	10.0	120	3671	21.9	23.8	115	599	21.2	3.9	111
MAGAZINE IMPERATIVE			25953	1924	34.7	7.4	108	2596	38.7	10.0	121	5508	32.8	21.2	102	890	31.4	3.4	98
OUTDOOR IMPERATIVE			24400	1671	30.1	6.8	100	1603	23.9	6.6	79	4754	28.3	19.5	94	853	30.1	3.5	100
MAGAZINES-RADIO: DUAL			18049	1133	20.4	6.3	92	1982	29.6	11.0	133	4359	26.0	24.2	117	800	28.3	4.4	127
MAGAZINE IMPERATIVE			23571	1640	29.6	7.0	102	2195	32.7	9.3	112	5002	29.8	21.2	102	722	25.5	3.1	88
RADIO IMPERATIVE			23278	1655	29.8	7.1	104	1576	23.5	6.8	82	4728	28.2	20.3	98	731	25.8	3.1	90
MAGAZINES-TELEVISION: DUAL			15459	1204	21.7	7.8	114	1412	21.1	9.1	110	3509	20.9	22.7	110	622	22.0	4.0	115
MAGAZINE IMPERATIVE			25829	1463	26.4	5.7	83	2576	38.4	10.0	120	5741	34.2	22.2	107	932	32.9	3.6	103
TELEVISION IMPERATIVE			26039	2004	36.1	7.7	112	1849	27.6	7.1	86	5131	30.6	19.7	95	793	28.0	3.0	87
NEWSPAPERS-OUTDOOR: DUAL			16605	1077	19.4	6.5	95	1480	22.1	8.9	108	3547	21.1	21.4	103	533	18.8	3.2	92
NEWSPAPER IMPERATIVE			26834	1932	34.8	7.2	105	2207	32.9	8.2	99	5293	31.5	19.7	95	924	32.7	3.4	99
OUTDOOR IMPERATIVE			23346	1504	27.1	6.4	94	1942	29.0	8.3	100	5114	30.5	21.9	106	953	33.7	4.1	117
NEWSPAPERS-RADIO: DUAL			17133	1132	20.4	6.6	96	1552	23.1	9.1	109	3787	22.6	22.1	107	597	21.1	3.5	100
NEWSPAPER IMPERATIVE			25892	1860	33.5	7.2	105	2045	30.5	7.9	95	5000	29.8	19.3	93	838	29.6	3.2	93
RADIO IMPERATIVE			23167	1649	29.7	7.1	104	2086	31.1	9.0	109	5803	31.6	22.9	110	935	33.0	4.0	115
NEWSPAPERS-TELEVISION: DUAL			17159	1408	25.4	8.2	120	1506	22.5	8.8	106	3444	20.5	20.1	97	628	22.2	3.7	105
NEWSPAPER IMPERATIVE			26214	1509	27.2	5.8	84	2182	32.5	8.3	101	5254	31.3	20.0	97	780	27.6	3.0	85
TELEVISION IMPERATIVE			23412	1829	33.0	7.8	114	1870	27.9	8.0	96	5196	31.0	22.2	107	857	30.3	3.7	105
OUTDOOR-RADIO: DUAL			15303	1025	18.5	6.7	98	1524	22.7	10.0	120	3726	22.2	24.3	118	729	25.8	4.8	136
OUTDOOR IMPERATIVE			24901	1549	27.9	6.2	91	1844	27.5	7.4	89								

	TOTAL U.S. '000	AIRWICK CARPET FRESH				ARM & HAMMER				LOVE MY CARPET				WIZARD RUG & ROOM DEODORIZER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	5547	100.0	6.8	100	6705	100.0	8.3	100	16777	100.0	20.7	100	2830	100.0	3.5	100
ATLANTIC MONTHLY	415	**22	0.4	5.3	77	**64	1.0	15.4	186	**47	0.3	11.3	55	**17	0.6	4.1	117
BARRON'S	453	**24	0.4	5.3	77	**36	0.5	7.9	96	**42	0.3	9.3	45	**20	0.7	4.4	126
BETTER HOMES & GARDENS	16256	1198	21.6	7.4	108	1692	25.2	10.4	126	3462	20.6	21.3	103	666	23.5	4.1	117
BON APPETIT	2535	**118	2.1	4.7	68	431	6.4	17.0	205	420	2.5	16.6	80	**51	1.8	2.0	58
BUSINESS WEEK	1278	**51	0.9	4.0	58	**113	1.7	8.8	107	*241	1.4	18.9	91	**59	2.1	4.6	132
CAR AND DRIVER	378	**17	0.3	4.5	66	**19	0.3	5.0	61	**101	0.6	26.7	129	**5	0.2	1.3	38
CBS MAGAZINE NETWORK (GROSS)	1498	**221	4.0	14.8	215	*258	3.8	17.2	208	410	2.4	27.4	132	**154	5.4	10.3	294
CHANGING TIMES	1505	*109	2.0	7.2	106	**92	1.4	6.1	74	342	2.0	22.7	110	**76	2.7	5.0	145
COLONIAL HOMES	1231	**104	1.9	8.4	123	**79	1.2	6.4	78	269	1.6	21.9	105	**32	1.1	2.6	74
CONDE NAST MAG. PKG. (GROSS)	14146	821	14.8	5.8	85	1151	17.2	8.1	98	2972	17.7	21.0	101	559	19.8	4.0	113
CONSUMERS DIGEST	1323	*175	3.2	13.2	193	**140	2.1	10.6	128	296	1.8	22.4	108	**149	5.3	11.3	322
COSMOPOLITAN	7102	487	8.8	6.9	100	596	8.9	8.4	101	1851	11.0	26.1	126	326	11.5	4.6	131
COUNTRY LIVING	2481	*165	3.0	6.7	97	*332	5.0	13.4	162	479	2.9	19.3	93	**58	2.0	2.3	67
CUISINE	1472	**84	1.5	5.7	83	*172	2.6	11.7	141	*320	1.9	21.7	105	**30	1.1	2.0	58
CYCLE WORLD	425	**60	1.1	14.1	206	**102	1.5	24.0	290	**103	0.6	24.2	117	**6	0.2	1.4	40
DCI:CREATIVE IDEAS FOR LIV	2510	*188	3.4	7.5	109	*151	2.3	6.0	73	559	3.3	22.3	108	**154	5.4	6.1	176
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	545	9.8	8.1	119	515	7.7	7.7	93	1778	10.6	26.6	128	*283	10.0	4.2	121
DISCOVER	894	**78	1.4	8.7	127	**70	1.0	7.8	95	*171	1.0	19.1	92	**69	2.4	7.7	221
EBONY	3507	325	5.9	9.3	135	383	5.7	10.9	132	874	5.2	24.9	120	362	12.8	10.3	295
ESQUIRE	1083	**83	1.5	7.7	112	*99	1.5	9.1	110	*176	1.0	16.3	78	**65	2.3	6.0	172
ESSENCE	1830	*165	3.0	9.0	132	*157	2.3	8.6	104	482	2.9	26.3	127	*172	6.1	9.4	269
FAMILY CIRCLE	15930	1115	20.1	7.0	102	1569	23.4	9.8	119	3303	19.7	20.7	100	521	18.4	3.3	94
THE FAMILY HANDYMAN	1126	**93	1.7	8.3	121	*141	2.1	12.5	151	284	1.7	25.2	122	**61	2.2	5.4	155
FAMILY WEEKLY	11468	823	14.8	7.2	105	1011	15.1	8.8	106	2718	16.2	23.7	114	355	12.5	3.1	89
FIELD & STREAM	2234	*221	4.0	9.9	144	*232	3.5	10.4	125	603	3.6	27.0	130	*159	5.6	7.1	204
FOOD & WINE	579	**46	0.8	7.9	116	**43	0.6	7.4	90	**118	0.7	20.4	98	**48	1.7	8.3	237
FORBES	728	**23	0.4	3.2	46	**100	1.5	13.7	166	**103	0.6	14.1	68	**8	0.3	1.1	31
FORTUNE	906	**32	0.6	3.5	52	**85	1.3	9.4	113	*216	1.3	23.8	115	**19	0.7	2.1	60
GENTLEMEN'S QUARTERLY	791	**21	0.4	2.7	39	**20	0.3	2.5	31	*160	1.0	20.2	98	**36	1.3	4.6	130
GLAMOUR	5265	351	6.3	6.7	97	378	5.6	7.2	87	1239	7.4	23.5	114	*200	7.1	3.8	109
GOLF DIGEST	636	**60	1.1	9.4	138	**56	0.8	8.8	106	*154	0.9	24.2	117	**12	0.4	1.9	54
GOLF DIGEST/TENNIS (GROSS)	1186	**76	1.4	6.4	94	**113	1.7	9.5	115	*264	1.6	22.3	107	**29	1.0	2.4	70
GOLF MAGAZINE	441	**53	1.0	12.0	175	**44	0.7	10.0	121	**83	0.5	18.8	91	**10	0.4	2.3	65
GOLF MAGAZINE/SKI (GROSS)	922	**69	1.2	7.5	109	**73	1.1	7.9	96	*182	1.1	19.7	95	**28	1.0	3.0	87
GOOD HOUSEKEEPING	16487	1177	21.2	7.1	104	1664	24.8	10.1	122	3671	21.9	22.3	107	703	24.8	4.3	122
HARPER'S BAZAAR	2423	*112	2.0	4.6	67	*200	3.0	8.3	100	509	3.0	21.0	101	**126	4.5	5.2	149
HEALTH	1994	*146	2.6	7.3	107	*189	2.8	9.5	114	477	2.8	23.9	115	*103	3.6	5.2	148
HEARST MAG CORP. BUY (GROSS)	44101	2924	52.7	6.6	97	4417	65.9	10.0	121	9854	58.7	22.3	108	1750	61.8	4.0	114
HEARST MAN POWER (GROSS)	1993	*143	2.6	7.2	105	*284	4.2	14.2	172	519	3.1	26.0	126	*151	5.3	7.6	217
HEARST WOMAN POWER (GROSS)	31274	2174	39.2	7.0	101	3086	46.0	9.9	119	7195	42.9	23.0	111	1262	44.6	4.0	115
HOUSE BEAUTIFUL	3623	*178	3.2	4.9	72	327	4.9	9.0	109	720	4.3	19.9	96	**84	3.0	2.3	66
INC.	283	**37	0.7	13.1	191	**27	0.4	9.5	115	*776	0.5	26.9	130	**15	0.5	5.3	152
JET	2928	225	4.1	7.7	112	271	4.0	9.3	112	760	4.5	26.0	125	230	8.1	7.9	225
LADIES' HOME JOURNAL	11918	885	16.0	7.4	108	1243	18.5	10.4	126	2695	16.1	22.6	109	503	17.8	4.2	121
LHJ FAMILY GRP COMBO(GROSS)	16764	1188	21.4	7.1	103	1809	27.0	10.8	130	4030	24.0	24.0	116	720	25.4	4.3	123
LIFE	4254	377	6.8	8.9	129	386	5.8	9.1	110	921	5.5	21.7	105	209	7.4	4.9	141
L.A. TIMES HOME MAGAZINE	1145	**92	1.7	8.0	117	**164	2.4	14.3	173	*206	1.2	18.0	87	**37	1.3	3.2	92
MADEMOISELLE	2884	*142	2.6	4.9	72	265	4.0	9.2	111	630	3.8	21.8	105	*121	4.3	4.2	120
MC CALL'S	13460	1010	18.2	7.5	110	1456	21.7	10.8	131	3075	18.3	22.8	110	539	19.0	4.0	115
MC CALL'S/MRK MOTHER (GROSS)	14606	1092	19.7	7.5	109	1554	23.2	10.6	129	3365	20.1	23.0	111	630	22.3	4.3	123
MECHANIX ILLUSTRATED	772	**41	0.7	5.3	78	**70	1.0	9.1	110	*158	0.9	20.5	99	**22	0.8	2.8	82
METROPOLITAN HOME	967	**43	0.8	4.4	65	**113	1.7	11.7	141	*158	0.9	16.3	79	**74	2.6	7.7	219
MONEY	1588	**70	1.3	4.4	64	*151	2.3	9.5	115	*233	1.4	14.7	71	**92	3.3	5.8	166
MOTHER EARTH NEWS	1002	**81	1.5	8.1	118	**93	1.4	9.3	112	*177	1.1	17.7	85	**68	2.4	6.8	194
MS.	825	**59	1.1	7.2	104	**88	1.3	10.7	129	*174	1.0	21.1	102	**50	1.8	6.1	173
NATIONAL ENQUIRER	10336	888	16.0	8.6	125	966	14.4	9.3	113	2772	16.5	26.8	129	398	14.1	3.9	110
NATIONAL GEOGRAPHIC	9597	508	9.2	5.3	77	825	12.3	8.6	104	1572	9.4	16.4	79	277	9.8	2.9	83
NATIONAL SUNDAY MAGAZINE PKG	49558	3383	61.0	6.8	100	4388	65.4	8.9	107	10176	60.7	20.5	99	1671	59.0	3.4	96
NATURAL HISTORY	573	**15	0.3	2.6	38	**70	1.0	12.2	148	**56	0.3	9.8	47	**15	0.5	2.6	75
NEW WOMAN	1699	**71	1.3	4.2	61	*160	2.4	9.4	114	418	2.5	24.6	119	**82	2.9	4.8	138
NEW YORK INCLUDING CUE	443	**16	0.3	3.6	53	**15	0.2	3.4	41	**42	0.3	9.5	46	**16	0.6	3.6	103
THE NEW YORKER	1270	**63	1.1	5.0	72	**119	1.8	9.4	113	*153	0.9	12.0	58	**51	1.8	4.0	115
NEWSWEEK	6277	*405	7.3	6.5	94	659	9.8	10.5	127	1154	6.9	18.4	89	270	9.5	4.3	123
THE N.Y. TIMES DAILY EDITION	1205	**90	1.6	7.5	109	**86	1.3	7.1	86	*150	0.9	12.4	60	**19	0.7	1.6	45
THE N.Y. TIMES MAGAZINE	2081	*106	1.9	5.1	74	*171	2.6	8.2	99	*261	1.6	12.5	61	**30	1.1	1.4	41
OMNI	788	**53	1.0	6.7	98	**120	1.8	15.2	184	*172	1.0	21.8	105	**23	0.8	2.9	84
ON CABLE	1158	**60	1.1	5.2	76	**81	1.2	7.0	84	*319	1.9	27.5	133	**55	1.9	4.7	136
1001 HOME IDEAS	2852	*157	2.8	5.5	80	378	5.6	13.3	160	859	5.1	30.1	145	**115	4.1	4.0	115
ORGANIC GARDENING	1658	**124	2.2	7.5	109	*191	2.8	11.5	139	418	2.5	25.2	122	**87	3.1	5.2	150
OUTDOOR LIFE	896	**63	1.1	7.0	103	**111	1.7	12.4	150	*190	1.1	21.2	102	**67	2.4	7.5	214
PARADE MAGAZINE	24275	1641	29.6	6.8	99	2178	32.5	9.0	108	4931	29.4	20.3	98	911	32.2	3.8	107

	TOTAL U.S. '000	AIRMICK CARPET FRESH				ARM & HAMMER				LOVE MY CARPET				WIZARD RUG & ROOM DEODORIZER			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	5547	100.0	6.8	100	6705	100.0	8.3	100	16777	100.0	20.7	100	2830	100.0	3.5	100
PARENTS	3845	283	5.1	7.4	107	421	6.3	10.9	132	1003	6.0	26.1	126	*158	5.6	4.1	118
PENTHOUSE	831	**46	0.8	5.5	81	**66	1.0	7.9	96	*191	1.1	23.0	111	**45	1.6	5.4	155
PEOPLE	11645	749	13.5	6.4	94	1174	17.5	10.1	122	2712	16.2	23.3	112	455	16.1	3.9	112
PLAYBOY	2006	*98	1.8	4.9	71	*265	4.0	13.2	160	392	2.3	19.5	94	**77	2.7	3.8	110
POPULAR HOT RODDING	297	**9	0.2	3.0	44	**27	0.4	9.1	110	**53	0.3	17.8	86	**27	1.0	9.1	260
POPULAR MECHANICS	1018	**23	0.4	2.3	33	**183	2.7	18.0	217	*272	1.6	26.7	129	**63	2.2	6.2	177
POPULAR SCIENCE	878	**96	1.7	10.9	160	**146	2.2	16.6	201	*194	1.2	22.1	107	**37	1.3	4.2	121
PREVENTION	3913	267	4.8	6.8	100	424	6.3	10.8	131	734	4.4	18.8	91	*156	5.5	4.0	114
PSYCHOLOGY TODAY	1710	**70	1.3	4.1	60	*157	2.3	9.2	111	437	2.6	25.6	123	**55	1.9	3.2	92
READER'S DIGEST	22204	1321	23.8	5.9	87	2150	32.1	9.7	117	4714	28.1	21.2	102	879	31.1	4.0	113
REDBOOK	7684	510	9.2	6.6	97	826	12.3	10.7	130	1673	10.0	21.8	105	234	8.3	3.0	87
ROAD & TRACK	410	**50	0.9	12.2	178	**37	0.6	9.0	109	**146	0.9	35.6	172	**20	0.7	4.9	140
ROLLING STONE	969	**82	1.5	8.5	124	**63	0.9	6.5	79	*290	1.7	29.9	144	**95	3.4	9.8	281
RUNNER'S WORLD	298	**8	0.1	2.7	39	**15	0.2	5.0	61	**79	0.5	26.5	128	**0	0.0	0.0	0
SATURDAY EVENING POST	1169	**59	1.1	5.0	74	*97	1.4	8.3	100	261	1.6	22.3	108	**53	1.9	4.5	130
SCIENCE 84	587	**56	1.0	9.5	139	**84	1.3	14.3	173	**83	0.5	14.1	68	**57	2.0	9.7	278
SCIENCE DIGEST	482	**68	1.2	14.1	206	**41	0.6	8.5	103	**131	0.8	27.2	131	**53	1.9	11.0	315
SCIENTIFIC AMERICAN	594	**34	0.6	5.7	84	**57	0.9	9.6	116	**124	0.7	20.9	101	**12	0.4	2.0	58
SELF	2089	**102	1.8	4.9	71	*189	2.8	9.0	109	412	2.5	19.7	95	**104	3.7	5.0	142
SEVENTEEN	2411	*126	2.3	5.2	76	*215	3.2	8.9	108	512	3.1	21.2	103	**77	2.7	3.2	91
SKI	480	**16	0.3	3.3	49	**29	0.4	6.0	73	**100	0.6	20.8	101	**18	0.6	3.8	107
SMITHSONIAN	2760	*128	2.3	4.6	68	*252	3.8	9.1	110	435	2.6	15.8	76	**89	3.1	3.2	92
SOAP OPERA DIGEST	3013	278	5.0	9.2	135	369	5.5	12.2	148	840	5.0	27.9	135	*192	6.8	6.4	182
SOUTHERN LIVING	4184	357	6.4	8.5	125	364	5.4	8.7	105	1219	7.3	29.1	141	**129	4.6	3.1	88
SPORT	559	**27	0.5	4.8	71	**59	0.9	10.6	127	*167	1.0	29.9	144	**29	1.0	5.2	148
THE SPORTING NEWS	436	**20	0.4	4.6	67	**51	0.8	11.7	141	**130	0.8	29.8	144	**18	0.6	4.1	118
SPORTS AFIELD	493	**52	0.9	10.5	154	**60	0.9	12.2	147	**116	0.7	23.5	114	**35	1.2	7.1	203
SPORTS ILLUSTRATED	2758	*188	3.4	6.8	100	*264	3.9	9.6	116	737	4.4	26.7	129	**122	4.3	4.4	127
STAR	7456	534	9.6	7.2	105	695	10.4	9.3	113	1993	11.9	26.7	129	305	10.8	4.1	117
SUNDAY	24936	1636	29.5	6.6	96	2059	30.7	8.3	100	4837	28.8	19.4	94	782	27.6	3.1	90
SUNSET	2124	**113	2.0	5.3	78	*311	4.6	14.6	177	339	2.0	16.0	77	**89	3.1	4.2	120
TV GUIDE	21661	1555	28.0	7.2	105	2083	31.1	9.6	116	5285	31.5	24.4	118	966	34.1	4.5	128
TENNIS	550	**15	0.3	2.7	40	*87	0.9	10.4	125	**110	0.7	20.0	97	**17	0.6	3.1	88
TIME	8880	545	12.4	7.8	113	826	12.3	9.3	112	1690	10.1	19.0	92	423	14.9	4.8	136
TOWN & COUNTRY	917	**47	0.8	5.1	75	**90	1.3	9.8	119	**137	0.8	14.9	72	**37	1.3	4.0	115
TRAVEL & LEISURE	972	**93	1.7	9.6	140	**56	0.8	5.8	70	*215	1.3	22.1	107	**48	1.7	4.9	141
TRUE STORY	3356	258	4.7	7.7	112	377	5.6	11.2	136	1073	6.4	32.0	154	*209	7.4	6.2	178
U.S. NEWS & WORLD REPORT	3410	*154	2.8	4.5	66	*183	2.7	5.4	65	641	3.8	18.8	91	*167	5.9	4.9	140
USA TODAY	1759	**99	1.8	5.6	82	*246	3.7	14.0	169	437	2.6	24.8	120	**63	2.2	3.6	102
US	1873	*156	2.8	8.3	122	*204	3.0	10.9	132	503	3.0	26.9	130	*104	3.7	5.6	159
VOGUE	3909	226	4.1	5.8	84	319	4.8	8.2	99	691	4.1	17.7	85	*133	4.7	3.4	97
WALL STREET JOURNAL	1886	**112	2.0	5.9	87	**109	1.6	5.8	70	354	2.1	18.8	91	**52	1.8	2.8	79
WEIGHT WATCHERS	2120	*114	2.1	5.4	79	380	5.7	17.9	217	471	2.8	22.2	107	*139	4.9	6.6	188
WOMAN'S DAY	14172	966	17.4	6.8	100	1286	19.2	9.1	110	3117	18.6	22.0	106	539	19.0	3.8	109
WORKING MOTHER	1146	**82	1.5	7.2	104	**98	1.5	8.6	103	291	1.7	25.4	123	**91	3.2	7.9	227
WORKING WOMAN	1322	**66	1.2	5.0	73	*194	2.9	14.7	177	384	2.3	29.0	140	**70	2.5	5.3	152
WORLD TENNIS	*163	**6	0.1	3.7	54	**4	0.1	2.5	30	**7	0.0	4.3	21	**7	0.2	4.3	123
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*168	3.0	6.6	97	*249	3.7	9.8	119	578	3.4	22.8	110	**90	3.2	3.6	102
BLAIR INSERTS	43657	2927	52.8	6.7	98	3940	58.8	9.0	109	8781	52.3	20.1	97	1425	50.4	3.3	93
DAILY NEWSPAPERS																	
READ ANY	51633	3514	63.3	6.8	99	4352	64.9	8.4	102	10605	63.2	20.5	99	1779	62.9	3.4	99
READ ONE	43463	2888	52.1	6.6	97	3783	56.4	8.7	105	9021	53.8	20.8	100	1509	53.3	3.5	99
READ TWO OR MORE	8170	626	11.3	7.7	112	569	8.5	7.0	84	1584	9.4	19.4	94	270	9.5	3.3	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3612	65.1	6.9	100	4654	69.4	8.8	107	10948	65.3	20.8	100	1785	63.1	3.4	97
READ ONE	46126	3065	55.3	6.6	97	4143	61.8	9.0	108	9732	58.0	21.1	102	1591	56.2	3.4	99
READ TWO OR MORE	6552	547	9.9	8.3	122	510	7.6	7.8	94	1216	7.2	18.6	90	*194	6.9	3.0	85
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	25.66				27.47				28.77				27.96			
30 DAY REACH	71455	4891	88.2	6.8	100	6042	90.1	8.5	102	14782	88.1	20.7	100	2494	88.1	3.5	100
50 SHWG - 30 DAY AV FREQ	14.56	13.41				14.06				15.00				14.56			
30 DAY REACH	67742	4679	84.4	6.9	101	5908	88.1	8.7	105	14169	84.5	20.9	101	2391	84.5	3.5	101
25 SHWG - 30 DAY AV FREQ	7.94	7.20				7.66				8.15				7.83			
30 DAY REACH	62117	4296	77.4	6.9	101	5475	81.7	8.8	106	13010	77.5	20.9	101	2232	78.9	3.6	103
CABLE TV: HOME WIRED	32077	2598	46.8	8.1	118	3252	48.5	10.1	122	7178	42.8	22.4	108	1178	41.6	3.7	105
HOME NOT WIRED	48909	2950	53.2	6.0	88	3453	51.5	7.1	85	9599	57.2	19.6	95	1652	58.4	3.4	97
HAVE PAY CABLE	15935	1325	23.9	8.3	121	1945	29.0	12.2	147	4068	24.2	25.5	123	743	26.3	4.7	133

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		AIRWICK CARPET FRESH				ARM & HAMMER				LOVE MY CARPET				WIZARD RUG & ROOM DEODORIZER				
		TOTAL U.S. % '000	A '000	B DOWN	C ACROSS	D % INDX	A '000	B DOWN	C ACROSS	D % INDX	A '000	B DOWN	C ACROSS	D % INDX	A '000	B DOWN	C ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	5547	100.0	6.8	100	6705	100.0	8.3	100	16777	100.0	20.7	100	2830	100.0	3.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1832	33.0	7.0	103	1957	29.2	7.5	91	5063	30.2	19.4	94	735	26.0	2.8	81
NETWORK AFFILIATES - LATE		20261	1455	26.2	7.2	105	1792	26.7	8.8	107	4210	25.1	20.8	100	770	27.2	3.8	109
INDEPENDENTS - LATE		2076	116	2.1	5.6	82	191	2.8	9.2	111	369	2.2	17.8	86	*66	2.3	3.2	91
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	709	12.8	6.8	99	874	13.0	8.4	101	2317	13.8	22.2	107	424	15.0	4.1	116
ABC MONDAY NIGHT MOVIE		A 6412	409	7.4	6.4	93	513	7.7	8.0	97	1216	7.2	19.0	92	191	6.7	3.0	85
ABC SUNDAY NIGHT MOVIE		A 12407	801	14.4	6.5	94	959	14.3	7.7	93	2498	14.9	20.1	97	467	16.5	3.8	108
ABC WORLD NEWS TONIGHT		A 6176	363	6.5	5.9	86	536	8.0	8.7	105	1185	7.1	19.2	93	177	6.3	2.9	80
AFTERMASH		C 5863	410	7.4	7.0	102	464	6.9	7.9	96	1244	7.4	21.2	102	*155	5.5	2.6	76
ALICE		C 9594	656	11.8	6.8	100	808	12.1	8.4	102	1951	11.6	20.3	98	288	10.2	3.0	86
AMERICAN PARADE		C 6622	462	8.3	7.0	102	501	7.5	7.6	91	1240	7.4	18.7	90	*150	5.3	2.3	65
BENSON		A 10886	711	12.8	6.5	95	839	12.5	7.7	93	2337	13.9	21.5	104	336	11.9	3.1	88
BLUE THUNDER		A 5036	369	6.7	7.3	107	378	5.6	7.5	91	1282	7.6	25.5	123	*151	5.3	3.0	86
CAGNEY & LACEY		C 9965	680	12.3	6.8	100	864	12.9	8.7	105	2171	12.9	21.8	105	373	13.2	3.7	107
CBS EVENING NEWS-DEAN		C 3491	*215	3.9	6.2	90	*184	2.7	5.3	64	650	3.9	18.6	90	*98	3.5	2.8	80
CBS EVENING NEWS-RATHER		C 7123	598	10.8	8.4	123	597	8.9	8.4	101	1336	8.0	18.8	91	193	6.8	2.7	78
CBS SAT. NEWS-SCHIEFFER		C 3621	289	5.2	8.0	117	292	4.4	8.1	97	763	4.5	21.1	102	*82	2.9	2.3	65
CBS SATURDAY NIGHT MOVIE		C 5436	541	9.8	10.0	145	409	6.1	7.5	91	1197	7.1	22.0	106	139	4.9	2.6	73
CBS WEDNESDAY NIGHT MOVIE		C 6100	413	7.4	6.8	99	443	6.6	7.3	88	1229	7.3	20.1	97	214	7.6	3.5	100
CHEERS		N 8889	619	11.2	7.0	102	883	13.2	9.9	120	2048	12.2	23.0	111	311	11.0	3.5	100
DALLAS		C 22109	1502	27.1	6.8	99	1787	26.7	8.1	98	4600	27.4	20.8	100	698	24.7	3.2	90
DIFF'RENT STROKES		N 6940	456	8.2	6.6	96	638	9.5	9.2	111	1543	9.2	22.2	107	239	8.4	3.4	99
DOUBLE TROUBLE		N 7223	481	8.7	6.7	97	709	10.6	9.8	119	1671	10.0	23.1	112	*212	7.5	2.9	84
DUCK FACTORY		N 5595	421	7.6	7.5	110	662	9.9	11.8	143	1390	8.3	24.8	120	*196	6.9	3.5	100
DUKES OF HAZZARD		C 5768	467	8.4	8.1	118	363	5.4	6.3	76	1255	7.5	21.8	105	*164	5.8	2.8	81
DYNASTY		A 20053	1337	24.1	6.7	97	1780	26.5	8.9	107	4248	25.3	21.2	102	841	29.7	4.2	120
FACTS OF LIFE		N 8087	623	11.2	7.7	112	718	10.7	8.9	107	1836	10.9	22.7	110	302	10.7	3.7	107
FALCON CREST		C 20046	1326	23.9	6.6	97	1573	23.5	7.8	95	4164	24.8	20.8	100	657	23.2	3.3	94
FALL GUY		A 9084	706	12.7	7.8	113	800	11.9	8.8	106	2136	12.7	23.5	114	417	14.7	4.6	131
FAMILY TIES		N 7964	462	8.3	5.8	85	750	11.2	9.4	114	1643	9.8	20.6	100	*243	8.6	3.1	87
FANTASY ISLAND		A 7687	586	10.6	7.6	111	518	7.7	6.7	81	1464	8.7	19.0	92	363	12.8	4.7	135
FOULUPS, BLEEPs & BLUNDERS		A 8861	524	9.4	5.9	86	718	10.7	8.1	98	1762	10.5	19.9	96	340	12.0	3.8	110
FOUR SEASONS		C 5095	*289	5.2	5.7	83	449	6.7	8.8	106	1006	6.0	19.7	95	**124	4.4	2.4	70
GIMME A BREAK		N 8838	539	9.7	6.1	89	749	11.2	8.5	102	1789	10.7	20.2	98	251	8.9	2.8	81
HART TO HART		A 8978	578	10.4	6.4	94	702	10.5	7.8	94	2051	12.2	22.8	110	355	12.5	4.0	113
HILL STREET BLUES		N 5590	624	11.2	7.3	106	835	12.5	9.7	117	1875	11.2	21.8	105	400	14.1	4.7	133
HOTEL		A 14085	995	17.9	7.1	103	1396	20.8	9.9	120	3046	18.2	21.6	104	603	21.3	4.3	123
JEFFERSONS		C 9360	593	10.7	6.3	92	782	11.7	8.4	101	1997	11.9	21.3	103	305	10.8	3.3	93
JENNIFER SLEPT HERE		N 5841	402	7.2	6.9	100	529	7.9	9.1	109	1410	8.4	24.1	117	*225	8.0	3.9	110
KATE & ALLIE		C 9206	737	13.3	8.0	117	857	12.8	9.3	112	2122	12.6	23.1	111	293	10.4	3.2	91
KNIGHT RIDER		N 7076	498	9.0	7.0	103	527	7.9	7.4	90	1578	9.4	22.3	108	238	8.4	3.4	96
LOVE BOAT		A 12219	858	15.5	7.0	103	924	13.8	7.6	91	2541	15.1	20.8	100	409	14.5	3.3	96
MAGNUM PI		C 11199	872	15.7	7.8	114	983	14.7	8.8	106	2751	16.4	24.6	119	466	16.5	4.2	119
MAMA'S FAMILY		N 6057	365	6.6	6.0	88	520	7.8	8.6	104	1307	7.8	21.6	104	229	8.1	3.8	108
MASTER, THE		N 3598	270	4.9	7.5	110	360	5.4	10.0	121	695	4.1	19.3	93	*150	5.3	4.2	119
MATT HOUSTON		A 6344	429	7.7	6.8	99	530	7.9	8.4	101	1283	7.6	20.2	98	218	7.7	3.4	98
NBC MONDAY NIGHT MOVIE		N 11994	853	15.4	7.1	104	1079	16.1	9.0	109	2473	14.7	20.6	100	440	15.5	3.7	105
NBC NIGHTLY NEWS		N 5132	298	5.4	5.8	85	335	5.0	6.5	79	1031	6.1	20.1	97	132	4.7	2.6	74
NBC NIGHTLY NEWS-SAT		N 3375	*134	2.4	4.0	58	*258	3.8	7.6	92	621	3.7	18.4	89	*773	2.6	2.2	62
NBC NIGHTLY NEWS-SUN		N 3130	*145	2.6	4.6	68	*196	2.9	6.3	76	591	3.5	18.9	91	*559	2.1	1.9	54
NBC SUNDAY NIGHT MOVIE		N 8284	887	16.0	10.7	156	693	10.3	8.4	101	1659	9.9	20.0	97	*287	10.1	3.5	99
NEWHART		C 9240	703	12.7	7.6	111	751	11.2	8.1	98	1981	11.8	21.4	103	292	10.3	3.2	90
ONE DAY AT A TIME		C 7288	509	9.2	7.0	102	591	8.8	8.1	98	1500	8.9	20.6	99	259	9.2	3.6	102
PEOPLE ARE FUNNY		N 4855	345	6.2	7.1	104	395	5.9	8.1	98	1078	6.4	22.2	107	*234	8.3	4.8	138
REAL PEOPLE		N 8869	590	10.6	6.7	97	689	10.3	7.8	94	1877	11.2	21.2	102	276	9.8	3.1	89
REMINGTON STEELE		N 7743	528	9.5	6.8	100	561	8.4	7.2	88	1641	9.8	21.2	102	244	8.6	3.2	90
RIPLEY'S BELIEVE IT - NOT		A 5345	326	5.9	6.1	89	506	7.5	9.5	114	1186	7.1	22.2	107	201	7.1	3.8	108
RIPTIDE		N 6988	529	9.5	7.6	111	558	8.3	8.0	96	1491	8.9	21.3	103	*216	7.6	3.1	88
SCARECROW & MRS. KING		C 10002	709	12.8	7.1	103	736	11.0	7.4	89	2070	12.3	20.7	100	404	14.3	4.0	116
SIMON & SIMON		C 10638	814	14.7	7.7	112	738	11.0	6.9	84	2417	14.4	22.7	110	484	17.1	4.5	130
60 MINUTES		C 13293	856	15.4	6.4	94	865	12.9	6.5	79	2639	15.7	19.9	96	365	12.9	2.7	79
ST. ELSEWHERE		N 7017	503	9.1	7.2	105	594	8.9	8.5	102	1554	9.3	22.1	107	275	9.7	3.9	112
THREE'S COMPANY		A 10917	745	13.4	6.8	100	1006	15.0	9.2	111	2504	14.9	22.9	111	466	16.5		

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SCOURING PADS & SCOURING SPONGES

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-19

		'000	%	UNWEIGHTED													
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?		YES	65567	81.0		7681											
		NO	15419	19.0		1754											
		ALL		SOLE		PRIMARY		SECONDARY									
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED							
IF YES																	
1B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?																	
BRILLO		25540	31.5	9119	11.3	12999	16.1	3422	4.2	3072							
CHORE GIRL/CHORE BOY		8248	10.2	2189	2.7	4726	5.8	1333	1.6	963							
DOBIE		3945	4.9	777	1.0	2334	2.9	835	1.0	487							
GOLDEN FLEECE		2002	2.5	558	.7	948	1.2	495	.6	215							
RESCUE/RESCUE II		2877	3.6	793	1.0	1479	1.8	604	.7	340							
SCOTCH BRITE/SCRUB 'N SPONGE		6450	8.0	2418	3.0	2992	3.7	1039	1.3	747							
SCRUBBEE		2054	2.5	567	.7	1046	1.3	442	.5	258							
SCRUNGE		3848	4.8	734	.9	2029	2.5	1086	1.3	443							
S. O. EZY		2520	3.1	595	.7	1300	1.6	626	.8	290							
S. O. S.		33971	41.9	14875	18.4	14436	17.8	4660	5.8	3917							
SUPREME		971	1.2	263	.3	495	.6	212	.3	115							
SWISS-TEX		365	.5	47	.1	219	.3	99	.1	40							
TUFFY		4503	5.6	772	1.0	2141	2.6	1590	2.0	506							
OTHER BRANDS		7428	9.2	3295	4.1	2559	3.2	1574	1.9	831							
DO NOT KNOW		371	.5							37							

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
1C. ABOUT HOW MANY INDIVIDUAL SCOURING PADS/SCOURING SPONGES WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	4441	5.5	491
8 - 9	H	2527	3.1	295
5 - 7	H	6593	8.1	691
4	H	8035	9.9	933
2 - 3	M	22224	27.4	2535
1 OR LESS	L	20039	24.7	2545
NONE	L	1708	2.1	191

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	65567	100.0	81.0	100	21596	100.0	26.7	100	22224	100.0	27.4	100	21747	100.0	26.9	100
18 - 24	9282	6620	10.1	71.3	88	2036	9.4	21.9	82	2642	11.9	28.5	104	1941	8.9	20.9	78
25 - 34	19072	15128	23.1	79.3	98	4433	20.5	23.2	87	5282	23.8	27.7	101	5413	24.9	28.4	106
35 - 44	14591	11885	18.1	81.5	101	4425	20.5	30.3	114	4106	18.5	28.1	103	3354	15.4	23.0	86
45 - 54	11345	9453	14.4	83.3	103	3576	16.6	31.5	118	3026	13.6	26.7	97	2851	13.1	25.1	94
55 - 64	11635	10203	15.6	87.7	108	3555	16.5	30.6	115	3204	14.4	27.5	100	3443	15.8	29.6	110
65 OR OLDER	15061	12280	18.7	81.5	101	3570	16.5	23.7	89	3964	17.8	26.3	96	4746	21.8	31.5	117
18 - 34	28354	21747	33.2	76.7	95	6469	30.0	22.8	86	7924	35.7	27.9	102	7354	33.8	25.9	97
18 - 49	48339	38060	58.0	78.7	97	12499	57.9	25.9	97	13500	60.7	27.9	102	12060	55.5	24.9	93
25 - 54	45008	36465	55.6	81.0	100	12434	57.6	27.6	104	12414	55.9	27.6	101	11617	53.4	25.8	96
35 - 49	19985	16312	24.9	81.6	101	6030	27.9	30.2	113	5576	25.1	27.9	102	4706	21.6	23.5	88
50 OR OLDER	32647	27507	42.0	84.3	104	9096	42.1	27.9	104	8724	39.3	26.7	97	9687	44.5	29.7	110
GRADUATED COLLEGE	11155	9046	13.8	81.1	100	2311	10.7	20.7	78	3101	14.0	27.8	101	3635	16.7	32.6	121
ATTENDED COLLEGE	13682	11399	17.4	83.3	103	3252	15.1	23.8	89	3630	16.3	26.5	97	4516	20.8	33.0	123
GRADUATED HIGH SCHOOL	33880	27738	42.3	81.9	101	9806	45.4	28.0	109	9484	42.7	28.0	102	8448	38.8	24.9	93
DID NOT GRADUATE HIGH SCHOOL	22270	17384	26.5	78.1	96	6227	28.8	28.0	105	6009	27.0	27.0	98	5148	23.7	23.1	86
EMPLOYED	40306	32927	50.2	81.7	101	10363	48.0	25.7	96	11265	50.7	27.9	102	11299	52.0	28.0	104
EMPLOYED FULL-TIME	32850	26604	40.6	81.0	100	8472	39.2	25.8	97	8981	40.4	27.3	100	9151	42.1	27.9	104
EMPLOYED PART-TIME	7456	6324	9.6	84.8	105	1891	8.8	25.4	95	2884	10.3	30.6	112	2148	9.9	28.8	107
NOT EMPLOYED	40680	32640	49.8	80.2	99	11233	52.0	27.6	104	10959	49.3	26.9	98	10448	48.0	25.7	96
PROFESSIONAL/MANAGER	10392	8443	12.9	81.2	100	2277	10.5	21.9	82	2852	12.8	27.4	100	3313	15.2	31.9	119
TECH/CLERICAL/SALES	17574	14602	22.3	83.1	103	4705	21.8	26.8	100	4795	21.6	27.3	99	5102	23.5	29.0	108
PRECISION/CRAFT	985	910	1.4	92.4	114	**220	1.0	22.3	84	*392	1.8	39.8	145	*298	1.4	30.3	113
OTHER EMPLOYED	11354	8973	13.7	79.0	98	3160	14.6	27.8	104	3226	14.5	28.4	104	2586	11.9	22.8	85
SINGLE	9863	7539	11.5	76.4	94	2162	10.0	21.9	82	2759	12.4	28.0	102	2618	12.0	26.5	99
MARRIED	51375	42210	64.4	82.2	101	14623	67.7	28.5	107	14470	65.1	28.2	103	13116	60.3	25.5	95
DIVORCED/SEPARATED/WIDOWED	19748	15818	24.1	80.1	99	4812	22.3	24.4	91	4994	22.5	25.3	92	6013	27.6	30.4	113
PARENTS	32590	25632	39.1	78.6	97	9628	44.6	29.5	111	9012	40.6	27.7	101	6992	32.2	21.5	80
WHITE	70416	57818	88.2	82.1	101	18817	87.1	26.7	100	19584	88.1	27.8	101	19418	89.3	27.6	103
BLACK	8778	6453	9.8	73.5	91	2408	11.2	27.4	103	2257	10.2	25.7	94	1789	8.2	20.4	76
OTHER	1791	1296	2.0	72.4	89	**372	1.7	20.8	78	**383	1.7	21.4	78	*541	2.5	30.2	112
NORTHEAST-CENSUS	17786	15204	23.2	85.5	106	7684	35.6	43.2	162	4631	20.8	26.0	95	2889	13.3	16.2	60
NORTH CENTRAL	20741	17015	26.0	82.0	101	5015	23.2	24.2	91	5477	24.6	26.4	96	6523	30.0	31.4	117
SOUTH	27775	21899	33.4	78.8	97	6207	28.7	22.3	84	8117	36.5	29.2	106	7576	34.8	27.3	102
WEST	14683	11448	17.5	78.0	96	2690	12.5	18.3	69	3999	18.0	27.2	99	4760	21.9	32.4	121
NORTHEAST-MKTG.	17961	15158	23.1	84.4	104	7758	35.9	43.2	162	4692	21.1	26.1	95	2707	12.4	15.1	56
EAST CENTRAL	11885	9954	15.2	83.8	103	3281	15.2	27.6	104	3460	15.6	29.1	106	3213	14.8	27.0	101
WEST CENTRAL	14090	11531	17.6	81.8	101	3023	14.0	21.5	80	3643	16.4	25.9	94	4865	22.4	34.5	129
SOUTH	24081	18923	28.9	78.6	97	5102	23.6	21.2	79	6936	31.2	28.8	105	6886	31.7	28.6	106
PACIFIC	12969	10002	15.3	77.1	95	2433	11.3	18.8	70	3493	15.7	26.9	98	4076	18.7	31.4	117
COUNTY SIZE A	32439	26312	40.1	81.1	100	9709	45.0	29.9	112	8687	39.1	26.8	98	7916	36.4	24.4	91
COUNTY SIZE B	24915	20020	30.5	80.4	99	6601	30.6	26.5	99	6748	30.4	27.1	99	6670	30.7	26.8	100
COUNTY SIZE C	12930	10650	16.2	82.4	102	3096	14.3	23.9	90	3965	17.8	30.7	112	3589	16.5	27.8	103
COUNTY SIZE D	10703	8586	13.1	80.2	99	2190	10.1	20.5	77	2824	12.7	26.4	96	3572	16.4	33.4	124
METRO CENTRAL CITY	24518	19075	29.1	77.8	96	6469	30.0	26.4	99	6351	28.6	25.9	94	6255	28.8	25.5	95
METRO SUBURBAN	35919	29802	45.5	83.0	102	10401	48.2	29.0	109	9990	45.0	27.8	101	9411	43.3	26.2	98
NON METRO	20549	16690	25.5	81.2	100	4726	21.9	23.0	86	5883	26.5	28.6	104	6081	28.0	29.6	110
TOP 5 ADI'S	18341	14855	22.7	81.0	100	6413	29.7	35.0	131	4622	20.8	25.2	92	3820	17.6	20.8	78
TOP 10 ADI'S	25378	20690	31.6	81.5	101	8235	38.1	32.4	122	6742	30.3	26.6	97	5713	26.3	22.5	84
TOP 20 ADI'S	36488	29725	45.3	81.5	101	10799	50.0	29.6	111	9759	43.9	26.7	97	9167	42.2	25.1	94
HSGLD INC. \$50,000 OR MORE	6612	5709	8.7	86.3	107	2038	9.4	30.8	116	1864	8.4	28.2	103	1806	8.3	27.3	102
\$40,000 OR MORE	12659	10940	16.7	86.4	107	3856	17.9	30.5	114	3588	16.1	28.3	103	3496	16.1	27.6	103
\$30,000 OR MORE	24698	20734	31.6	84.0	104	6874	31.8	27.8	104	7070	31.8	28.6	104	6791	31.2	27.5	102
\$25,000 OR MORE	32077	27088	41.3	84.4	104	8892	41.2	27.7	104	9472	42.6	29.5	108	8724	40.1	27.2	101
\$20,000 - \$24,999	9144	7213	11.0	78.9	97	2453	11.4	26.8	101	2248	10.1	24.6	90	2512	11.6	27.5	102
\$15,000 - \$19,999	8728	6961	10.6	79.8	99	2281	10.6	26.1	98	2172	9.8	24.9	91	2507	11.5	28.7	107
\$10,000 - \$14,999	12562	10235	15.6	81.5	101	3419	15.8	27.2	102	3789	17.0	30.2	110	3026	13.9	24.1	90
UNDER \$10,000	18475	14071	21.5	76.2	94	4551	21.1	24.6	92	4542	20.4	24.6	90	4978	22.9	26.9	100
HOUSEHOLD OF 1 PERSON	11987	9582	14.6	79.9	99	2215	10.3	18.5	69	2901	13.1	24.2	88	4466	20.5	37.3	139
2 PEOPLE	26577	22159	33.8	83.4	103	6418	29.7	24.1	91	7497	33.7	28.2	103	8244	37.9	31.0	116
3 OR 4 PEOPLE	30617	24601	37.5	80.4	99	8884	41.1	29.0	109	8639	38.9	28.2	103	7078	32.5	23.1	86
5 OR MORE PEOPLE	11804	9226	14.1	78.2	97	4079	18.9	34.6	130	3187	14.3	27.0	98	1959	9.0	16.6	62
NO CHILD IN HSHLD	46165	38120	58.1	82.6	102	11258	52.1	24.4	91	12530	56.4	27.1	99	14333	65.9	31.0	116
CHILD(REN) UNDER 2 YRS	5325	3970	6.1	74.6	92	1334	6.2	25.1	94	1507	6.8	28.3	103	1129	5.2	21.2	79
2 - 5 YEARS	14221	11223	17.1	78.9	97	3908	18.1	27.5	103	4335	19.5	30.5	111	2979	13.7	20.9	78
6 - 11 YEARS	15117	12042	18.4	79.7	98	4807	22.3	31.8	119	4224	19.0	27.9	102	3011	13.8	19.9	74
12 - 17 YEARS	16611	13243	20.2	79.7	98	5553	25.7	33.4	125	4508	20.3	27.1	99	3182	14.6	19.2	71
RESIDENCE OWNED	55884	46938	71.6	84.0	104	15079	69.8	27.0	101	15819	71.2	28.3	103	16039	73.8	28.7	107
VALUE: \$50,000 OR MORE	31744	26851	41.0	84.6	104	8651	40.1	27.3	102	9005	40.5	28.4	103	9195	42.3	29.0	108
VALUE: UNDER \$50,000	24140	20087	30.6	83.2	103	6428	29.8	26.6	100	6815	30.7	28.2	103	6844	31.5	28.4	106

SCOURING PADS & SCOURING SPONGES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAkers)

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	65567	100.0	81.0	100	21596	100.0	26.7	100	22224	100.0	27.4	100	21747	100.0	26.9	100
MAGAZINES	QUINTILE 1	15799	13289	20.3	84.1	104	4499	20.8	28.5	107	4504	20.3	28.5	104	4286	19.7	27.1	101
	QUINTILE 2	17259	14116	21.5	81.8	101	4805	22.2	27.8	104	4874	21.9	28.2	103	4438	20.4	25.7	96
	QUINTILE 3	13545	11316	17.3	83.5	103	3763	17.4	27.8	104	3655	16.4	27.0	98	3898	17.9	28.8	107
	QUINTILE 4	15133	12141	18.5	80.2	99	3948	18.3	26.1	98	4125	18.6	27.3	99	4069	18.7	26.9	100
	QUINTILE 5	19250	14704	22.4	76.4	94	4582	21.2	23.8	89	5066	22.8	26.3	96	5056	23.2	26.3	98
NEWSPAPERS	QUINTILE 1	12413	10711	16.3	86.3	107	4384	20.3	35.3	132	3195	14.4	25.7	94	3132	14.4	25.2	94
	QUINTILE 2	24116	20297	31.0	84.2	104	6914	32.0	28.7	108	6819	30.7	28.3	103	6564	30.2	27.2	101
	QUINTILE 3	11261	8931	13.6	79.3	98	2927	13.6	26.0	97	3160	14.2	28.1	102	2845	13.1	25.3	94
	QUINTILE 4	20255	15990	24.4	78.9	98	4630	21.4	22.9	86	5479	24.7	27.1	99	5882	27.0	29.0	108
	QUINTILE 5	12940	9638	14.7	74.5	92	2742	12.7	21.2	79	3572	16.1	27.6	101	3325	15.3	25.7	96
OUTDOOR	QUINTILE 1	14852	12160	18.5	81.9	101	3795	17.6	25.6	96	4232	19.0	28.5	104	4133	19.0	27.8	104
	QUINTILE 2	15725	12735	19.4	81.0	100	4249	19.7	27.0	101	4362	19.6	27.7	101	4124	19.0	26.2	98
	QUINTILE 3	16330	13393	20.4	82.0	101	4526	21.0	27.7	104	4424	19.9	27.1	99	4444	20.4	27.2	101
	QUINTILE 4	16744	13655	20.8	81.6	101	4336	20.1	25.9	97	4648	20.9	27.8	101	4672	21.5	27.9	104
	QUINTILE 5	17334	13624	20.8	78.6	97	4690	21.7	27.1	101	4559	20.5	26.3	96	4375	20.1	25.2	94
RADIO-DRIVE TIME	QUINTILE 1	15911	13113	20.0	82.4	102	4483	20.8	28.2	106	4292	19.3	27.0	98	4338	19.9	27.3	102
	QUINTILE 2	14837	12113	18.5	81.6	101	4186	19.4	28.2	106	4144	18.6	27.9	102	3784	17.4	25.5	95
	QUINTILE 3	15339	12298	18.8	80.2	99	3718	17.2	24.2	91	4170	18.8	27.2	99	4410	20.3	28.8	107
	QUINTILE 4	16723	13387	20.4	80.1	99	4272	19.8	25.5	96	4771	21.5	28.5	104	4345	20.0	26.0	97
	QUINTILE 5	18176	14656	22.4	80.6	100	4937	22.9	27.2	102	4847	21.8	26.7	97	4871	22.4	26.8	100
RADIO-MID- DAY	TERCILE 1	21020	17247	26.3	82.1	101	5965	27.6	28.4	106	5737	25.8	27.3	99	5545	25.5	26.4	98
	TERCILE 2	21610	17744	27.1	82.1	101	5733	26.5	26.5	99	6458	29.1	29.9	109	5552	25.5	25.7	96
	TERCILE 3	38355	30576	46.6	79.7	98	9898	45.8	25.8	97	10029	45.1	26.1	95	10650	49.0	27.8	103
RADIO-TOTAL	QUINTILE 1	15988	13071	19.9	81.8	101	4396	20.4	27.5	103	4270	19.2	26.7	97	4405	20.3	27.6	103
	QUINTILE 2	15626	12800	19.5	81.9	101	4558	21.1	29.2	109	4264	19.2	27.3	99	3978	18.3	25.5	95
	QUINTILE 3	16723	13589	20.7	81.3	100	4277	19.8	25.6	96	4953	22.3	29.6	108	4359	20.0	26.1	97
	QUINTILE 4	16342	13060	19.9	79.9	99	4150	19.2	25.4	95	4288	19.3	26.2	96	4622	21.3	28.3	105
	QUINTILE 5	16306	13046	19.9	80.0	99	4214	19.5	25.8	97	4450	20.0	27.3	99	4382	20.1	26.9	100
TV-PRIME TIME	QUINTILE 1	15953	13159	20.1	82.5	102	4930	22.8	30.9	116	3968	17.9	24.9	91	4261	19.6	26.7	99
	QUINTILE 2	16137	13118	20.0	81.3	100	4673	21.6	29.0	109	4294	19.3	26.6	97	4151	19.1	25.7	96
	QUINTILE 3	16420	13087	20.0	79.7	98	4245	19.7	25.9	97	4681	21.1	28.5	104	4162	19.1	25.3	94
	QUINTILE 4	16687	13458	20.5	80.6	100	4113	19.0	24.6	92	4662	21.0	27.9	102	4684	21.5	28.1	105
	QUINTILE 5	15789	12745	19.4	80.7	100	3635	16.8	23.0	86	4620	20.8	29.3	107	4490	20.6	28.4	106
TV-DAYTIME	TERCILE 1	27736	22483	34.3	81.1	100	7875	36.5	28.4	106	7747	34.9	27.9	102	6861	31.5	24.7	92
	TERCILE 2	26489	21184	32.3	80.0	99	7313	33.9	27.6	104	6892	31.0	26.0	95	6979	32.1	26.3	98
	TERCILE 3	26761	21900	33.4	81.8	101	6408	29.7	23.9	90	7585	34.1	28.3	103	7907	36.4	29.5	110
TV-TOTAL	QUINTILE 1	16345	13086	20.0	80.1	99	4934	22.8	30.2	113	4315	19.4	26.4	96	3837	17.6	23.5	87
	QUINTILE 2	16447	13490	20.6	82.0	101	4586	21.2	27.9	105	4382	19.7	26.6	97	4523	20.8	27.5	102
	QUINTILE 3	15980	13001	19.8	81.4	100	4299	19.9	26.9	101	4361	19.6	27.3	99	4342	20.0	27.2	101
	QUINTILE 4	15887	12754	19.5	80.3	99	4209	19.5	26.5	99	4451	20.0	28.0	102	4095	18.8	25.8	96
	QUINTILE 5	16326	13236	20.2	81.1	100	3569	16.5	21.9	82	4715	21.2	28.9	105	4952	22.8	30.3	113
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	17436	26.6	84.1	104	6135	28.4	29.6	111	5838	26.3	28.2	103	5464	25.1	26.4	98
		19186	15501	23.6	80.8	100	4720	21.9	24.6	92	5499	24.7	28.7	104	5283	24.3	27.5	103
		21899	18372	28.0	83.9	104	6665	30.9	30.4	114	5928	26.7	27.1	99	5779	26.6	26.4	98
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	12958	19.8	83.9	104	4331	20.1	28.0	105	4494	20.2	29.1	106	4132	19.0	26.7	100
		25953	21374	32.6	82.4	102	7194	33.3	27.7	104	7022	31.6	27.1	99	7158	32.9	27.6	103
		24400	19363	29.5	79.4	98	6254	29.0	25.6	96	6374	28.7	26.1	95	6735	31.0	27.6	103
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	15043	22.9	83.3	103	5136	23.8	28.5	107	5083	22.9	28.2	103	4824	22.2	26.7	100
		23571	19446	29.7	82.5	102	6401	29.6	27.2	102	6740	30.3	28.6	104	6304	29.0	26.7	100
		23278	18614	28.4	80.0	99	6018	27.9	25.9	97	6390	28.8	27.5	100	6206	28.5	26.7	99
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	12679	19.3	82.0	101	4291	19.9	27.8	104	4187	18.8	27.1	99	4200	19.3	27.2	101
		25829	21467	32.7	83.1	103	6949	32.2	26.9	101	7547	34.0	29.2	106	6971	32.1	27.0	101
		26039	20747	31.6	79.7	98	7217	33.4	27.7	104	6842	30.8	26.3	96	6688	30.8	25.7	96
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	14225	21.7	85.7	106	5009	23.2	30.2	113	4760	21.4	28.7	104	4456	20.5	26.8	100
		26834	22403	34.2	83.5	103	8229	38.1	30.7	115	7169	32.3	26.7	97	7006	32.2	26.1	97
		23346	18077	27.6	77.4	96	5408	25.0	23.2	87	6176	27.8	26.5	96	6493	29.9	27.8	104
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	14682	22.4	85.7	106	5550	25.7	32.4	121	4733	21.3	27.6	101	4398	20.2	25.7	96
		25892	21509	32.8	83.1	103	7394	34.2	28.6	107	7106	32.0	27.4	100	7009	32.2	27.1	101
		23167	18174	27.7	78.4	97	5313	24.6	22.9	86	6432	28.9	27.8	101	6429	29.6	27.8	103
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	14491	22.1	84.5	104	5514	25.5	32.1	121	4789	21.5	27.9	102	4188	19.3	24.4	91
		26214	21876	33.4	83.5	103	7449	34.5	28.4	107	7157	32.2	27.3	99	7270	33.4	27.7	103
		23412	18206	27.8	77.8	96	5626	26.1	24.0	90	6240	28.1	26.7	97	6340	29.2	27.1	101
OUTDO																		

SCOURING PADS & SCOURING SPONGES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	65567	100.0	81.0	100	21596	100.0	26.7	100	22224	100.0	27.4	100	21747	100.0	26.9	100
ATLANTIC MONTHLY	415	337	0.5	81.2	100	**155	0.7	37.3	140	**90	0.4	21.7	79	*92	0.4	22.2	83
BARRON'S	453	411	0.6	90.7	112	**180	0.8	39.7	149	**89	0.4	19.6	72	*142	0.7	31.3	117
BETTER HOMES & GARDENS	16256	13575	20.7	83.5	103	4387	20.3	27.0	101	4540	20.4	27.9	102	4647	21.4	28.6	106
BON APPETIT	2535	2142	3.3	84.5	104	675	3.1	26.6	100	727	3.3	28.7	105	739	3.4	29.2	109
BUSINESS WEEK	1278	1100	1.7	86.1	106	329	1.5	25.7	97	389	1.8	30.4	111	383	1.8	30.0	112
CAR AND DRIVER	378	*265	0.4	70.1	87	**93	0.4	24.6	92	**70	0.3	18.5	67	**102	0.5	27.0	100
CBS MAGAZINE NETWORK (GROSS)	1498	1247	1.9	83.2	103	522	2.4	34.8	131	379	1.7	25.3	92	346	1.6	23.1	86
CHANGING TIMES	1505	1265	1.9	84.1	104	414	1.9	27.5	103	386	1.7	25.6	93	465	2.1	30.9	115
COLONIAL HOMES	1231	999	1.5	81.2	100	339	1.6	27.5	103	339	1.5	27.5	100	322	1.5	26.2	97
CONDE NAST MAG. PKG. (GROSS)	14146	11649	17.8	82.3	102	4095	19.0	28.9	109	3937	17.7	27.8	101	3617	16.6	25.6	95
CONSUMERS DIGEST	1323	1144	1.7	86.5	107	340	1.6	25.7	96	498	2.2	37.6	137	307	1.4	23.2	86
COSMOPOLITAN	7102	5706	8.7	80.3	99	2065	9.6	29.1	109	1880	8.5	26.5	96	1761	8.1	24.8	92
COUNTRY LIVING	2481	2032	3.1	81.9	101	523	2.4	21.1	79	787	3.5	31.7	116	723	3.3	29.1	109
CUISINE	1472	1288	2.0	87.5	108	352	1.6	23.9	90	565	2.5	38.4	140	372	1.7	25.3	94
CYCLE WORLD	425	398	0.6	93.6	116	**145	0.7	34.1	128	**114	0.5	26.8	98	**139	0.6	32.7	122
DCI:CREATIVE IDEAS FOR LIV	2510	2007	3.1	80.0	99	697	3.2	27.8	104	789	3.6	31.4	115	521	2.4	20.8	77
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5621	8.6	84.0	104	1620	7.5	24.2	91	2147	9.7	32.1	117	1853	8.5	27.7	103
DISCOVER	894	680	1.0	76.1	94	190	0.9	21.3	80	*261	1.2	29.2	106	230	1.1	25.7	96
EBONY	3507	2693	4.1	76.8	95	1163	5.4	33.2	124	943	4.2	26.9	98	587	2.7	16.7	62
ESQUIRE	1083	870	1.3	80.3	99	394	1.8	36.4	136	*235	1.1	21.7	79	240	1.1	22.2	83
ESSENCE	1830	1398	2.1	76.4	94	589	2.7	32.2	121	469	2.1	25.6	93	341	1.6	18.6	69
FAMILY CIRCLE	15930	13435	20.5	84.3	104	4516	20.9	28.3	106	4555	20.5	28.6	104	4365	20.1	27.4	102
THE FAMILY HANDYMAN	1126	1032	1.6	91.7	113	329	1.5	29.2	110	299	1.3	26.6	97	403	1.9	35.8	133
FAMILY WEEKLY	11468	9452	14.4	82.4	102	2831	13.1	24.7	93	3214	14.5	28.0	102	3406	15.7	29.7	111
FIELD & STREAM	2234	1789	2.7	80.1	99	620	2.9	27.8	104	606	2.7	27.1	99	563	2.6	25.2	94
FOOD & WINE	579	504	0.8	87.0	108	*177	0.8	30.6	115	*228	1.0	39.4	143	*99	0.5	17.1	64
FORBES	728	675	1.0	92.7	115	*197	0.9	27.1	101	*240	1.1	33.0	120	*238	1.1	32.7	122
FORTUNE	906	840	1.3	92.7	115	296	1.4	32.7	123	*229	1.0	25.3	92	315	1.4	34.8	129
GENTLEMEN'S QUARTERLY	791	572	0.9	72.3	89	*260	1.2	32.9	123	*139	0.6	17.6	64	*173	0.8	21.9	81
GLAMOUR	5265	4407	6.7	83.7	103	1401	6.5	26.6	100	1539	6.9	29.2	107	1467	6.7	27.9	104
GOLF DIGEST	636	557	0.8	87.6	108	*159	0.7	25.0	94	*214	1.0	33.6	123	*185	0.9	29.1	108
GOLF DIGEST/TENNIS (GROSS)	1186	1028	1.6	86.7	107	318	1.5	26.8	101	365	1.6	30.8	112	344	1.6	29.0	108
GOLF MAGAZINE	441	408	0.6	92.5	114	**88	0.4	20.0	75	*189	0.9	42.9	156	**131	0.6	29.7	111
GOLF MAGAZINE/SKI (GROSS)	922	821	1.3	89.0	110	*220	1.0	23.9	89	366	1.6	39.7	145	*235	1.1	25.5	95
GOOD HOUSEKEEPING	16487	13969	21.3	84.7	105	4678	21.7	28.4	106	4717	21.2	28.6	104	4575	21.0	27.7	103
HARPER'S BAZAAR	2423	2009	3.1	82.9	102	693	3.2	28.6	107	599	2.7	24.7	90	717	3.3	29.6	110
HEALTH	1994	1736	2.6	87.1	108	640	3.0	32.1	120	524	2.4	26.3	96	572	2.6	28.7	107
HEARST MAG CORP. BUY (GROSS)	44101	36712	56.0	83.2	103	12765	59.1	28.9	109	12203	54.9	27.7	101	11744	54.0	26.6	99
HEARST MAN POWER (GROSS)	1993	1648	2.5	82.7	102	639	3.0	32.1	120	525	2.4	26.3	96	484	2.2	24.3	90
HEARST WOMAN POWER (GROSS)	31274	26075	39.8	83.4	103	9222	42.7	29.5	111	8691	39.1	27.8	101	8163	37.5	26.1	97
HOUSE BEAUTIFUL	3623	3059	4.7	84.4	104	982	4.5	27.1	102	1086	4.9	30.0	109	990	4.6	27.3	102
INC.	283	275	0.4	97.2	120	*76	0.4	26.9	101	*96	0.4	33.9	124	**103	0.5	36.4	136
JET	2928	2196	3.3	75.0	93	910	4.2	31.1	117	791	3.6	27.0	98	495	2.3	16.9	63
LADIES' HOME JOURNAL	11918	10159	15.5	85.2	105	3261	15.1	27.4	103	3307	14.9	27.7	101	3592	16.5	30.1	112
LHJ FAMILY GRP COMBO(GROSS)	16764	14212	21.7	84.8	105	4631	21.4	27.6	104	4731	21.3	28.2	103	4850	22.3	28.9	108
LIFE	4254	3377	5.2	79.4	98	1479	6.8	34.8	130	934	4.2	22.0	80	965	4.4	22.7	84
L.A. TIMES HOME MAGAZINE	1145	934	1.4	81.6	101	*141	0.7	12.3	46	317	1.4	27.7	101	476	2.2	41.6	155
MADEMOISELLE	2884	2450	3.7	85.0	105	832	3.9	28.8	108	811	3.6	28.1	102	807	3.7	28.0	104
MC CALL'S	13460	11289	17.2	83.9	104	3661	17.0	27.2	102	3910	17.6	29.0	106	3718	17.1	27.6	103
MC CALL'S/MRK MOTHER (GROSS)	14606	12198	18.6	83.5	103	3953	18.3	27.1	101	4264	19.2	29.2	106	3981	18.3	27.3	102
MECHANIX ILLUSTRATED	772	689	1.1	89.2	110	*257	1.2	33.3	125	*182	0.8	23.6	86	*249	1.1	32.3	120
METROPOLITAN HOME	967	805	1.2	83.2	103	313	1.4	32.4	121	268	1.2	27.7	101	224	1.0	23.2	86
MONEY	1588	1366	2.1	86.0	106	417	1.9	26.3	98	400	1.8	25.2	92	549	2.5	34.6	129
MOTHER EARTH NEWS	1002	817	1.2	81.5	101	*197	0.9	19.7	74	*248	1.1	24.8	90	372	1.7	37.1	138
MS.	825	642	1.0	77.8	96	*169	0.8	20.5	77	244	1.1	29.6	108	229	1.1	27.8	103
NATIONAL ENQUIRER	10336	8480	12.9	82.0	101	3248	15.0	31.4	118	2743	12.3	26.5	97	2489	11.4	24.1	90
NATIONAL GEOGRAPHIC	9597	8151	12.4	84.9	105	2605	12.1	27.1	102	2784	12.5	29.0	106	2762	12.7	28.8	107
NATIONAL SUNDAY MAGAZINE PKG	49558	41244	62.9	83.2	103	14360	66.5	29.0	109	13757	61.9	27.8	101	13127	60.4	26.5	99
NATURAL HISTORY	573	473	0.7	82.5	102	*167	0.8	29.1	109	*126	0.6	22.0	80	*180	0.8	31.4	117
NEW WOMAN	1699	1278	1.9	75.2	93	456	2.1	26.8	101	430	1.9	25.3	92	393	1.8	23.1	86
NEW YORK INCLUDING CUE	443	412	0.6	93.0	115	215	1.0	48.5	182	**127	0.6	28.7	104	*71	0.3	16.0	60
THE NEW YORKER	1270	1106	1.7	87.1	108	453	2.1	35.7	134	265	1.2	20.9	76	388	1.8	30.6	114
NEWSWEEK	6277	5212	7.9	83.0	103	1733	8.0	27.6	104	1693	7.6	27.0	98	1786	8.2	28.5	106
THE N.Y. TIMES DAILY EDITION	1205	1090	1.7	90.5	112	606	2.8	50.3	189	244	1.1	20.2	74	240	1.1	19.9	74
THE N.Y. TIMES MAGAZINE	2081	1849	2.8	88.9	110	910	4.2	43.7	164	419	1.9	20.1	73	521	2.4	25.0	93
OMNI	788	593	0.9	75.3	93	*167	0.8	21.2	79	*224	1.0	28.4	104	*203	0.9	25.8	96
ON CABLE	1158	934	1.4	80.7	100	411	1.9	35.5	133	*249	1.1	21.5	78	*274	1.3	23.7	88
1001 HOME IDEAS	2852	2317	3.5	81.2	100	731	3.4	25.6	96	900	4.0	31.6	115	687	3.2	24.1	90
ORGANIC GARDENING	1658	1319	2.0	79.6	98	462	2.1	27.9	104	387	1.7	23.3	85	470	2.2	28.3	106
OUTDOOR LIFE	896	658	1.0	73.4	91	252	1.2	28.1	105	*207	0.9	23.1	84	*200	0.9	22.3	83
PARADE MAGAZINE	24275	20697	31.6	85.3	105	7485	34.7	30.8	116	7188	32.3	29.6	108	6024	27.7	24.8	92

SCOURING PADS & SCOURING SPONGES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAERS	50986	65567	100.0	81.0	100	21596	100.0	26.7	100	22224	100.0	27.4	100	21747	100.0	26.9	100
PARENTS	3845	3070	4.7	79.8	99	995	4.6	25.9	97	1198	5.4	31.2	114	878	4.0	22.8	85
PENTHOUSE	831	726	1.1	87.4	108	*262	1.2	31.5	118	*312	1.4	37.5	137	*152	0.7	18.3	68
PEOPLE	11645	9755	14.9	83.8	103	3092	14.3	26.6	100	3437	15.5	29.5	108	3227	14.8	27.7	103
PLAYBOY	2006	1566	2.4	78.1	96	548	2.5	27.3	102	548	2.5	27.3	100	471	2.2	23.5	87
POPULAR HOT RODDING	297	*223	0.3	75.1	93	*75	0.3	25.3	95	*62	0.3	20.9	76	*86	0.4	29.0	108
POPULAR MECHANICS	1018	853	1.3	83.8	103	*359	1.7	35.3	132	*243	1.1	23.9	87	*251	1.2	24.7	92
POPULAR SCIENCE	878	770	1.2	87.7	108	*281	1.3	32.0	120	*271	1.2	30.9	112	*219	1.0	24.9	93
PREVENTION	3913	3393	5.2	86.7	107	1149	5.3	29.4	110	1111	5.0	28.4	103	1132	5.2	28.9	108
PSYCHOLOGY TODAY	1710	1439	2.2	84.2	104	449	2.1	26.3	98	567	2.6	33.2	121	423	1.9	24.7	92
READER'S DIGEST	22204	18913	28.8	85.2	105	6073	28.1	27.4	103	6339	28.5	28.5	104	6501	29.9	29.3	109
REDBOOK	7684	6400	9.8	83.3	103	2479	11.5	32.3	121	2095	9.4	27.3	99	1827	8.4	23.8	89
ROAD & TRACK	410	295	0.4	72.0	89	*120	0.6	29.3	110	*78	0.4	19.0	69	*97	0.4	23.7	88
ROLLING STONE	969	802	1.2	82.8	102	388	1.8	40.0	150	*218	1.0	22.5	82	196	0.9	20.2	75
RUNNER'S WORLD	298	255	0.4	85.6	106	*45	0.2	15.1	57	*114	0.5	38.3	139	*96	0.4	32.2	120
SATURDAY EVENING POST	1169	998	1.5	85.4	105	337	1.6	28.8	108	248	1.1	21.2	77	412	1.9	35.2	131
SCIENCE 84	587	510	0.8	86.9	107	*195	0.9	33.2	125	*203	0.9	34.6	126	*112	0.5	19.1	71
SCIENCE DIGEST	482	428	0.7	88.8	110	*151	0.7	31.3	117	*179	0.8	37.1	135	*98	0.5	20.3	76
SCIENTIFIC AMERICAN	594	525	0.8	88.4	109	*156	0.7	26.3	98	*146	0.7	24.6	90	*223	1.0	37.5	140
SELF	2089	1606	2.4	76.9	95	587	2.7	28.1	105	558	2.5	26.7	97	461	2.1	22.1	82
SEVENTEEN	2411	1892	2.9	78.5	97	718	3.3	29.8	112	621	2.8	25.8	94	554	2.5	23.0	86
SKI	480	413	0.6	86.0	106	*132	0.6	27.5	103	*177	0.8	36.9	134	*104	0.5	21.7	81
SMITHSONIAN	2760	2215	3.4	80.3	99	674	3.1	24.4	92	750	3.4	27.2	99	791	3.6	28.7	107
SOAP OPERA DIGEST	3013	2430	3.7	80.7	100	942	4.4	31.3	117	918	4.1	30.5	111	569	2.6	18.9	70
SOUTHERN LIVING	4184	3613	5.5	86.4	107	923	4.3	22.1	83	1358	6.1	32.5	118	1332	6.1	31.8	119
SPORT	559	464	0.7	83.0	103	*147	0.7	26.3	99	*137	0.6	24.5	89	*181	0.8	32.4	121
THE SPORTING NEWS	436	374	0.6	85.8	106	*188	0.9	43.1	162	*95	0.4	21.8	79	*91	0.4	20.9	78
SPORTS AFIELD	493	368	0.6	74.6	92	*129	0.6	26.2	98	*104	0.5	21.1	77	*135	0.6	27.4	102
SPORTS ILLUSTRATED	2758	2270	3.5	82.3	102	796	3.7	28.9	108	761	3.4	27.6	101	713	3.3	25.9	96
STAR	7456	6312	9.6	84.7	105	2643	12.2	35.4	133	1975	8.9	26.5	97	1694	7.8	22.7	85
SUNDAY	24936	20692	31.6	83.0	102	7793	36.1	31.3	117	6747	30.4	27.1	99	6152	28.3	24.7	92
SUNSET	2124	1847	2.8	87.0	107	*392	1.8	18.5	69	682	3.1	32.1	117	774	3.6	36.4	136
TV GUIDE	21661	17605	26.9	81.3	100	6282	29.1	29.0	109	6328	28.5	29.2	106	4996	23.0	23.1	86
TENNIS	550	471	0.7	85.6	106	*159	0.7	28.9	108	*152	0.7	27.6	101	*159	0.7	28.9	108
TIME	8880	7460	11.4	84.0	104	2905	13.5	32.7	123	2238	10.1	25.2	92	2317	10.7	26.1	97
TOWN & COUNTRY	917	767	1.2	83.6	103	279	1.3	30.4	114	*164	0.7	17.9	65	323	1.5	35.2	131
TRAVEL & LEISURE	972	844	1.3	86.8	107	283	1.3	29.1	109	284	1.3	29.2	106	278	1.3	28.6	107
TRUE STORY	3356	2772	4.2	82.6	102	1141	5.3	34.0	127	897	4.0	26.7	97	734	3.4	21.9	81
U.S. NEWS & WORLD REPORT	3410	2893	4.3	83.1	103	1028	4.8	30.1	113	919	4.1	27.0	98	886	4.1	26.0	97
USA TODAY	1759	1549	2.4	88.1	109	578	2.7	32.9	123	557	2.5	31.7	115	414	1.9	23.5	88
US	1873	1546	2.4	82.5	102	474	2.2	25.3	95	511	2.3	27.3	99	561	2.6	30.0	112
VOGUE	3909	3186	4.9	81.5	101	1274	5.9	32.6	122	1029	4.6	26.3	96	883	4.1	22.6	84
WALL STREET JOURNAL	1886	1648	2.5	87.4	108	465	2.2	24.7	92	494	2.2	26.2	95	690	3.2	36.6	136
WEIGHT WATCHERS	2120	1723	2.6	81.3	100	466	2.2	22.0	82	618	2.8	29.2	106	640	2.9	30.2	112
WOMAN'S DAY	14172	12142	18.5	85.7	106	4484	20.8	31.6	119	3910	17.6	27.6	101	3747	17.2	26.4	98
WORKING MOTHER	1146	909	1.4	79.3	98	292	1.4	25.5	96	354	1.6	30.9	113	263	1.2	22.9	85
WORKING WOMAN	1322	1101	1.7	83.3	103	394	1.8	29.8	112	345	1.6	26.1	95	362	1.7	27.4	102
WORLD TENNIS	*163	*135	0.2	82.8	102	*52	0.2	31.9	120	*52	0.2	31.9	116	*31	0.1	19.0	71
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2071	3.2	81.8	101	794	3.7	31.4	118	672	3.0	26.5	97	606	2.8	23.9	89
BLAIR INSERTS	43657	36484	55.6	83.6	103	12880	59.6	29.5	111	12243	55.1	28.0	102	11362	52.2	26.0	97
DAILY NEWSPAPERS																	
READ ANY	51633	42888	65.4	83.1	103	15033	69.6	29.1	109	14010	63.0	27.1	99	13844	63.7	26.8	100
READ ONE	43463	35914	54.8	82.6	102	12287	56.9	28.3	106	11904	53.6	27.4	100	11723	53.9	27.0	100
READ TWO OR MORE	8170	6973	10.6	85.3	105	2746	12.7	33.6	126	2106	9.5	25.8	94	2121	9.8	26.0	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	43847	66.9	83.2	103	15156	70.2	28.8	108	14589	65.6	27.7	101	14102	64.8	26.8	100
READ ONE	46126	38061	58.0	82.5	102	12959	60.0	28.1	105	12859	57.9	27.9	102	12243	56.3	26.5	99
READ TWO OR MORE	6552	5786	8.8	88.3	109	2197	10.2	33.5	126	1730	7.8	26.4	96	1859	8.5	28.4	106
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.70				27.13				28.45				27.48			
30 DAY REACH	71455	57873	88.3	81.0	100	18881	87.4	26.4	99	19621	88.3	27.5	100	19371	89.1	27.1	101
50 SHWG - 30 DAY AV FREQ	14.56	14.57				14.22				14.95				14.53			
30 DAY REACH	67742	55126	84.1	81.4	101	18044	83.6	26.6	100	18741	84.3	27.7	101	18341	84.3	27.1	101
25 SHWG - 30 DAY AV FREQ	7.94	7.93				7.79				8.12				7.88			
30 DAY REACH	62117	50611	77.2	81.5	101	16465	76.2	26.5	99	17205	77.4	27.7	101	16941	77.9	27.3	102
CABLE TV: HOME WIRED	32077	26057	39.7	81.2	100	8696	40.3	27.1	102	8927	40.2	27.8	101	8434	38.8	26.3	98
HOME NOT WIRED	48909	39510	60.3	80.8	100	12900	59.7	26.4	99	13297	59.8	27.2	99	13313	61.2	27.2	101
HAVE PAY CABLE	15935	12979	19.8	81.4	101	4733	21.9	29.7	111	4337	19.5	27.2	99	3909	18.0	24.5	91

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	65567	100.0	81.0	100	21596	100.0	26.7	100	22224	100.0	27.4	100	21747	100.0	26.9	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	35970	54.9	81.9	101	11738	54.4	26.7	100	12240	55.1	27.9	102	11992	55.1	27.3	102	
10:00 AM - 3:00 PM	30659	25186	38.4	82.1	101	8349	38.7	27.2	102	8733	39.3	28.5	104	8104	37.3	26.4	98	
3:00 PM - 7:00 PM	31045	25079	38.2	80.8	100	8180	37.9	26.3	99	8436	38.0	27.2	99	8463	38.9	27.3	102	
7:00 PM - MIDNIGHT	15767	12591	19.2	79.9	99	3995	18.5	25.3	95	4181	18.8	26.5	97	4415	20.3	28.0	104	
MIDNIGHT - 6:00 AM	9120	7686	11.7	84.3	104	2491	11.5	27.3	102	2537	11.4	27.8	101	2659	12.2	29.2	109	
6:00 AM - MIDNIGHT	58527	47562	72.5	81.3	100	15720	72.8	26.9	101	16216	73.0	27.7	101	15627	71.9	26.7	99	
ENTIRE DAY	59311	48206	73.5	81.3	100	15929	73.8	26.9	101	16449	74.0	27.7	101	15828	72.8	26.7	99	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	13429	20.5	83.0	103	4410	20.4	27.3	102	4526	20.4	28.0	102	4494	20.7	27.8	103	
ALL NEWS	2256	1850	2.8	82.0	101	787	3.6	34.9	131	479	2.2	21.2	77	584	2.7	25.9	96	
AOR/PROGRESSIVE	3874	3103	4.7	80.1	99	1066	4.9	27.5	103	1073	4.8	27.7	101	965	4.4	24.9	93	
BEAUTIFUL MUSIC	5660	4837	7.4	85.5	106	1762	8.2	31.1	117	1521	6.8	26.9	98	1555	7.2	27.5	102	
BLACK	2204	1599	2.4	72.5	90	654	3.0	29.7	111	569	2.6	25.8	94	376	1.7	17.1	64	
CLASSICAL	1418	1195	1.8	84.3	104	417	1.9	29.4	110	374	1.7	26.4	96	404	1.9	28.5	106	
CHR/ROCK	9538	7617	11.6	79.9	99	2587	12.0	27.1	102	2543	11.4	26.7	97	2486	11.4	26.1	97	
COUNTRY	12648	10325	15.7	81.6	101	3092	14.3	24.4	92	3687	16.6	29.2	106	3545	16.3	28.0	104	
GOLDEN OLDIES	1191	899	1.4	75.5	93	366	1.7	30.7	115	274	1.2	23.0	84	259	1.2	21.7	81	
MOR/NOSTALGIA	4757	3837	5.9	80.7	100	1284	5.9	27.0	101	1166	5.2	24.5	89	1387	6.4	29.2	109	
NEWS/TALK	3863	3256	5.0	84.3	104	1207	5.6	31.2	117	1115	5.0	28.9	105	935	4.3	24.2	90	
RELIGIOUS	3084	2375	3.6	77.0	95	590	2.7	19.1	72	835	3.8	27.1	99	950	4.4	30.8	115	
SOFT ROCK	521	354	0.5	67.9	84	**93	0.4	17.9	67	**93	0.4	17.9	65	*169	0.8	32.4	121	
URBAN CONTEMPORARY	1585	1235	1.9	77.9	96	645	3.0	40.7	153	421	1.9	26.6	97	169	0.8	10.7	40	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2555	3.9	78.4	97	998	4.6	30.6	115	857	3.9	26.3	96	700	3.2	21.5	80	
ABC DIRECTION	2316	2082	3.2	89.9	111	828	3.8	35.8	134	682	3.1	29.4	107	572	2.6	24.7	92	
ABC ENTERTAINMENT	4834	4030	6.1	83.4	103	1259	5.8	26.0	98	1488	6.7	30.8	112	1283	5.9	26.5	99	
ABC FM	2202	1702	2.6	77.3	95	575	2.7	26.1	98	631	2.8	28.7	104	495	2.3	22.5	84	
ABC INFORMATION	5425	4564	7.0	84.1	104	1379	6.4	25.4	95	1535	6.9	28.3	103	1650	7.6	30.4	113	
ABC ROCK	1677	1402	2.1	83.6	103	435	2.0	25.9	97	528	2.4	31.5	115	440	2.0	26.2	98	
CBS	4430	3655	5.6	82.5	102	1100	5.1	24.8	93	1164	5.2	26.3	96	1391	6.4	31.4	117	
MUTUAL	4992	4193	6.4	84.0	104	1463	6.8	29.3	110	1542	6.9	30.9	113	1188	5.5	23.8	89	
NBC	4679	3844	5.9	82.2	101	1359	6.3	29.0	109	1199	5.4	25.6	93	1287	5.9	27.5	102	
RADIORADIO	1994	1695	2.6	85.0	105	586	2.7	29.4	110	717	3.2	36.0	131	393	1.8	19.7	73	
RKO ONE	2298	1722	2.6	74.9	93	554	2.6	24.1	90	536	2.4	23.3	85	632	2.9	27.5	102	
RKO TWO	3311	2677	4.1	80.9	100	921	4.3	27.8	104	1001	4.5	30.2	110	754	3.5	22.8	85	
THE SOURCE	2114	1724	2.6	81.6	101	736	3.4	34.8	131	432	1.9	20.4	74	556	2.6	26.3	98	
NON-WIRED : BLAIR	8654	7041	10.7	81.4	100	2213	10.2	25.6	96	2472	11.1	28.6	104	2356	10.8	27.2	101	
INTERNET	12025	9823	15.0	81.7	101	3484	16.1	29.0	109	3293	14.8	27.4	100	3046	14.0	25.3	94	
KATZ RADIO GROUP	15359	12706	19.4	82.7	102	4300	19.9	28.0	105	4223	19.0	27.5	100	4183	19.2	27.2	101	
SUPERNET	10628	8684	13.2	81.7	101	2908	13.5	27.4	103	2978	13.4	28.0	102	2798	12.9	26.3	98	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	6970	10.6	80.5	99	2288	10.6	26.4	99	2343	10.5	27.1	99	2339	10.8	27.0	101	
WKDAY 9:00 AM - 1:00 PM	12163	9764	14.9	80.3	99	3452	16.0	28.4	106	3299	14.8	27.1	99	3013	13.9	24.8	92	
WKDAY 1:00 PM - 4:30 PM	16150	12996	19.8	80.5	99	4648	21.5	28.8	108	4408	19.8	27.3	99	3940	18.1	24.4	91	
WKDAY 4:30 PM - 7:30 PM	22463	18110	27.6	80.6	100	6440	29.8	28.7	108	5960	26.8	26.5	97	5711	26.3	25.4	95	
WKDAY 7:30 PM - 8:00 PM	31795	25856	39.4	81.3	100	9135	42.3	28.7	108	8431	37.9	26.5	97	8289	38.1	26.1	97	
WKDAY 11:00 PM - 11:30 PM	23977	19598	29.9	81.7	101	6914	32.0	28.8	108	6380	28.7	26.6	97	6304	29.0	26.3	98	
WKDAY 11:30 PM - 1:00 AM	7703	6272	9.6	81.4	101	2142	9.9	27.8	104	2264	10.2	29.4	107	1866	8.6	24.2	90	
M-SAT 8-11 PM-SUN 7-11 PM	33800	27526	42.0	81.4	101	9664	44.7	28.6	107	8930	40.2	26.4	96	8933	41.1	26.4	98	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	5354	8.2	81.9	101	2126	9.8	32.5	122	1596	7.2	24.4	89	1632	7.5	25.0	93
ANOTHER WORLD	N	4620	3726	5.7	80.6	100	1345	6.2	29.1	109	1310	5.9	28.4	103	1071	4.9	23.2	86
AS THE WORLD TURNS	C	5614	4440	6.8	79.1	98	1342	6.2	23.9	90	1661	7.5	29.6	108	1438	6.6	25.6	95
CAPITOL	C	3396	2673	4.1	78.7	97	805	3.7	23.7	89	1047	4.7	30.8	112	822	3.8	24.2	90
CBS MORN. NEWS 1	C	1446	1144	1.7	79.1	98	417	1.9	28.8	108	361	1.6	25.0	91	366	1.7	25.3	94
CBS MORN. NEWS 2	C	1207	887	1.4	73.5	91	273	1.3	22.6	85	303	1.4	25.1	91	311	1.4	25.8	96
DAYS OF OUR LIVES	N	5877	4734	7.2	80.6	99	1694	7.8	28.8	108	1538	6.9	26.2	95	1502	6.9	25.6	95
FACTS OF LIFE - DAYTIME	N	2290	1777	2.7	77.6	96	594	2.8	25.9	97	641	2.9	28.0	102	541	2.5	23.6	88
FAMILY FEUD	A	3023	2356	3.6	77.9	96	877	4.1	29.0	109	624	2.8	20.6	75	855	3.9	23.8	105
GENERAL HOSPITAL	A	6097	4904	7.5	80.4	99	1843	8.5	30.2	113	1608	7.2	26.4	96	1453	6.7	23.8	89
GODD MORNING, AMERICA-730 A	A	3515	2833	4.3	80.6	100	1009	4.7	28.7	108	874	3.9	24.9	91	950	4.4	27.0	101
GODD MORNING, AMERICA-830 A	A	2818	2410	3.7	85.5	106	903	4.2	32.0	120	787	3.5	27.9	102	720	3.3	25.6	95
GUIDING LIGHT	C	5339	4339	6.6	81.3	100	1396	6.5	2									

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	65567	100.0	81.0	100	21596	100.0	26.7	100	22224	100.0	27.4	100	21747	100.0	26.9	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	21144	32.2	81.1	100	7202	33.3	27.6	104	6853	30.8	26.3	96	7090	32.6	27.2	101
NETWORK AFFILIATES - LATE	20261	16640	25.4	82.1	101	5762	26.7	28.4	107	5530	24.9	27.3	99	5349	24.6	26.4	98
INDEPENDENTS - LATE	2076	1661	2.5	80.0	99	626	2.9	30.2	113	529	2.4	25.5	93	505	2.3	24.3	91
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 10453	8607	13.1	82.3	102	3256	15.1	31.1	117	2822	12.7	27.0	98	2528	11.6	24.2	90
ABC MONDAY NIGHT MOVIE	A 6412	5241	8.0	81.7	101	1651	7.6	25.7	97	1852	8.3	28.9	105	1738	8.0	27.1	101
ABC SUNDAY NIGHT MOVIE	A 12407	10126	15.4	81.6	101	3432	15.9	27.7	104	3309	14.9	26.7	97	3385	15.6	27.3	102
ABC WORLD NEWS TONIGHT	A 6176	5057	7.7	81.9	101	1789	8.3	29.0	109	1578	7.1	25.6	93	1690	7.8	27.4	102
AFTERMASH	C 5863	4734	7.2	80.7	100	1588	7.4	27.1	102	1676	7.5	28.6	104	1471	6.8	25.1	93
ALICE	C 9594	7798	11.9	81.3	100	2617	12.1	27.3	102	2637	11.9	27.5	100	2544	11.7	26.5	99
AMERICAN PARADE	C 6622	5394	8.2	81.5	101	1769	8.2	26.7	100	1762	7.9	26.6	97	1863	8.6	28.1	105
BENSON	A 10886	8758	13.4	80.5	99	3091	14.3	28.4	106	2901	13.1	26.6	97	2766	12.7	25.4	95
BLUE THUNDER	A 5036	4134	6.3	82.1	101	1483	6.9	29.4	110	1253	5.6	24.9	91	1398	6.4	27.8	103
CAGNEY & LACEY	C 9965	8190	12.5	82.2	102	2818	13.0	28.3	106	2728	12.3	27.4	100	2644	12.2	26.5	99
CBS EVENING NEWS-DEAN	C 3491	2849	4.3	81.6	101	1017	4.7	29.1	109	824	3.7	23.6	86	1008	4.6	28.9	108
CBS EVENING NEWS-RATHER	C 7123	5788	8.8	81.3	100	1878	8.7	26.4	99	1857	8.4	26.1	95	2053	9.4	28.8	107
CBS SAT. NEWS-SCHIEFFER	C 3621	2954	4.5	81.6	101	904	4.2	25.0	94	897	4.0	24.8	90	1153	5.3	31.8	119
CBS SATURDAY NIGHT MOVIE	C 5436	4338	6.6	79.8	99	1533	7.1	28.2	106	1432	6.4	26.3	96	1372	6.3	25.2	94
CBS WEDNESDAY NIGHT MOVIE	C 6100	4885	7.5	80.1	99	1505	7.0	24.7	93	1557	7.0	25.5	93	1824	8.4	29.9	111
CHEERS	N 8889	7521	11.5	84.6	105	2915	13.5	32.8	123	2334	10.5	26.3	96	2273	10.5	25.6	95
DALLAS	C 22109	18317	27.9	82.8	102	6118	28.3	27.7	104	6085	27.4	27.5	100	6115	28.1	27.7	103
DIFF'RENT STROKES	N 6940	5684	8.7	81.9	101	2031	9.4	29.3	110	1693	7.6	24.4	89	1959	9.0	28.2	105
DOUBLE TROUBLE	N 7223	5849	8.9	81.0	100	1949	9.0	27.0	101	2016	9.1	27.9	102	1884	8.7	26.1	97
DUCK FACTORY	N 5595	4679	7.1	83.6	103	1844	8.5	33.0	124	1597	7.2	28.5	104	1237	5.7	22.1	82
DUKES OF HAZZARD	C 5768	4731	7.2	82.0	101	1556	7.2	27.0	101	1575	7.1	27.3	100	1600	7.4	27.7	103
DYNASTY	A 20053	16147	24.6	80.5	99	5918	27.4	29.5	111	5266	23.7	26.3	96	4963	22.8	24.7	92
FACTS OF LIFE	N 8087	6504	9.9	80.4	99	2326	10.8	28.8	108	2268	10.2	28.0	102	1910	8.8	23.6	88
FALCON CREST	C 20046	16910	25.8	84.4	104	5646	26.1	28.2	106	5515	24.8	27.5	100	5749	26.4	28.7	107
FALL GUY	A 9084	7437	11.3	81.9	101	2725	12.6	30.0	112	2543	11.4	28.0	102	2169	10.0	23.9	89
FAMILY TIES	N 7964	6660	10.2	83.6	103	2486	11.5	31.2	117	2133	9.6	26.8	98	2041	9.4	25.6	95
FANTASY ISLAND	A 7687	6294	9.6	81.9	101	2317	10.7	30.1	113	1996	9.0	26.0	95	1981	9.1	25.8	96
FOULUPS, BLEEPs & BLUNDERS	A 8861	7198	11.0	81.2	100	2423	11.2	27.3	103	2306	10.4	26.0	95	2469	11.4	27.9	104
FOUR SEASONS	C 5095	4145	6.3	81.4	100	1577	7.3	31.0	116	1360	6.1	26.7	97	1208	5.6	23.7	88
GIMME A BREAK	N 8838	7303	11.1	82.6	102	2773	12.8	31.4	118	2312	10.4	26.2	95	2218	10.2	25.1	93
HART TO HART	A 8978	7329	11.2	81.6	101	2588	12.0	28.8	108	2530	11.4	28.2	103	2211	10.2	24.6	92
HILL STREET BLUES	N 8590	6870	10.5	80.0	99	2479	11.5	28.9	108	2462	11.1	28.7	104	1929	8.9	22.5	84
HOTEL	A 14085	11581	17.7	82.2	102	4444	20.6	31.6	118	3709	16.7	26.3	96	3428	15.8	24.3	91
JEFFERSONS	C 9360	7571	11.5	80.9	100	2696	12.5	28.8	108	2640	11.9	28.2	103	2236	10.3	23.9	89
JENNIFER SLEPT HERE	N 5841	4815	7.3	82.4	102	1694	7.8	29.0	109	1557	7.0	26.7	97	1564	7.2	26.8	100
KATE & ALLIE	C 9206	7621	11.6	82.8	102	2734	12.7	29.7	111	2382	10.7	25.9	94	2506	11.5	27.2	101
KNIGHT RIDER	N 7076	5651	8.6	79.9	99	1854	8.6	26.2	98	1884	8.5	26.6	97	1913	8.8	27.0	101
LOVE BOAT	A 12219	9975	15.2	81.6	101	3506	16.2	28.7	108	3285	14.8	26.9	98	3184	14.6	26.1	97
MAGNUM PI	C 11199	9251	14.1	82.6	102	2923	13.5	26.1	98	3086	13.9	27.6	100	3242	14.9	28.9	108
MAMA'S FAMILY	N 6057	5016	7.7	82.8	102	1845	8.5	30.5	114	1571	7.1	25.9	95	1601	7.4	26.4	98
MASTER, THE	N 3598	2927	4.5	81.4	100	1158	5.4	32.2	121	912	4.1	25.3	92	857	3.9	23.8	89
MATT HOUSTON	A 6344	5143	7.8	81.1	100	1970	9.1	31.1	116	1553	7.0	24.5	89	1620	7.4	25.5	95
NBC MONDAY NIGHT MOVIE	N 11994	9568	14.6	79.8	99	3176	14.7	26.5	99	3335	15.0	27.8	101	3058	14.1	25.5	95
NBC NIGHTLY NEWS	N 5132	4315	6.6	84.1	104	1486	6.9	29.0	109	1452	6.5	28.3	103	1377	6.3	26.8	100
NBC NIGHTLY NEWS-SAT	N 3375	2719	4.1	80.6	100	968	4.5	28.7	108	762	3.4	22.6	82	989	4.5	29.3	109
NBC NIGHTLY NEWS-SUN	N 3130	2509	3.8	80.2	99	785	3.6	25.1	94	748	3.4	23.9	87	975	4.5	31.2	116
NBC SUNDAY NIGHT MOVIE	N 8284	6521	9.9	78.7	97	2285	10.6	27.6	103	2093	9.4	25.3	92	2143	9.9	25.9	96
NEWHART	C 9240	7676	11.7	83.1	103	2667	12.3	28.9	108	2453	11.0	26.5	97	2555	11.7	27.7	103
ONE DAY AT A TIME	C 7288	5917	9.0	81.2	100	2057	9.5	28.2	106	1970	8.9	27.0	99	1891	8.7	25.9	97
PEOPLE ARE FUNNY	N 4855	4037	6.2	83.2	103	1441	6.7	29.7	111	1248	5.6	25.7	94	1348	6.2	27.8	103
REAL PEOPLE	N 8869	7237	11.0	81.6	101	2400	11.1	27.1	101	2413	10.9	27.2	99	2423	11.1	27.3	102
REMINGTON STEELE	N 7743	6238	9.5	80.6	100	2298	10.6	29.7	111	2018	9.1	26.1	95	1921	8.8	24.8	92
RIPLEY'S BELIEVE IT - NOT	A 5345	4425	6.7	82.8	102	1497	6.9	28.0	105	1414	6.4	26.5	96	1514	7.0	28.3	105
RIPTIDE	N 6988	5651	8.6	80.9	100	1867	8.6	26.7	100	1915	8.6	27.4	100	1869	8.6	26.7	100
SCARECROW & MRS. KING	C 10002	8289	12.6	82.9	102	2506	11.6	25.1	94	2960	13.3	29.6	108	2822	13.0	28.2	105
SIMON & SIMON	C 10638	8763	13.4	82.4	102	2739	12.7	25.7	97	2997	13.5	28.2	103	3026	13.9	28.4	106
60 MINUTES	C 13293	10833	16.5	81.5	101	3423	15.9	25.8	97	3494	15.7	26.3	96				

	TOTAL U.S. '000	BRILLO				CHORE GIRL/CHORE BOY				DOBIE				RESCUE/RESCUE II			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	25540	100.0	31.5	100	8248	100.0	10.2	100	3945	100.0	4.9	100	2877	100.0	3.6	100
18 - 24	9282	2416	9.5	26.0	83	684	8.3	7.4	72	*289	7.3	3.1	64	**386	13.4	4.2	117
25 - 34	19072	5464	21.4	28.6	91	2061	25.0	10.8	106	1290	32.7	6.8	139	548	19.0	2.9	81
35 - 44	14591	4394	17.2	30.1	95	1221	14.8	8.4	82	877	22.2	6.0	123	*470	16.3	3.2	91
45 - 54	11345	3742	14.7	33.0	105	1047	12.7	9.2	91	595	15.1	5.2	108	*418	14.5	3.7	104
55 - 64	11635	4495	17.6	38.6	123	1313	15.9	11.3	111	*436	11.1	3.7	77	*378	13.1	3.2	91
65 OR OLDER	15061	5029	19.7	33.4	106	1922	23.3	12.8	125	459	11.6	3.0	63	677	23.5	4.5	127
18 - 34	28354	7880	30.9	27.8	88	2745	33.3	9.7	95	1579	40.0	5.6	114	934	32.5	3.3	93
18 - 49	48339	14050	55.0	29.1	92	4445	53.9	9.2	90	2773	70.3	5.7	118	1557	54.1	3.2	91
25 - 54	45008	13600	53.2	30.2	96	4330	52.5	9.6	94	2762	70.0	6.1	126	1436	49.9	3.2	90
35 - 49	19985	6170	24.2	30.9	98	1700	20.6	8.5	84	1195	30.3	6.0	123	623	21.7	3.1	88
50 OR OLDER	32647	11490	45.0	35.2	112	3803	46.1	11.6	114	1172	29.7	3.6	74	1319	45.8	4.0	114
GRADUATED COLLEGE	11155	3419	13.4	30.6	97	1006	12.2	9.0	89	826	20.9	7.4	152	*244	8.5	2.2	62
ATTENDED COLLEGE	13682	3789	14.8	27.7	88	1420	17.2	10.4	102	850	21.5	6.2	128	542	18.8	4.0	112
GRADUATED HIGH SCHOOL	33880	10852	42.5	32.0	102	3502	42.5	10.3	101	1596	40.5	4.7	97	1451	50.4	4.3	121
DID NOT GRADUATE HIGH SCHOOL	22270	7480	29.3	33.6	107	2319	28.1	10.4	102	673	17.1	3.0	62	640	22.2	2.9	81
EMPLOYED	40306	11815	46.3	29.3	93	3691	44.8	9.2	90	2373	60.2	5.9	121	1369	47.6	3.4	96
EMPLOYED FULL-TIME	32850	9609	37.6	29.3	93	3035	36.8	9.2	91	2074	52.6	6.3	130	1050	36.5	3.2	90
EMPLOYED PART-TIME	7456	2206	8.6	29.6	94	656	8.0	8.8	86	*299	7.6	4.0	82	*319	11.1	4.3	120
NOT EMPLOYED	40680	13726	53.7	33.7	107	4557	55.2	11.2	110	1573	39.9	3.9	79	1507	52.4	3.7	104
PROFESSIONAL/MANAGER	10392	3078	12.1	29.6	94	895	10.9	8.6	85	735	18.6	7.1	145	**278	9.7	2.7	75
TECH/CLERICAL/SALES	17574	4979	19.5	28.3	90	1645	19.9	9.4	92	1083	27.5	6.2	127	653	22.7	3.7	105
PRECISION/CRAFT	985	**205	0.8	20.8	66	**100	1.2	10.2	100	*660	1.5	6.1	125	**35	1.2	3.6	100
OTHER EMPLOYED	11354	3554	13.9	31.3	99	1052	12.8	9.3	91	495	12.5	4.4	89	*404	14.0	3.6	100
SINGLE	9863	3073	12.0	31.2	99	760	9.2	7.7	76	*341	8.6	3.5	71	*490	17.0	5.0	140
MARRIED	51375	15911	62.3	31.0	98	5278	64.0	10.3	101	2859	72.5	5.6	114	1582	55.0	3.1	87
DIVORCED/SEPARATED/WIDOWED	19748	6556	25.7	33.2	105	2210	26.8	11.2	110	746	18.9	3.8	78	805	28.0	4.1	115
PARENTS	32590	9466	37.1	29.0	92	3133	38.0	9.6	94	1849	46.9	5.7	116	1009	35.1	3.1	87
WHITE	70416	21780	85.3	30.9	98	6989	84.7	9.9	97	3633	92.1	5.2	106	2652	92.2	3.8	106
BLACK	8778	3253	12.7	37.1	118	1082	13.1	12.3	121	*252	6.4	2.9	59	*216	7.5	2.5	69
OTHER	1791	*507	2.0	28.3	90	**177	2.1	9.9	97	*660	1.5	3.4	69	**9	0.3	0.5	14
NORTHEAST-CENSUS	17786	7522	29.5	42.3	134	1550	18.8	8.7	86	942	23.9	5.3	109	1080	37.5	6.1	171
NORTH CENTRAL	20741	5680	22.2	27.4	87	2705	32.8	13.0	128	1328	33.7	6.4	131	650	22.6	3.1	88
SOUTH	27775	9395	36.8	33.8	107	2746	33.3	9.9	97	801	20.3	2.9	59	745	25.9	2.7	76
WEST	14683	2943	11.5	20.0	64	1248	15.1	8.5	83	874	22.2	6.0	122	*402	14.0	2.7	77
NORTHEAST-MKTG.	17961	7433	29.1	41.4	131	1347	16.3	7.5	74	981	24.9	5.5	112	1140	39.6	6.3	179
EAST CENTRAL	11885	4198	16.4	35.3	112	1319	16.0	11.1	109	695	17.6	5.8	120	*330	11.5	2.8	78
WEST CENTRAL	14090	3218	12.6	22.8	72	2036	24.7	14.4	142	850	21.5	6.0	124	*507	17.6	3.6	101
SOUTH	24081	8016	31.4	33.3	106	2607	31.6	10.8	106	647	16.4	2.7	55	*534	18.6	2.2	62
PACIFIC	12969	2675	10.5	20.6	65	939	11.4	7.2	71	772	19.6	6.0	122	*365	12.7	2.8	79
COUNTY SIZE A	32439	10687	41.8	32.9	104	2653	32.2	8.2	80	1650	41.8	5.1	104	1520	52.8	4.7	132
COUNTY SIZE B	24915	7766	30.4	31.2	99	2507	30.4	10.1	99	1269	32.2	5.1	105	786	27.3	3.2	89
COUNTY SIZE C	12930	4160	16.3	32.2	102	1475	17.9	11.4	112	534	13.5	4.1	85	*355	12.3	2.7	77
COUNTY SIZE D	10703	2928	11.5	27.4	87	1612	19.5	15.1	148	*494	12.5	4.6	95	**216	7.5	2.0	57
METRO CENTRAL CITY	24518	7900	30.9	32.2	102	2328	28.2	9.5	93	975	24.7	4.0	82	841	29.2	3.4	97
METRO SUBURBAN	35919	11305	44.3	31.5	100	3199	38.8	8.9	87	2100	53.2	5.8	120	1533	53.3	4.3	120
NON METRO	20549	6335	24.8	30.8	98	2721	33.0	13.2	130	871	22.1	4.2	87	*503	17.5	2.4	69
TOP 5 ADI'S	18341	6339	24.8	34.6	110	1412	17.1	7.7	76	953	24.2	5.2	107	921	32.0	5.0	141
TOP 10 ADI'S	25378	8342	32.7	32.9	104	1997	24.2	7.9	77	1346	34.1	5.3	109	1293	44.9	5.1	143
TOP 20 ADI'S	36488	11742	46.0	32.2	102	2946	35.7	8.1	79	1921	48.7	5.3	108	1657	57.6	4.5	128
HSGLD INC. \$50,000 OR MORE	6612	2244	8.8	33.9	108	*600	7.3	9.1	89	*358	9.1	5.4	111	**266	9.2	4.0	113
\$40,000 OR MORE	12659	4069	15.9	32.1	102	1197	14.5	9.5	93	795	20.2	6.3	129	*490	17.0	3.9	109
\$30,000 OR MORE	24698	7340	28.7	29.7	94	2280	27.6	9.2	91	1578	40.0	6.4	131	1020	35.5	4.1	116
\$25,000 OR MORE	32077	9575	37.5	29.9	95	2992	36.3	9.3	92	2189	55.5	6.8	140	1339	46.5	4.2	118
\$20,000 - \$24,999	9144	2876	11.3	31.5	100	1035	12.5	11.3	111	*369	9.4	4.0	83	*341	11.9	3.7	105
\$15,000 - \$19,999	8728	2465	9.7	28.2	90	763	9.3	8.7	86	*331	8.4	3.8	78	*279	9.7	3.2	90
\$10,000 - \$14,999	12562	4449	17.4	35.4	112	1486	18.0	11.8	116	557	14.1	4.4	91	*328	11.4	2.6	73
UNDER \$10,000	18475	6175	24.2	33.4	106	1973	23.9	10.7	105	500	12.7	2.7	56	590	20.5	3.2	90
HOUSEHOLD OF 1 PERSON	11987	3887	15.2	32.4	103	1222	14.8	10.2	100	477	12.1	4.0	82	399	13.9	3.3	94
2 PEOPLE	26577	8665	33.9	32.6	103	2578	31.3	9.7	95	1336	33.9	5.0	103	939	32.6	3.5	99
3 OR 4 PEOPLE	30617	9479	37.1	31.0	98	3072	37.2	10.0	99	1639	41.5	5.4	110	1015	35.3	3.3	93
5 OR MORE PEOPLE	11804	3509	13.7	29.7	94	1376	16.7	11.7	114	*493	12.5	4.2	86	*523	18.2	4.4	125
NO CHILD IN HSHLD	46165	15229	59.6	33.0	105	4728	57.3	10.2	101	2060	52.2	4.5	92	1721	59.8	3.7	105
CHILD(REN) UNDER 2 YRS	5325	1687	6.6	31.7	100	*630	7.6	11.8	116	*259	6.6	4.9	100	**101	3.5	1.9	53
2 - 5 YEARS	14221	4183	16.4	29.4	93	1768	21.4	12.4	122	613	15.5	4.3	88	*457	15.9	3.2	90
6 - 11 YEARS	15117	4860	19.0	32.1	102	1523	18.5	10.1	99	826	20.9	5.5	112	*477	16.6	3.2	89
12 - 17 YEARS	16611	4962	19.4	29.9	95	1648	20.0	9.9	97	937	23.8	5.6	116	*511	17.8	3.1	87
RESIDENCE OWNED	55884	17630	69.0	31.5	100	6136	74.4	11.0	108	2901	73.5	5.2	107	2087	72.5	3.7	105
VALUE: \$50,000 OR MORE	31744	9550	37.4	30.1	95	3161	38.3	10.0	98	1859	47.1	5.9	120	1550	53.9	4.9	137
VALUE: UNDER \$50,000	24140	8080	31.6	33.5	106	2975	36.1	12.3	121	1042	26.4	4.3	89	538	18.7	2.2	63

		TOTAL U.S. '000	A	B	C	D	CHORE GIRL/CHORE BOY				DOBIE				RESCUE/RESCUE II			
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	25540	100.0	31.5	100	8248	100.0	10.2	100	3945	100.0	4.9	100	2877	100.0	3.6	100
MAGAZINES	QUINTILE 1	15799	5089	19.9	32.2	102	1735	21.0	11.0	108	1090	27.6	6.9	142	580	20.2	3.7	103
	QUINTILE 2	17259	5579	21.8	32.3	103	1727	20.9	10.0	98	869	22.0	5.0	103	842	29.3	4.9	137
	QUINTILE 3	13545	4210	16.5	31.1	99	1544	18.7	11.4	112	773	19.6	5.7	117	416	14.5	3.1	86
	QUINTILE 4	15133	4656	18.2	30.8	98	1468	17.8	9.7	95	657	16.7	4.3	89	*471	16.4	3.1	88
	QUINTILE 5	19250	6006	23.5	31.2	99	1774	21.5	9.2	90	556	14.1	2.9	59	*567	19.7	2.9	83
NEWSPAPERS	QUINTILE 1	12413	4544	17.8	36.6	116	1267	15.4	10.2	100	738	18.7	5.9	122	*522	18.1	4.2	118
	QUINTILE 2	24116	7779	30.5	32.3	102	2381	28.9	9.9	97	1250	31.7	5.2	106	1041	36.2	4.3	122
	QUINTILE 3	11261	3631	14.2	32.2	102	1332	16.1	11.8	116	437	11.1	3.9	80	*408	14.2	3.6	100
	QUINTILE 4	20255	5802	22.7	28.6	91	1894	23.0	9.4	92	1092	27.7	5.4	111	651	22.6	3.2	90
	QUINTILE 5	12940	3784	14.8	29.2	93	1375	16.7	10.6	104	*428	10.8	3.3	68	*255	8.9	2.0	55
OUTDOOR	QUINTILE 1	14852	4472	17.5	30.1	95	1450	17.6	9.8	96	781	19.8	5.3	108	593	20.6	4.0	112
	QUINTILE 2	15725	4653	18.2	29.6	94	1608	19.5	10.2	100	772	19.6	4.9	101	510	17.7	3.2	91
	QUINTILE 3	16330	5482	21.5	33.6	106	1531	18.6	9.4	92	862	21.9	5.3	108	668	23.2	4.1	115
	QUINTILE 4	16744	5444	21.3	32.5	103	1561	18.9	9.3	92	815	20.7	4.9	100	539	18.7	3.2	91
	QUINTILE 5	17334	5489	21.5	31.7	100	2098	25.4	12.1	119	716	18.1	4.1	85	565	19.6	3.3	92
RADIO-DRIVE TIME	QUINTILE 1	15911	5065	19.8	31.8	101	1564	19.0	9.8	97	768	19.5	4.8	99	560	19.5	3.5	99
	QUINTILE 2	14837	4612	18.1	31.1	99	1417	17.2	9.6	94	826	20.9	5.6	114	*373	13.0	2.5	71
	QUINTILE 3	15339	4629	18.1	30.2	96	1757	21.3	11.5	112	766	19.4	5.0	103	*563	19.6	3.7	103
	QUINTILE 4	16723	5317	20.8	31.8	101	1624	19.7	9.7	95	841	21.3	5.0	103	557	19.4	3.3	94
	QUINTILE 5	18176	5917	23.2	32.6	103	1886	22.9	10.4	102	744	18.9	4.1	84	824	28.6	4.5	128
RADIO-MID- DAY	TERCILE 1	21020	6820	26.7	32.4	103	1959	23.8	9.3	92	951	24.1	4.5	93	792	27.5	3.8	106
	TERCILE 2	21610	7466	29.2	34.5	110	2439	29.6	11.3	111	1341	34.0	6.2	127	639	22.2	3.0	83
	TERCILE 3	38355	11254	44.1	29.3	93	3850	46.7	10.0	99	1653	41.9	4.3	88	1446	50.3	3.8	106
RADIO-TOTAL	QUINTILE 1	15988	4962	19.4	31.0	98	1498	18.2	9.4	92	752	19.1	4.7	97	550	19.1	3.4	97
	QUINTILE 2	15626	5215	20.4	33.4	106	1579	19.1	10.1	99	737	18.7	4.7	97	*436	15.2	2.8	79
	QUINTILE 3	16723	5113	20.0	30.6	97	1602	19.4	9.6	94	969	24.6	5.8	119	629	21.9	3.8	106
	QUINTILE 4	16342	5031	19.7	30.8	98	1919	23.3	11.7	115	815	20.7	5.0	102	728	25.3	4.5	125
	QUINTILE 5	16306	5218	20.4	32.0	101	1651	20.0	10.1	99	672	17.0	4.1	85	533	18.5	3.3	92
TV-PRIME TIME	QUINTILE 1	15953	5322	20.8	33.4	106	1753	21.3	11.0	108	626	15.9	3.9	81	718	25.0	4.5	127
	QUINTILE 2	16137	5150	20.2	31.9	101	1615	19.6	10.0	98	602	15.3	3.7	77	*464	16.1	2.9	81
	QUINTILE 3	16420	5597	21.9	34.1	108	1778	21.6	10.8	106	1111	28.2	6.8	139	593	20.6	3.6	102
	QUINTILE 4	16687	4881	19.1	29.3	93	1526	18.5	9.1	90	845	21.4	5.1	104	681	23.7	4.1	115
	QUINTILE 5	15789	4590	18.0	29.1	92	1576	19.1	10.0	98	762	19.3	4.8	99	420	14.6	2.7	75
TV-DAYTIME	TERCILE 1	27736	9369	36.7	33.8	107	3115	37.8	11.2	110	1001	25.4	3.6	74	944	32.8	3.4	96
	TERCILE 2	26489	8287	32.4	31.3	99	2496	30.3	9.4	93	1507	38.2	5.7	117	978	34.0	3.7	104
	TERCILE 3	26761	7884	30.9	29.5	93	2638	32.0	9.9	97	1437	36.4	5.4	110	954	33.2	3.6	100
TV-TOTAL	QUINTILE 1	16345	5536	21.7	33.9	107	1818	22.0	11.1	109	494	12.5	3.0	62	621	21.6	3.8	107
	QUINTILE 2	16447	5470	21.4	33.3	105	1762	21.4	10.7	105	669	17.0	4.1	84	518	18.0	3.1	89
	QUINTILE 3	15980	5184	20.3	32.4	103	1653	20.0	10.3	102	935	23.7	5.9	120	667	23.2	4.2	117
	QUINTILE 4	15887	4728	18.5	29.8	94	1420	17.2	8.9	88	998	25.3	6.3	129	641	22.3	4.0	114
	QUINTILE 5	16326	4622	18.1	28.3	90	1594	19.3	9.8	96	849	21.5	5.2	107	430	14.9	2.6	74
MAGAZINES-NEWSPAPERS: DUAL		20721	6938	27.2	33.5	106	2189	26.5	10.6	104	1252	31.7	6.0	124	986	34.3	4.8	134
MAGAZINE IMPERATIVE		19186	5705	22.3	29.7	94	2103	25.5	11.0	108	1134	28.7	5.9	121	661	23.0	3.4	97
NEWSPAPER IMPERATIVE		21899	7337	28.7	33.5	106	2196	26.6	10.0	98	977	24.8	4.5	92	806	28.0	3.7	104
MAGAZINES-OUTDOOR: DUAL		15451	5131	20.1	33.2	105	1458	17.7	9.4	93	962	24.4	6.2	128	678	23.6	4.4	124
MAGAZINE IMPERATIVE		25953	8205	32.1	31.6	100	2951	35.8	11.4	112	1545	39.2	6.0	122	1011	35.1	3.9	110
OUTDOOR IMPERATIVE		24400	7102	27.8	29.1	92	2398	29.1	9.8	96	1008	25.6	4.1	85	766	26.6	3.1	88
MAGAZINES-RADIO: DUAL		18049	5899	23.1	32.7	104	1922	23.3	10.6	105	984	24.9	5.5	112	590	20.5	3.3	92
MAGAZINE IMPERATIVE		23571	7392	28.9	31.4	99	2561	31.0	10.9	107	1529	38.8	6.5	133	1125	39.1	4.8	134
RADIO IMPERATIVE		23278	7161	28.0	30.8	98	2133	25.9	9.2	90	1000	25.3	4.3	88	615	21.4	2.6	74
MAGAZINES-TELEVISION: DUAL		15459	5164	20.2	33.4	106	1613	19.6	10.4	102	693	17.6	4.5	92	648	22.5	4.2	118
MAGAZINE IMPERATIVE		25829	7843	30.7	30.4	96	2716	32.9	10.5	103	1816	46.0	7.0	144	1034	35.9	4.0	113
TELEVISION IMPERATIVE		26039	8441	33.1	32.4	103	2707	32.8	10.4	102	873	22.1	3.4	69	777	27.0	3.0	84
NEWSPAPERS-OUTDOOR: DUAL		16605	5711	22.4	34.4	109	1728	21.0	10.4	102	894	22.7	5.4	111	656	22.8	4.0	111
NEWSPAPER IMPERATIVE		26834	8978	35.2	33.5	106	2701	32.7	10.1	99	1367	34.7	5.1	105	1178	40.9	4.4	124
OUTDOOR IMPERATIVE		23346	6525	25.5	27.9	89	2252	27.3	9.6	95	1073	27.2	4.6	94	794	27.6	3.4	96
NEWSPAPERS-RADIO: DUAL		17133	5900	23.1	34.4	109	1483	18.0	8.7	85	818	20.7	4.8	98	744	25.9	4.3	122
NEWSPAPER IMPERATIVE		25892	8406	32.9	32.5	103	2915	35.3	11.3	111	1422	36.0	5.5	113	1159	40.3	4.5	126
RADIO IMPERATIVE		23167	6657	26.1	28.7	91	2495	30.2	10.8	106	1104	28.0	4.8	98	551	19.2	2.4	67
NEWSPAPERS-TELEVISION: DUAL		17159	5982	23.4	34.9	111	1973	23.9	11.5	113	746	18.9	4.3	89	651	22.6	3.8	107
NEWSPAPER IMPERATIVE		26214	8476	33.2	32.3	103	2425	29.4	9.3	91	1554	39.4	5.9	122	1197	41.6	4.6	129
TELEVISION IMPERATIVE		23412	7298	28.6	31.2	99	2484	30.1	10.6	104	871	22.1	3.7	76	755	26.2	3.2	91
OUTDOOR-RADIO: DUAL		15303	4664	18.3	30.5	97	1379	16.7	9.0	88	815	20.7	5.3	109	486	16.9	3.2	89
OUTDOOR IMPERATIVE		24901	7775	30.4	31.2	99	2590	31.4	10.4	102	1257	31.9	5.0	104	1051	36.5		

	TOTAL U.S. '000	BRILLO				CHORE GIRL/CHORE BOY				DOBIE				RESCUE/RESCUE II			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	25540	100.0	31.5	100	8248	100.0	10.2	100	3945	100.0	4.9	100	2877	100.0	3.6	100
ATLANTIC MONTHLY	415	*161	0.6	38.8	123	**44	0.5	10.6	104	**45	1.1	10.8	223	**2	0.1	0.5	14
BARRON'S	453	**128	0.5	28.3	90	**22	0.3	4.9	48	**38	1.0	8.4	172	**24	0.8	5.3	149
BETTER HOMES & GARDENS	16256	5347	20.9	32.9	104	1760	21.3	10.8	106	873	22.1	5.4	110	607	21.1	3.7	105
BON APPETIT	2535	769	3.0	30.3	96	*179	2.2	7.1	69	*183	4.6	7.2	148	**102	3.5	4.0	113
BUSINESS WEEK	1278	411	1.6	32.2	102	**124	1.5	9.7	95	**35	0.9	2.7	56	**62	2.2	4.9	137
CAR AND DRIVER	378	**69	0.3	18.3	58	**46	0.6	12.2	119	**18	0.5	4.8	98	**28	1.0	7.4	209
CBS MAGAZINE NETWORK (GROSS)	1498	391	1.5	26.1	83	*159	1.9	10.6	104	**72	1.8	4.8	99	**36	1.3	2.4	68
CHANGING TIMES	1505	442	1.7	29.4	93	*204	2.5	13.6	133	**102	2.6	6.8	139	**51	1.8	3.4	95
COLONIAL HOMES	1231	427	1.7	34.7	110	*189	2.3	15.4	151	**80	2.0	6.5	133	**30	1.0	2.4	69
CONDE NAST MAG. PKG. (GROSS)	14146	4582	17.9	32.4	103	1228	14.9	8.7	85	880	22.3	6.2	128	676	23.5	4.8	135
CONSUMERS DIGEST	1323	430	1.7	32.5	103	*162	2.0	12.2	120	**95	2.4	7.2	147	*38	1.3	2.9	81
COSMOPOLITAN	7102	2249	8.8	31.7	100	627	7.6	8.8	87	413	10.5	5.8	119	*317	11.0	4.5	126
COUNTRY LIVING	2481	631	2.5	25.4	81	274	3.3	11.0	108	*142	3.6	5.7	117	**100	3.5	4.0	113
CUISINE	1472	485	1.9	32.9	104	*108	1.3	7.3	72	**76	1.9	5.2	106	**77	2.7	5.2	147
CYCLE WORLD	425	**88	0.3	20.7	66	**80	1.0	18.8	185	**39	1.0	9.2	188	**24	0.8	5.6	159
DCI:CREATIVE IDEAS FOR LIV	2510	834	3.3	33.2	105	317	3.8	12.6	124	**110	2.8	4.4	90	**24	0.8	1.0	27
DCI:CREAT IDEA/SO:LIV(GROSS)	6694	2363	9.3	35.3	112	668	8.1	10.0	98	284	7.2	4.2	87	*177	6.2	2.6	74
DISCOVER	894	272	1.1	30.4	96	**67	0.8	7.5	74	**72	1.8	8.1	165	**29	1.0	3.2	91
EBONY	3507	1312	5.1	37.4	119	548	6.6	15.6	153	*141	3.6	4.0	83	*79	2.7	2.3	63
ESQUIRE	1083	415	1.6	38.3	122	*143	1.7	13.2	130	**41	1.0	3.8	78	*116	0.6	1.5	42
ESSENCE	1830	694	2.7	37.9	120	274	3.3	15.0	147	*107	2.7	5.8	120	**46	1.6	2.5	71
FAMILY CIRCLE	15930	5174	20.3	32.5	103	1660	20.1	10.4	102	996	25.2	6.3	128	762	26.5	4.8	135
THE FAMILY HANDYMAN	1126	404	1.6	35.9	114	*218	2.6	19.4	190	**25	0.6	2.2	46	**65	2.3	5.8	162
FAMILY WEEKLY	11468	3528	13.8	30.8	98	1393	16.9	12.1	119	478	12.1	4.2	86	351	12.2	3.1	86
FIELD & STREAM	2234	728	2.9	32.6	103	*317	3.8	14.2	139	**101	2.6	4.5	93	**63	2.2	2.8	79
FOOD & WINE	579	266	1.0	45.9	146	**34	0.4	5.9	58	**9	0.2	1.6	32	**13	0.5	2.2	63
FORBES	728	261	1.0	35.9	114	**98	1.2	13.5	132	**70	1.8	9.6	197	**6	0.2	0.8	23
FORTUNE	906	306	1.2	33.8	107	**82	1.0	9.1	89	**66	1.7	7.3	150	**27	0.9	3.0	84
GENTLEMEN'S QUARTERLY	791	*200	0.8	25.3	80	**91	1.1	11.5	113	**55	1.4	7.0	143	**25	0.9	3.2	89
GLAMOUR	5265	1787	7.0	33.9	108	489	5.9	9.3	91	360	9.1	6.8	140	*230	8.0	4.4	123
GOLF DIGEST	636	*228	0.9	35.8	114	**62	0.8	9.7	96	**39	1.0	6.1	126	**34	1.2	5.3	150
GOLF DIGEST/TENNIS (GROSS)	1186	373	1.5	31.5	100	*134	1.6	11.3	111	**65	1.6	5.5	113	**44	1.5	3.7	104
GOLF MAGAZINE	441	**104	0.4	23.6	75	**52	0.6	11.8	116	**30	0.8	6.8	140	**45	1.6	10.2	287
GOLF MAGAZINE/SKI (GROSS)	922	257	1.0	27.9	88	**88	1.1	9.5	94	**48	1.2	5.2	107	**49	1.7	5.3	150
GOOD HOUSEKEEPING	16487	5389	21.1	32.7	104	1696	20.6	10.3	101	985	25.0	6.0	123	793	27.6	4.8	135
HARPER'S BAZAAR	2423	807	3.2	33.3	106	296	3.6	12.2	120	*91	2.3	3.8	77	**120	4.2	5.0	139
HEALTH	1994	655	2.6	32.8	104	*214	2.6	10.7	105	**111	2.8	5.6	114	**118	4.1	5.9	167
HEARST MAG CORP. BUY (GROSS)	44101	14002	54.8	31.7	101	4529	54.9	10.3	101	2471	62.6	6.6	115	1875	65.2	4.3	120
HEARST MAN POWER (GROSS)	1993	606	2.4	30.4	96	*218	2.6	10.9	107	*88	2.2	4.4	91	**67	2.3	3.4	95
HEARST WOMAN POWER (GROSS)	31274	10011	39.2	32.0	102	3096	37.5	9.9	97	1785	45.2	5.7	117	1416	49.2	4.5	127
HOUSE BEAUTIFUL	3623	1219	4.8	33.6	107	353	4.3	9.7	96	220	5.6	6.1	125	*115	4.0	3.2	89
INC.	283	**130	0.5	45.9	146	**15	0.2	5.3	52	**9	0.2	3.2	65	**8	0.3	2.8	80
JET	2928	1167	4.6	39.9	126	380	4.6	13.0	127	*126	3.2	4.3	88	**62	2.2	2.1	60
LADIES' HOME JOURNAL	11918	3860	15.1	32.4	103	1341	16.3	11.3	110	711	18.0	6.0	122	411	14.3	3.4	97
LHJ FAMILY GRP COMBO(GROSS)	16764	5396	21.1	32.2	102	1833	22.2	10.9	107	988	25.0	5.9	121	594	20.6	3.5	100
LIFE	4254	1361	5.3	32.0	101	493	6.0	11.6	114	260	6.6	6.1	125	*115	4.0	2.7	76
L.A. TIMES HOME MAGAZINE	1145	283	1.1	24.7	78	**82	1.0	7.2	70	**28	0.7	2.4	50	**44	1.5	3.8	108
MADMOISELLE	2884	946	3.7	32.8	104	*218	2.6	7.6	74	*154	3.9	5.3	110	**127	4.4	4.4	124
MC CALL'S	13460	4399	17.2	32.7	104	1514	18.4	11.2	110	782	19.8	5.8	119	519	18.0	3.9	109
MC CALL'S/WRK MOTHER (GROSS)	14606	4743	18.6	32.5	103	1667	20.2	11.4	112	836	21.2	5.7	118	565	19.6	3.9	109
MECHANIX ILLUSTRATED	772	274	1.1	35.5	113	**91	1.1	11.8	116	**35	0.9	4.5	93	**31	1.1	4.0	113
METROPOLITAN HOME	967	383	1.5	39.6	126	**92	1.1	9.5	93	**91	2.3	9.4	193	*330	1.0	3.1	87
MONEY	1588	576	2.3	36.3	115	*170	2.1	10.7	105	**105	2.7	6.6	136	**71	2.5	4.5	126
MOTHER EARTH NEWS	1002	*190	0.7	19.0	60	*103	1.2	10.3	101	**77	2.0	7.7	158	**49	1.7	4.9	138
MS.	825	282	1.1	34.2	108	**112	1.4	13.6	133	**49	1.2	5.9	122	**18	0.6	2.2	61
NATIONAL ENQUIRER	10336	3363	13.2	32.5	103	1085	13.2	10.5	103	422	10.7	4.1	84	341	11.9	3.3	93
NATIONAL GEOGRAPHIC	9597	3087	12.1	32.2	102	1043	12.6	10.9	107	758	19.2	7.9	162	236	8.2	2.5	69
NATIONAL SUNDAY MAGAZINE PKG	49558	16220	63.5	32.7	104	4936	59.8	10.0	98	2653	67.2	5.4	110	2066	71.8	4.2	117
NATURAL HISTORY	573	*172	0.7	30.0	95	**45	0.5	7.9	77	**45	1.1	7.9	161	**19	0.7	3.3	93
NEW WOMAN	1699	489	1.9	28.8	91	*141	1.7	8.3	81	*168	4.3	9.9	203	*94	3.3	5.5	156
NEW YORK INCLUDING CUE	443	227	0.9	51.2	162	**38	0.5	8.6	84	**32	0.8	7.2	148	**5	0.2	1.1	32
THE NEW YORKER	1270	466	1.8	36.7	116	*123	1.5	9.7	95	*117	3.0	9.2	189	**28	1.0	2.2	62
NEWSWEEK	6277	1993	7.8	31.8	101	729	8.8	11.6	114	459	11.6	7.3	150	251	8.7	4.0	113
THE N.Y. TIMES DAILY EDITION	1205	575	2.3	47.7	151	**93	1.1	7.7	76	*143	3.6	11.9	244	**109	3.8	9.0	255
THE N.Y. TIMES MAGAZINE	2081	908	3.6	43.6	138	*227	2.8	10.9	107	*163	4.1	7.8	161	*174	6.0	8.4	235
OMNI	788	*200	0.8	25.4	80	**95	1.2	12.1	118	**86	2.2	10.9	224	*111	0.4	1.4	39
ON CABLE	1158	256	1.0	22.1	70	*122	1.5	10.5	103	*100	2.5	8.6	177	*51	1.8	4.4	124
1001 HOME IDEAS	2852	881	3.4	30.9	98	278	3.4	9.7	96	*166	4.2	5.8	119	*65	2.3	2.3	64
ORGANIC GARDENING	1658	408	1.6	24.6	78	*211	2.6	12.7	125	*50	1.3	3.0	62	*81	2.8	4.9	138
OUTDOOR LIFE	896	*203	0.8	22.7	72	*140	1.7	15.6	153	*52	1.3	5.8	119	*25	0.9	2.8	79
PARADE MAGAZINE	24275	8326	32.6	34.3	109	2305	27.9	9.5	93	1385	35.1	5.7	117	1109	38.5	4.6	129

	TOTAL U.S. '000	BRILLO				CHORE GIRL/CHORE BOY				DOBIE				RESCUE/RESCUE II			
		A '000	B DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX
TOTAL FEMALE HOMEMAERS	80986	25540	100.0	31.5	100	8248	100.0	10.2	100	3945	100.0	4.9	100	2877	100.0	3.6	100
PARENTS	3845	1160	4.5	30.2	96	471	5.7	12.2	120	315	8.0	8.2	168	*150	5.2	3.9	110
PENTHOUSE	831	*197	0.8	23.7	75	*54	0.7	6.5	64	*23	0.6	2.8	57	*29	1.0	3.5	98
PEOPLE	11645	3576	14.0	30.7	97	1138	13.8	9.8	96	681	17.3	5.8	120	513	17.8	4.4	124
PLAYBOY	2006	537	2.1	26.8	85	*212	2.6	10.6	104	*93	2.4	4.6	95	*27	0.9	1.3	38
POPULAR HOT RODDING	297	*82	0.3	27.6	88	*21	0.3	7.1	69	*10	0.3	3.4	69	*15	0.5	5.1	142
POPULAR MECHANICS	1018	*307	1.2	30.2	96	*89	1.1	8.7	86	*22	0.6	2.2	44	*20	0.7	2.0	55
POPULAR SCIENCE	878	*186	0.7	21.2	67	*137	1.7	15.6	153	*36	0.9	4.1	84	*46	1.6	5.2	147
PREVENTION	3913	1373	5.4	35.1	111	597	7.2	15.3	150	283	7.2	7.2	148	*114	4.0	2.9	82
PSYCHOLOGY TODAY	1710	658	2.6	38.5	122	*183	2.2	10.7	105	*133	3.4	7.8	160	*60	2.1	3.5	99
READER'S DIGEST	22204	7186	28.1	32.4	103	2684	32.5	12.1	119	1241	31.5	5.6	115	973	33.8	4.4	123
REDBOOK	7684	2373	9.3	30.9	98	774	9.4	10.1	99	387	9.8	5.0	103	306	10.6	4.0	112
ROAD & TRACK	410	*98	0.4	23.9	76	*19	0.2	4.6	46	*29	0.7	7.1	145	*4	0.1	1.0	27
ROLLING STONE	969	379	1.5	39.1	124	*74	0.9	7.6	75	*84	2.1	8.7	178	*51	1.8	5.3	148
RUNNER'S WORLD	298	*87	0.3	29.2	93	*24	0.3	8.1	79	*21	0.5	7.0	145	*3	0.1	1.0	28
SATURDAY EVENING POST	1169	381	1.5	32.6	103	*131	1.6	11.2	110	*77	2.0	6.6	135	*40	1.4	3.4	96
SCIENCE 84	587	*206	0.8	35.1	111	*31	0.4	5.3	52	*66	1.7	11.2	231	*19	0.7	3.2	91
SCIENCE DIGEST	482	*150	0.6	31.1	99	*44	0.5	9.1	90	*35	0.9	7.3	149	*17	0.6	3.5	99
SCIENTIFIC AMERICAN	594	*104	0.4	17.5	56	*23	0.3	3.9	38	*40	1.0	6.7	138	*11	0.4	1.9	52
SELF	2089	590	2.3	28.2	90	*173	2.1	8.3	81	*85	2.2	4.1	84	*98	3.4	4.7	132
SEVENTEEN	2411	678	2.7	28.1	89	*247	3.0	10.2	101	*139	3.5	5.8	118	*119	4.1	4.9	139
SKI	480	*153	0.6	31.9	101	*36	0.4	7.5	74	*18	0.5	3.8	77	*4	0.1	0.8	23
SMITHSONIAN	2760	799	3.1	28.9	92	238	2.9	8.6	85	*236	6.0	8.6	176	*109	3.8	3.9	111
SOAP OPERA DIGEST	3013	1009	4.0	33.5	106	369	4.5	12.2	120	*167	4.2	5.5	114	*105	3.6	3.5	98
SOUTHERN LIVING	4184	1529	6.0	36.5	116	350	4.2	8.4	82	*174	4.4	4.2	85	*153	5.3	3.7	103
SPORT	559	*134	0.5	24.0	76	*125	1.5	22.4	220	*25	0.6	4.5	92	*2	0.1	0.4	10
THE SPORTING NEWS	436	*92	0.4	21.1	67	*86	1.0	19.7	194	*22	0.6	5.0	104	*11	0.4	2.5	71
SPORTS AFIELD	493	*149	0.6	30.2	96	*85	1.0	17.2	169	*31	0.8	6.3	129	*30	1.0	6.1	171
SPORTS ILLUSTRATED	2758	884	3.5	32.1	102	*205	2.5	7.4	73	*178	4.5	6.5	132	*91	3.2	3.3	93
STAR	7456	2791	10.9	37.4	119	745	9.0	10.0	98	302	7.7	4.1	83	322	11.2	4.3	122
SUNDAY	24936	8376	32.8	33.6	107	2181	26.4	8.7	86	1657	42.0	6.6	136	1165	40.5	4.7	132
SUNSET	2124	417	1.6	19.6	62	*207	2.5	9.7	96	*213	5.4	10.0	206	*47	1.6	2.2	62
TV GUIDE	21661	7120	27.9	32.9	104	2190	26.6	10.1	99	1117	28.3	5.2	106	806	28.0	3.7	105
TENNIS	550	*145	0.6	26.4	84	*72	0.9	13.1	129	*26	0.7	4.7	97	*11	0.4	2.0	56
TIME	8880	2899	11.4	32.6	104	752	9.1	8.5	83	555	14.1	6.3	128	408	14.2	4.6	129
TOWN & COUNTRY	917	275	1.1	30.0	95	*89	1.1	9.7	95	*66	1.7	7.2	148	*20	0.7	2.2	61
TRAVEL & LEISURE	972	367	1.4	37.8	120	*140	1.7	14.4	141	*56	1.4	5.8	118	*50	1.7	5.1	145
TRUE STORY	3356	1082	4.2	32.2	102	472	5.7	14.1	138	*139	3.5	4.1	85	*87	3.0	2.6	73
U.S. NEWS & WORLD REPORT	3410	1097	4.3	32.2	102	360	4.4	10.6	104	*179	4.5	5.2	108	*130	4.5	3.8	107
USA TODAY	1759	545	2.1	31.0	98	*212	2.6	12.1	118	*114	2.9	6.5	133	*44	1.5	2.5	70
US	1873	639	2.5	34.1	108	*223	2.7	11.9	117	*155	3.9	8.3	170	*64	2.2	3.4	96
VOGUE	3909	1259	4.9	32.2	102	349	4.2	8.9	88	283	7.2	7.2	149	*221	7.7	5.7	159
WALL STREET JOURNAL	1886	682	2.7	36.2	115	*236	2.9	12.5	123	*131	3.3	6.9	143	*59	2.1	3.1	88
WEIGHT WATCHERS	2120	751	2.9	35.4	112	*243	2.9	11.5	113	*93	2.4	4.4	90	*101	3.5	4.8	134
WOMAN'S DAY	14172	4834	18.9	34.1	108	1662	20.2	11.7	115	868	22.0	6.1	126	698	24.3	4.9	139
WORKING MOTHER	1146	344	1.3	30.0	95	*153	1.9	13.4	131	*54	1.4	4.7	97	*46	1.6	4.0	113
WORKING WOMAN	1322	464	1.8	35.1	111	*108	1.3	8.2	80	*49	1.2	3.7	76	*34	1.2	2.6	72
WORLD TENNIS	*163	*55	0.2	33.7	107	*16	0.2	9.8	96	*0	0.0	0.0	0	*7	0.2	4.3	121
ZIFF-DAVIS MAG NETWK (GROSS)	2532	718	2.8	28.4	90	274	3.3	10.8	106	*115	2.9	4.5	93	*89	3.1	3.5	99
BLAIR INSERTS	43657	14592	57.1	33.4	106	4177	50.6	9.6	94	2434	61.7	5.6	114	1931	67.1	4.4	125
DAILY NEWSPAPERS																	
READ ANY	51633	16779	65.7	32.5	103	5377	65.2	10.4	102	2625	66.5	5.1	104	1988	69.1	3.9	108
READ ONE	43463	13898	54.4	32.0	101	4470	54.2	10.3	101	2170	55.0	5.0	102	1651	57.4	3.8	107
READ TWO OR MORE	8170	2880	11.3	35.3	112	907	11.0	11.1	109	455	11.5	5.6	114	337	11.7	4.1	116
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	17311	67.8	32.9	104	5270	63.9	10.0	98	2783	70.5	5.3	108	2200	76.5	4.2	118
READ ONE	46126	14988	58.7	32.5	103	4554	55.2	9.9	97	2357	59.7	5.1	105	1867	64.9	4.0	114
READ TWO OR MORE	6552	2323	9.1	35.5	112	715	8.7	10.9	107	425	10.8	6.5	133	*333	11.6	5.1	143
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.53				27.23				27.98				29.35			
30 DAY REACH	71455	22464	88.0	31.4	100	7117	86.3	10.0	98	3574	90.6	5.0	103	2572	89.4	3.6	101
50 SHWG - 30 DAY AV FREQ	14.56	14.07				14.97				14.57				15.09			
30 DAY REACH	67742	21191	83.0	31.3	99	6483	78.6	9.6	94	3440	87.2	5.1	104	2501	86.9	3.7	104
25 SHWG - 30 DAY AV FREQ	7.94	7.61				8.05				7.82				8.38			
30 DAY REACH	62117	19553	76.6	31.5	100	6034	73.2	9.7	95	3167	80.3	5.1	105	2252	78.3	3.6	102
CABLE TV: HOME WIRED	32077	9985	39.1	31.1	99	3072	37.2	9.6	94	1583	40.1	4.9	101	1204	41.8	3.8	106
HOME NOT WIRED	48909	15555	60.9	31.8	101	5176	62.8	10.6	104	2362	59.9	4.8	99	1673	58.2	3.4	96
HAVE PAY CABLE	15935	5014	19.6	31.5	100	1386	16.8	8.7	85	981	24.9	6.2	126	690	24.0	4.3	122

	TOTAL U.S. '000	A '000	BRILLO B % ACROSS DOWN	C % ACROSS DOWN	D INDX	CHORE A '000	GIRL/CHORE B % ACROSS DOWN	BOY C % ACROSS DOWN	D INDX	DOBIE A '000	B % ACROSS DOWN	C % ACROSS DOWN	D INDX	RESCUE/RESCUE II A '000	B % ACROSS DOWN	C % ACROSS DOWN	D INDX
TOTAL FEMALE HOMEOWNERS	80986	25540	100.0	31.5	100	8248	100.0	10.2	100	3945	100.0	4.9	100	2877	100.0	3.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	13662	53.5	31.1	99	4361	52.9	9.9	97	2314	58.7	5.3	108	1482	51.5	3.4	95
10:00 AM - 3:00 PM	30659	10255	40.2	33.4	106	3082	37.4	10.1	99	1580	40.1	5.2	106	1049	36.5	3.4	96
3:00 PM - 7:00 PM	31045	9553	37.4	30.8	98	2931	35.5	9.4	93	1617	41.0	5.2	107	993	34.5	3.2	90
7:00 PM - MIDNIGHT	15767	4788	18.7	30.4	96	1377	16.7	8.7	86	812	20.6	5.1	106	629	21.9	4.0	112
MIDNIGHT - 6:00 AM	9120	2757	10.8	30.2	96	831	10.1	9.1	89	535	13.6	5.9	120	400	13.9	4.4	123
6:00 AM - MIDNIGHT	58527	18364	71.9	31.4	99	5837	70.8	10.0	98	3041	77.1	5.2	107	1981	68.9	3.4	95
ENTIRE DAY	59311	18568	72.7	31.3	99	5909	71.6	10.0	98	3078	78.0	5.2	107	2077	72.2	3.5	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5087	19.9	31.5	100	1900	23.0	11.7	115	941	23.9	5.8	119	511	17.8	3.2	89
ALL NEWS	2256	766	3.0	34.0	108	*180	2.2	8.0	78	*104	2.6	4.6	95	**62	2.2	2.7	77
AOR/PROGRESSIVE	3874	1024	4.0	26.4	84	290	3.5	7.5	74	330	8.4	8.5	175	**100	3.5	2.6	73
BEAUTIFUL MUSIC	5660	1808	7.1	31.9	101	480	5.8	8.5	83	251	6.4	4.4	91	262	9.1	4.6	130
BLACK	2204	837	3.3	38.0	120	275	3.3	12.5	123	**89	2.3	4.0	83	**50	1.7	2.3	64
CLASSICAL	1418	520	2.0	36.7	116	*163	2.0	11.5	113	**110	2.8	7.8	159	**12	0.4	0.8	24
CHR/ROCK	9538	3133	12.3	32.8	104	847	10.3	8.9	87	583	14.8	6.1	125	336	11.7	3.5	99
COUNTRY	12648	3863	15.1	30.5	97	1220	14.8	9.6	95	547	13.9	4.3	89	342	11.9	2.7	76
GOLDEN OLDIES	1191	352	1.4	29.6	94	**74	0.9	6.2	61	**22	0.6	1.8	38	**41	1.4	3.4	97
MOR/NOSTALGIA	4757	1353	5.3	28.4	90	393	4.8	8.3	81	*289	7.3	6.1	125	*216	7.5	4.5	128
NEWS/TALK	3863	1618	6.3	41.9	133	289	3.5	7.5	73	*277	7.0	7.2	147	*150	5.2	3.9	109
RELIGIOUS	3084	927	3.6	30.1	95	326	4.0	10.6	104	**150	3.8	4.9	100	**106	3.7	3.4	97
SOFT ROCK	521	*134	0.5	25.7	82	**50	0.6	9.6	94	**29	0.7	5.6	114	**38	1.3	7.3	205
URBAN CONTEMPORARY	1585	699	2.7	44.1	140	*107	1.3	6.8	66	**65	1.6	4.1	84	**64	2.2	4.0	114
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1159	4.5	35.5	113	343	4.2	10.5	103	*139	3.5	4.3	88	**143	5.0	4.4	123
ABC DIRECTION	2316	879	3.4	38.0	120	277	3.4	12.0	117	*159	4.0	6.9	141	*129	4.5	5.6	157
ABC ENTERTAINMENT	4834	1541	6.0	31.9	101	408	4.9	8.4	83	*252	6.4	5.2	107	*120	4.2	2.5	70
ABC FM	2202	783	3.1	35.6	113	*248	3.0	11.3	111	**91	2.3	4.1	85	**25	0.9	1.1	32
ABC INFORMATION	5425	1720	6.7	31.7	101	562	6.8	10.4	102	347	8.8	6.4	131	*214	7.4	3.9	111
ABC ROCK	1677	555	2.2	33.1	105	**119	1.4	7.1	70	*150	3.8	8.9	184	*75	2.6	4.5	126
CBS	4430	1346	5.3	30.4	96	373	4.5	8.4	83	295	7.5	6.7	137	*103	3.6	2.3	65
MUTUAL	4992	1979	7.7	39.6	126	502	6.1	10.1	99	262	6.6	5.2	108	*183	6.4	3.7	103
NBC	4679	1735	6.8	37.1	118	526	6.4	11.2	110	290	7.4	6.2	127	**101	3.5	2.2	61
RADIORADIO	1994	682	2.7	34.2	108	*161	2.0	8.1	79	**119	3.0	6.0	123	**72	2.5	3.6	102
RKO ONE	2298	636	2.5	27.7	88	*151	1.8	6.6	65	*152	3.9	6.6	136	**89	3.1	3.9	109
RKO TWO	3311	1067	4.2	32.2	102	294	3.6	8.9	87	*201	5.1	6.1	125	**99	3.4	3.0	84
THE SOURCE	2114	611	2.4	28.9	92	*141	1.7	6.7	65	**126	3.2	6.0	122	**68	2.4	3.2	91
NON-WIRED: BLAIR	8654	2609	10.2	30.1	96	969	11.7	11.2	110	497	12.6	5.7	118	336	11.7	3.9	109
INTERNET	12025	4025	15.8	33.5	106	1100	13.3	9.1	90	841	21.3	7.0	144	366	12.7	3.0	86
KATZ RADIO GROUP	15359	4946	19.4	32.2	102	1262	15.3	8.2	81	922	23.4	6.0	123	539	18.7	3.5	99
SUPERNET	10628	3284	12.9	30.9	98	1052	12.8	9.9	97	611	15.5	5.7	118	358	12.4	3.4	95
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2760	10.8	31.9	101	921	11.2	10.6	104	297	7.5	3.4	70	331	11.5	3.8	108
WKDAY 9:00 AM - 1:00 PM	12163	4014	15.7	33.0	105	1354	16.4	11.1	109	414	10.5	3.4	70	412	14.3	3.4	95
WKDAY 1:00 PM - 4:30 PM	16150	5482	21.5	33.9	108	1838	22.3	11.4	112	608	15.4	3.8	77	552	19.2	3.4	96
WKDAY 4:30 PM - 7:30 PM	22463	7380	28.9	32.9	104	2343	28.4	10.4	102	967	24.5	4.3	88	859	29.9	3.8	108
WKDAY 7:30 PM - 8:00 PM	31795	10400	40.7	32.7	104	3389	41.1	10.7	105	1493	37.8	4.7	96	1253	43.6	3.9	111
WKDAY 11:00 PM - 11:30 PM	23977	7852	30.7	32.7	104	2559	31.0	10.7	105	1110	28.1	4.6	95	912	31.7	3.8	107
WKDAY 11:30 PM - 1:00 AM	7703	2506	9.8	32.5	103	877	10.6	11.4	112	349	8.8	4.5	93	300	10.4	3.9	110
M-SAT 8-11 PM-SUN 7-11 PM	33800	10954	42.9	32.4	103	3509	42.5	10.4	102	1566	39.7	4.6	95	1282	44.6	3.8	107
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2373	9.3	36.3	115	704	8.5	10.8	106	327	8.3	5.0	103	191	6.6	2.9	82
ANOTHER WORLD	N 4620	1633	6.4	35.3	112	513	6.2	11.1	109	148	3.8	3.2	66	*105	3.6	2.3	64
AS THE WORLD TURNS	C 5614	1831	7.2	32.6	103	792	9.6	14.1	139	143	3.6	2.5	52	172	6.0	3.1	86
CAPITOL	C 3396	1239	4.9	36.5	116	488	5.9	14.4	141	107	2.7	3.2	65	*98	3.4	2.9	81
CBS MORN. NEWS 1	C 1446	477	1.9	33.0	105	168	2.0	11.6	114	*42	1.1	2.9	60	*48	1.7	3.3	93
CBS MORN. NEWS 2	C 1207	363	1.4	30.1	95	87	1.1	7.2	71	**31	0.8	2.6	53	*49	1.7	4.1	114
DAYS OF OUR LIVES	N 5877	1976	7.7	33.6	107	683	8.3	11.6	114	211	5.3	3.6	74	175	6.1	3.0	84
FACTS OF LIFE - DAYTIME	N 2290	742	2.9	32.4	103	285	3.5	12.4	122	*77	2.0	3.4	69	*51	1.8	2.2	63
FAMILY FEUD	A 3023	873	3.4	28.9	92	364	4.4	12.0	118	*77	2.0	2.5	52	*98	3.4	3.2	91
GENERAL HOSPITAL	A 6097	2056	8.1	33.7	107	669	8.1	11.0	108	219	5.6	3.6	74	249	8.7	4.1	115
GOOD MORNING, AMERICA-730 A	A 3515	1105	4.3	31.4	100	383	4.6	10.9	107	101	2.6	2.9	59	117	4.1	3.3	94
GOOD MORNING, AMERICA-830 A	A 2818	942	3.7	33.4	106	280	3.4	9.9	98	91	2.3	3.2	66	124	4.3	4.4	124
GUIDING LIGHT	C 5339	1903	7.5	35.6	113	697	8.5	13.1	128	186	4.7	3.5	72	183	6.4	3.4	96
ONE LIFE TO LIVE	A 4478	1493	5.8	33.3	106	488	5.9	10.9	107	140	3.5	3.1	64	161	5.6	3.6	101
PRESS YOUR LUCK	C 2244	829	3.2	36.9	117	240	2.9	10.7	105	*94	2.4	4.2	86	*83	2.9	3.7	104
PRICE IS RIGHT 1	C 4348	1490	5.8	34.3	109	483	5.9	11.1	109	180	4.6	4.1	85	116	4.0	2.7	75
PRICE IS RIGHT 2	C 5014	1784	7.0	35.6	113	597	7.2	11.9	117	198	5.0	3.9	81	137	4.8	2.7	77
RYAN'S HOPE	A 3150	1147	4.5	36.4	115	287	3.5	9.1	89	150	3.8	4.8	98	*145	5.0	4.6	130
SALE OF THE CENTURY	N 2695	909	3.6	33.7	107	355	4.3	13.2	129	*107	2.7	4.0	82	*47	1.6	1.7	49
SEARCH FOR TOMORROW	N 2319	887	3.5	38.2	121	282	3.4	12.2	119	**28	0.7	1.2	25	**42	1.5	1.8	51
TODAY SHOW 1	N 2693	902	3.5	33.5	106	316	3.8	11.7	115	*85	2.2	3.2	65	159	5.5	5.9	166
TODAY SHOW 2	N 2498	814	3.2	32.6	103	313	3.8	12.5	123	*79	2.0	3.2	65	116	4.0	4.6	131
\$25,000 PYRAMID	C 2753	1041	4.1	37.8	120	279	3.4	10.1	100	*79	2.0	2.9	59	*83	2.9	3.0	85
WHEEL OF FORTUNE	N 4388	1483	5.8	33.8	107	552	6.7	12.6	124	136	3.4	3.1	64	119	4.1	2.7	76
YOUNG AND THE RESTLESS	C 5695	1951	7.6	34.3	109	718	8.7	12.6	124	151	3.8	2.7	54	141	4.9	2.5	70
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A 1760	599	2.3	34.0	108	233	2.8	13.2	130	*86	2.2	4.9	100	*67	2.3	3.8	107
NBA PLAYOFF GAME																	

		TOTAL	BRILLO				CHORE GIRL/CHORE BOY				DOBIE				RESCUE/RESCUE II			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	25540	100.0	31.5	100	8248	100.0	10.2	100	3945	100.0	4.9	100	2877	100.0	3.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	8585	33.6	32.9	104	2549	34.5	10.9	107	1061	26.9	4.1	84	1025	35.6	3.9	111
NETWORK AFFILIATES - LATE		20261	6559	25.7	32.4	103	2265	27.5	11.2	110	941	23.9	4.6	95	776	27.0	3.8	108
INDEPENDENTS - LATE		2076	668	2.6	32.2	102	153	1.9	7.4	72	83	2.1	4.0	82	*106	3.7	5.1	144
TV EVENING NTMK 6 PM - 2 AM																		
A TEAM		N 10453	3653	14.3	34.9	111	1093	13.3	10.5	103	469	11.9	4.5	92	314	10.9	3.0	85
ABC MONDAY NIGHT MOVIE		A 6412	1977	7.7	30.8	98	711	8.6	11.1	109	277	7.0	4.3	89	*179	6.2	2.8	79
ABC SUNDAY NIGHT MOVIE		A 12407	3819	15.0	30.8	98	1302	15.8	10.5	103	454	11.5	3.7	75	545	18.9	4.4	124
ABC WORLD NEWS TONIGHT		A 6176	2045	8.0	33.1	105	721	8.7	11.7	115	213	5.4	3.4	71	310	10.8	5.0	141
AFTERMASH		C 5863	1902	7.4	32.4	103	723	8.8	12.3	121	*279	7.1	4.8	98	*219	7.6	3.7	105
ALICE		C 9594	3189	12.5	33.2	105	1141	13.8	11.9	117	407	10.3	4.2	87	304	10.6	3.2	89
AMERICAN PARADE		C 6622	2054	8.0	31.0	98	696	8.4	10.5	103	336	8.5	5.1	104	407	14.1	6.1	173
BENSON		A 10886	3366	13.2	30.9	98	1116	13.5	10.3	101	595	15.1	5.5	112	506	17.6	4.6	131
BLUE THUNDER		A 5036	1729	6.8	34.3	109	594	7.2	11.8	116	266	6.7	5.3	108	*227	7.9	4.5	127
CAGNEY & LACEY		C 9965	3172	12.4	31.8	101	1172	14.2	11.8	115	578	14.7	5.8	119	346	12.0	3.5	98
CBS EVENING NEWS-DEAN		C 3491	1211	4.7	34.7	110	499	6.0	14.3	140	*189	4.8	5.4	111	*140	4.9	4.0	113
CBS EVENING NEWS-RATHER		C 7123	2402	9.4	33.7	107	766	9.3	10.8	106	338	8.6	4.7	97	282	9.8	4.0	111
CBS SAT. NEWS-SCHIEFFER		C 3621	1265	5.0	34.9	111	340	4.1	9.4	92	130	3.3	3.6	74	188	6.5	5.2	146
CBS SATURDAY NIGHT MOVIE		C 5436	1825	7.1	33.6	106	586	7.1	10.8	106	255	6.5	4.7	96	217	7.5	4.0	112
CBS WEDNESDAY NIGHT MOVIE		C 6100	1833	7.2	30.0	95	760	9.2	12.5	122	247	6.3	4.0	83	196	6.8	3.2	90
CHEERS		N 8889	2880	11.3	32.4	103	804	9.7	9.0	89	612	15.5	6.9	141	327	11.4	3.7	104
DALLAS		C 22109	7429	29.1	33.6	107	2401	29.1	10.9	107	1095	27.8	5.0	102	915	31.8	4.1	116
DIFF'RENT STROKES		N 6940	2475	9.7	35.7	113	792	9.6	11.4	112	258	6.5	3.7	76	*182	6.3	2.6	74
DOUBLE TROUBLE		N 7223	2245	8.8	31.1	99	617	7.5	8.5	84	374	9.5	5.2	106	*165	5.7	2.3	64
DUCK FACTORY		N 5595	1844	7.2	33.0	105	567	6.9	10.1	100	380	9.6	6.8	139	*255	8.9	4.6	128
DUKES OF HAZZARD		C 5768	2105	8.2	36.5	116	800	9.7	13.9	136	179	4.5	3.1	64	*175	6.1	3.0	85
DYNASTY		A 20053	6680	26.2	33.3	106	2165	26.2	10.8	106	874	22.2	4.4	89	692	24.1	3.5	97
FACTS OF LIFE		N 8087	2613	10.2	32.3	102	763	9.3	9.4	93	439	11.1	5.4	111	*246	8.6	3.0	86
FALCON CREST		C 20046	6641	26.0	33.1	105	2366	28.7	11.8	116	869	22.0	4.3	89	866	30.1	4.3	122
FALL GUY		A 9084	3089	12.1	34.0	108	1102	13.4	12.1	119	377	9.6	4.2	85	290	10.1	3.2	90
FAMILY TIES		N 7964	2421	9.5	30.4	96	912	11.1	11.5	112	450	11.4	5.7	116	287	10.0	3.6	101
FANTASY ISLAND		A 7687	2398	9.4	31.2	99	792	9.6	10.3	101	304	7.7	4.0	81	337	11.7	4.4	123
FOULUPS,BLEEPES & BLUNDERS		A 8861	2713	10.6	30.6	97	885	10.7	10.0	98	374	9.5	4.2	87	*186	6.5	2.1	59
FOUR SEASONS		C 5095	1668	6.5	32.7	104	572	6.9	11.2	110	*258	6.5	5.1	104	*205	7.1	4.0	113
GIMME A BREAK		N 8838	2888	11.3	32.7	104	915	11.1	10.4	102	429	10.9	4.9	100	306	10.6	3.5	97
HART TO HART		A 8978	2810	11.0	31.3	99	1034	12.5	11.5	113	398	10.1	4.4	91	301	10.5	3.4	94
HILL STREET BLUES		N 8590	2761	10.8	32.1	102	729	8.8	8.5	83	510	12.9	5.9	122	329	11.4	3.8	108
HOTEL		A 14085	4675	18.3	33.2	105	1604	19.4	11.4	112	626	15.9	4.4	91	508	17.7	3.6	102
JEFFERSONS		C 9360	3137	12.3	33.5	106	1096	13.3	11.7	115	479	12.1	5.1	105	290	10.1	3.1	87
JENNIFER SLEPT HERE		N 5841	1964	7.7	33.6	107	591	7.2	10.1	99	273	6.9	4.7	96	*156	5.4	2.7	75
KATE & ALLIE		C 9206	2979	11.7	32.4	103	1013	12.3	11.0	108	495	12.5	5.4	110	382	13.3	4.1	117
KNIGHT RIDER		N 7076	2186	8.6	30.9	98	700	8.5	9.9	97	283	7.2	4.0	82	*246	8.6	3.5	98
LOVE BOAT		A 12219	3929	15.4	32.2	102	1264	15.3	10.3	102	611	15.5	5.0	103	482	16.8	3.9	111
MAGNUM PI		C 11199	3761	14.7	33.6	106	1342	16.3	12.0	118	468	11.9	4.2	86	421	14.6	3.8	106
MAMA'S FAMILY		N 6057	2264	8.9	37.4	119	669	8.1	11.0	108	296	7.5	4.9	100	*227	7.9	3.7	105
MASTER, THE		N 3598	1259	4.9	35.0	111	377	4.6	10.5	103	*142	3.6	3.9	81	**120	4.2	3.3	94
MATT HOUSTON		A 6344	2036	8.0	32.1	102	684	8.3	10.8	106	272	6.9	4.3	88	256	8.9	4.0	114
NBC MONDAY NIGHT MOVIE		N 11994	3604	14.1	30.0	95	1175	14.2	9.8	96	521	13.2	4.3	89	449	15.6	3.7	105
NBC NIGHTLY NEWS		N 5132	1738	6.8	33.9	107	538	6.5	10.5	103	179	4.5	3.5	72	174	6.0	3.4	95
NBC NIGHTLY NEWS-SAT		N 3375	1080	4.2	32.0	101	384	4.7	11.4	112	*113	2.9	3.3	69	*157	5.5	4.7	131
NBC NIGHTLY NEWS-SUN		N 3130	1035	4.1	33.1	105	363	4.4	11.6	114	*141	3.6	4.5	92	*208	7.2	6.6	187
NBC SUNDAY NIGHT MOVIE		N 8284	2643	10.3	31.9	101	759	9.2	9.2	90	445	11.3	5.4	110	*241	8.4	2.9	82
NEWHART		C 9240	2988	11.7	32.3	103	1082	13.1	11.7	115	538	13.6	5.8	120	359	12.5	3.9	109
ONE DAY AT A TIME		C 7288	2159	8.5	29.6	94	839	10.2	11.5	113	402	10.2	5.5	113	*180	6.3	2.5	70
PEOPLE ARE FUNNY		N 4855	1601	6.3	33.0	105	588	7.1	12.1	119	*186	4.7	3.8	79	*138	4.8	2.8	80
REAL PEOPLE		N 8869	2931	11.5	33.0	105	810	9.8	9.1	90	416	10.5	4.7	96	303	10.5	3.4	96
REMINGTON STEELE		N 7743	2596	10.2	33.5	106	677	8.2	8.7	86	344	8.7	4.4	91	269	9.4	3.5	98
RIPLEY'S BELIEVE IT - NOT		A 5345	1760	6.9	32.9	104	674	8.2	12.6	124	241	6.1	4.5	93	*186	6.5	3.5	98
RIPTIDE		N 6988	2503	9.8	35.8	114	770	9.3	11.0	108	329	8.3	4.7	97	*214	7.4	3.1	86
SCARECROW & MRS. KING		C 10002	3288	12.9	32.9	104	1240	15.0	12.4	122	516	13.1	5.2	106	350	12.2	3.5	99
SIMON & SIMON		C 10638	3667	14.4	34.5	109	1366	16.6	12.8	126	581	14.7	5.5	112	309	10.7	2.9	82
60 MINUTES		C 13293	4293	16.8	32.3	102	1647	20.0	12.4	122	712	18.0	5.4	110	621	21.6	4.7	132
ST. ELSEWHERE		N 7017	2265	8.9	32.3	102	676	8.2	9.6	95	493	12.5	7.0	144	278	9.7	4.0	112

	TOTAL U.S. '000	SCOTCH BRITE/ SCRUB 'N SPONGE				SCRUNGE				S.O.S.				TUFFY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	6450	100.0	8.0	100	3848	100.0	4.8	100	33971	100.0	41.9	100	4503	100.0	5.4	100
18 - 24	9282	*429	6.7	4.6	58	701	18.2	7.6	159	3360	9.9	36.2	86	*317	7.0	3.4	61
25 - 34	19072	1988	30.8	10.4	131	1268	33.0	6.6	140	7564	22.3	39.7	95	882	19.6	4.6	83
35 - 44	14591	1123	17.4	7.7	97	599	15.6	4.1	86	6317	18.6	43.3	103	747	16.6	5.1	92
45 - 54	11345	803	12.4	7.1	89	*408	10.6	3.6	76	5030	14.8	44.3	106	1008	22.4	8.9	160
55 - 64	11635	1111	17.2	9.5	120	*498	12.9	4.3	90	5157	15.2	44.3	106	802	17.8	6.9	124
65 OR OLDER	15061	996	15.4	6.6	83	*374	9.7	2.5	52	6544	19.3	43.4	104	747	16.6	5.0	89
18 - 34	28354	2417	37.5	8.5	107	1969	51.2	6.9	146	10923	32.2	38.5	92	1199	26.6	4.2	76
18 - 49	48339	3987	61.8	8.2	104	2761	71.8	5.7	120	19610	57.7	40.6	97	2403	53.4	5.0	89
25 - 54	45008	3915	60.7	8.7	109	2275	59.1	5.1	106	18910	55.7	42.0	100	2637	58.6	5.9	105
35 - 49	19985	1571	24.4	7.9	99	792	20.6	4.0	83	8687	25.6	43.5	104	1204	26.7	6.0	108
50 OR OLDER	32647	2462	38.2	7.5	95	1087	28.2	3.3	70	14361	42.3	44.0	105	2100	46.6	6.4	116
GRADUATED COLLEGE	11155	1196	18.5	10.7	135	648	16.8	5.8	122	4248	12.5	38.1	91	687	15.3	6.2	111
ATTENDED COLLEGE	13682	1352	21.0	9.9	124	755	19.6	5.5	116	6174	18.2	45.1	108	829	18.4	6.1	109
GRADUATED HIGH SCHOOL	33880	2502	38.8	7.4	93	1715	44.6	5.1	107	14682	43.2	43.3	103	2071	46.0	6.1	110
DID NOT GRADUATE HIGH SCHOOL	22270	1401	21.7	6.3	79	730	19.0	3.3	69	8866	26.1	39.8	95	916	20.3	4.1	74
EMPLOYED	40306	3489	54.1	8.7	109	2298	59.7	5.7	120	17019	50.1	42.2	101	2374	52.7	5.9	106
EMPLOYED FULL-TIME	32850	2975	46.1	9.1	114	1867	48.5	5.7	120	13665	40.2	41.6	99	2069	45.9	6.3	113
EMPLOYED PART-TIME	7456	514	8.0	6.9	87	*432	11.2	5.8	122	3354	9.9	45.0	107	*306	6.8	4.1	74
NOT EMPLOYED	40680	2961	45.9	7.3	91	1550	40.3	3.8	80	16952	49.9	41.7	99	2129	47.3	5.2	94
PROFESSIONAL/MANAGER	10392	1113	17.3	10.7	134	*477	12.4	4.6	97	4221	12.4	40.6	97	725	16.1	7.0	125
TECH/CLERICAL/SALES	17574	1418	22.0	8.1	101	1171	30.4	6.7	140	7787	22.9	44.3	106	1010	22.4	5.7	103
PRECISION/CRAFT	985	**105	1.6	10.7	134	**97	2.5	9.8	207	*457	1.3	46.4	111	**56	1.2	5.7	102
OTHER EMPLOYED	11354	852	13.2	7.5	94	553	14.4	4.9	103	4554	13.4	40.1	96	*583	12.9	5.1	92
SINGLE	9863	551	8.5	5.6	70	635	16.5	6.4	136	3863	11.4	39.2	93	451	10.0	4.6	82
MARRIED	51375	4550	70.5	8.9	111	2513	65.3	4.9	103	22006	64.8	42.8	102	2936	65.2	5.7	103
DIVORCED/SEPARATED/WIDOWED	19748	1348	20.9	6.8	86	700	18.2	3.5	75	8102	23.8	41.0	98	1116	24.8	5.7	102
PARENTS	32590	2839	44.0	8.7	109	1832	47.6	5.6	118	13676	40.3	42.0	100	1731	38.4	5.3	96
WHITE	70416	5922	91.8	8.4	106	3479	90.4	4.9	104	30301	89.2	43.0	103	4062	90.2	5.8	104
BLACK	8778	*253	3.9	2.9	36	*315	8.2	3.6	76	3036	8.9	34.6	82	*346	7.7	3.9	71
OTHER	1791	**274	4.2	15.3	192	**54	1.4	3.0	63	*634	1.9	35.4	84	**95	2.1	5.3	95
NORTHEAST-CENSUS	17786	996	15.4	5.6	70	1133	29.4	6.4	134	8463	24.9	47.6	113	613	13.6	3.4	62
EAST CENTRAL	20741	1829	28.4	8.8	111	930	24.2	4.5	94	8964	26.4	43.2	103	1080	24.0	5.2	94
SOUTH	27775	1388	21.5	5.0	63	1294	33.6	4.7	98	9794	28.8	35.3	84	1952	43.3	7.0	126
WEST	14683	2237	34.7	15.2	191	*492	12.8	3.4	71	6750	19.9	46.0	110	858	19.1	5.8	105
NORTHEAST-MKTG.	17961	1101	17.1	6.1	77	1168	30.4	6.5	137	8023	23.6	44.7	106	653	14.5	3.6	65
EAST CENTRAL	11885	635	9.8	5.3	67	559	14.5	4.7	99	5124	15.1	43.1	103	526	11.7	4.4	80
WEST CENTRAL	14090	1508	23.4	10.7	134	593	15.4	4.2	89	6167	18.2	43.8	104	807	17.9	5.7	103
SOUTH	24081	1199	18.6	5.0	63	1094	28.4	4.5	96	8752	25.8	36.3	87	1752	38.9	7.3	131
PACIFIC	12969	2008	31.1	15.5	194	*435	11.3	3.4	71	5906	17.4	45.5	109	765	17.0	5.9	106
COUNTY SIZE A	32439	2778	43.1	8.6	108	1643	42.7	5.1	107	13488	39.7	41.6	99	1984	44.1	6.1	110
COUNTY SIZE B	24915	1770	27.4	7.1	89	1311	34.1	5.3	111	10840	31.9	43.5	104	1441	32.0	5.8	104
COUNTY SIZE C	12930	1090	16.9	8.4	106	568	14.8	4.4	92	5523	16.3	42.7	102	646	14.3	5.0	90
COUNTY SIZE D	10703	812	12.6	7.6	95	*326	8.5	3.0	64	4121	12.1	38.5	92	*433	9.6	4.0	73
METRO CENTRAL CITY	24518	1786	27.7	7.3	91	1299	33.8	5.3	112	9781	28.8	39.9	95	1330	29.5	5.4	98
METRO SUBURBAN	35919	3078	47.7	8.6	108	1743	45.3	4.9	102	15803	46.5	44.0	105	2234	49.6	6.2	112
NON METRO	20549	1586	24.6	7.7	97	806	20.9	3.9	83	8387	24.7	40.8	97	939	20.9	4.6	82
TOP 5 ADI'S	18341	1616	25.1	8.8	111	990	25.7	5.4	114	8180	24.1	44.6	106	866	19.2	4.7	85
TOP 10 ADI'S	25378	2177	33.8	8.6	108	1519	39.5	6.0	126	10615	31.2	41.8	100	1636	36.3	6.4	116
TOP 20 ADI'S	36488	3349	51.9	9.2	115	1956	50.8	5.4	113	15255	44.9	41.8	100	2164	48.1	5.9	107
HSGLD INC. \$50,000 OR MORE	6612	*640	9.9	9.7	122	**305	7.9	4.6	97	3224	9.5	48.8	116	*379	8.4	5.7	103
\$40,000 OR MORE	12659	1211	18.8	9.6	120	*676	17.6	5.3	112	5935	17.5	46.9	112	830	18.4	6.6	118
\$30,000 OR MORE	24698	2208	34.2	8.9	112	1421	36.9	5.8	121	11282	33.2	45.7	109	1715	38.1	6.9	125
\$25,000 OR MORE	32077	2913	45.2	9.1	114	1914	49.7	6.0	126	14421	42.5	45.0	107	2093	46.5	6.5	117
\$20,000 - \$24,999	9144	717	11.1	7.8	98	*479	12.4	5.2	110	3535	10.4	38.7	92	*511	11.3	5.6	101
\$15,000 - \$19,999	8728	667	10.3	7.6	96	*424	11.0	4.9	102	3828	11.3	43.9	105	*556	12.3	6.4	115
\$10,000 - \$14,999	12562	1175	18.2	9.4	117	474	12.3	3.8	79	5291	15.6	42.1	100	564	12.5	4.5	81
UNDER \$10,000	18475	977	15.1	5.3	66	557	14.5	3.0	63	6897	20.3	37.3	89	778	17.3	4.2	76
HOUSEHOLD OF 1 PERSON	11987	739	11.5	6.2	77	354	9.2	3.0	62	5036	14.8	42.0	100	638	14.2	5.3	96
2 PEOPLE	26577	2228	34.5	8.4	105	1151	29.9	4.3	91	11091	32.6	41.7	99	1568	34.8	5.9	106
3 OR 4 PEOPLE	30617	2405	37.3	7.9	99	1893	49.2	6.2	130	12734	37.5	41.6	99	1677	37.2	5.5	99
5 OR MORE PEOPLE	11804	1079	16.7	9.1	115	*450	11.7	3.8	80	5110	15.0	43.3	103	*620	13.8	5.3	94
NO CHILD IN HSHLD	46165	3434	53.2	7.4	93	1942	50.5	4.2	89	19317	56.9	41.8	100	2625	58.3	5.7	102
CHILD(REN) UNDER 2 YRS	5325	*397	6.2	7.5	94	**204	5.3	3.8	81	2093	6.2	39.3	94	**153	3.4	2.9	52
2 - 5 YEARS	14221	1486	23.0	10.4	131	1006	26.1	7.1	149	5740	16.9	40.4	96	*542	12.0	3.8	69
6 - 11 YEARS	15117	1381	21.4	9.1	115	893	23.2	5.9	124	6365	18.7	42.1	100	678	15.1	4.5	81
12 - 17 YEARS	16611	1352	21.0	8.1	102	685	17.8	4.1	87	7233	21.3	43.5	104	1093	24.3	6.6	118
RESIDENCE OWNED	55884	4592	71.2	8.2	103	2675	69.5	4.8	101	24771	72.9	44.3	106	3415	75.8	6.1	110
VALUE: \$50,000 OR MORE	31744	2907	45.1	9.2	115	1815	47.2	5.7	120	14525	42.8	45.8	109	2015	44.7	6.3	114
VALUE: UNDER \$50,000	24140	1685	26.1	7.0	88	860	22.3	3.6	75	10246	30.2	42.4	101	1401	31.1	5.8	104

		TOTAL U.S. '000	SCOTCH BRITE/ SCRUB 'N SPONGE				SCRUNGE				S.O.S.				TUFFY			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS		80986	6450	100.0	8.0	100	3848	100.0	4.8	100	33971	100.0	41.9	100	4503	100.0	5.6	100
MAGAZINES	QUINTILE 1	15799	1390	21.6	8.8	110	986	25.6	6.2	131	7178	21.1	45.4	108	1025	22.8	6.5	117
	QUINTILE 2	17259	1527	23.7	8.8	111	1102	28.6	6.4	134	7661	22.6	44.4	106	1040	23.1	6.0	108
	QUINTILE 3	13545	1194	18.5	8.8	111	524	13.6	3.9	81	5693	16.8	42.0	100	506	11.2	3.7	67
	QUINTILE 4	15133	1323	20.5	8.7	110	671	17.4	4.4	93	6238	18.4	41.2	98	851	18.9	5.6	101
	QUINTILE 5	19250	1015	15.7	5.3	66	565	14.7	2.9	62	7201	21.2	37.4	89	1081	24.0	5.6	101
NEWSPAPERS	QUINTILE 1	12413	809	12.5	6.5	82	654	17.0	5.3	111	5899	17.4	47.5	113	578	12.8	4.7	84
	QUINTILE 2	24116	2019	31.3	8.4	105	1240	32.2	5.1	108	10637	31.3	44.1	105	1453	32.3	6.0	108
	QUINTILE 3	11261	1056	16.4	9.4	118	*477	12.4	4.2	89	4615	13.6	41.0	98	715	15.9	6.3	114
	QUINTILE 4	20255	1664	25.8	8.2	103	1040	27.0	5.1	108	8151	24.0	40.2	96	1037	23.0	5.1	92
	QUINTILE 5	12940	902	14.0	7.0	88	*436	11.3	3.4	71	4668	13.7	36.1	86	721	16.0	5.6	100
OUTDOOR	QUINTILE 1	14852	1299	20.1	8.7	110	694	18.0	4.7	98	6557	19.3	44.1	105	862	19.1	5.8	104
	QUINTILE 2	15725	1297	20.1	8.2	104	591	15.4	3.8	79	6738	19.8	42.8	102	954	21.2	6.1	109
	QUINTILE 3	16330	1352	21.0	8.3	104	966	25.1	5.9	124	6820	20.1	41.8	100	905	20.1	5.5	100
	QUINTILE 4	16744	1455	22.6	8.7	109	852	22.1	5.1	107	6821	20.1	40.7	97	906	20.1	5.4	97
	QUINTILE 5	17334	1047	16.2	6.0	76	745	19.4	4.3	90	7034	20.7	40.6	97	877	19.5	5.1	91
RADIO-DRIVE TIME	QUINTILE 1	15911	1180	18.3	7.4	93	862	22.4	5.4	114	6835	20.1	43.0	102	948	21.1	6.0	107
	QUINTILE 2	14837	1153	17.9	7.8	98	648	16.8	4.4	92	6270	18.5	42.3	101	838	18.6	5.6	102
	QUINTILE 3	15339	1309	20.3	8.5	107	714	18.6	4.7	98	6128	18.0	40.0	95	991	22.0	6.5	116
	QUINTILE 4	16723	1523	23.6	9.1	114	810	21.0	4.8	102	7114	20.9	42.5	101	667	14.8	4.0	72
	QUINTILE 5	18176	1286	19.9	7.1	89	815	21.2	4.5	94	7624	22.4	41.9	100	1059	23.5	5.8	105
RADIO-MID- DAY	TERCILE 1	21020	1530	23.7	7.3	91	1110	28.8	5.3	111	8810	25.9	41.9	100	1381	30.7	6.6	118
	TERCILE 2	21610	1748	27.1	8.1	102	1144	29.7	5.3	111	9417	27.7	43.6	104	1144	25.4	5.3	95
	TERCILE 3	38355	3171	49.2	8.3	104	1594	41.4	4.2	87	15744	46.3	41.0	98	1978	43.9	5.2	93
RADIO-TOTAL	QUINTILE 1	15988	1299	20.1	8.1	102	933	24.2	5.8	123	6715	19.8	42.0	100	866	19.2	5.4	97
	QUINTILE 2	15626	1101	17.1	7.0	88	625	16.2	4.0	84	6696	19.7	42.9	102	997	22.1	6.4	115
	QUINTILE 3	16723	1316	20.4	7.9	99	920	23.9	5.5	116	7059	20.8	42.2	101	1124	25.0	6.7	121
	QUINTILE 4	16342	1527	23.7	9.3	117	732	19.0	4.5	94	6705	19.7	41.0	98	666	14.8	4.1	73
	QUINTILE 5	16306	1207	18.7	7.4	93	638	16.6	3.9	82	6795	20.0	41.7	99	850	18.9	5.2	94
TV-PRIME TIME	QUINTILE 1	15953	1247	19.3	7.8	98	758	19.7	4.8	100	6862	20.2	43.0	103	993	22.1	6.2	112
	QUINTILE 2	16137	1374	21.3	8.5	107	687	17.9	4.3	90	7252	21.3	44.9	107	880	19.5	5.5	98
	QUINTILE 3	16420	1310	20.3	8.0	100	998	25.9	6.1	128	6511	19.2	39.7	95	722	16.0	4.4	79
	QUINTILE 4	16687	1413	21.9	8.5	106	771	20.0	4.6	97	6819	20.1	40.9	97	1036	23.0	6.2	112
	QUINTILE 5	15789	1105	17.1	7.0	88	634	16.5	4.0	85	6528	19.2	41.3	99	872	19.4	5.5	99
TV-DAYTIME	TERCILE 1	27736	1987	30.8	7.2	90	1173	30.5	4.2	89	11778	34.7	42.5	101	1307	29.0	4.7	85
	TERCILE 2	26489	2171	33.7	8.2	103	1512	39.3	5.7	120	10791	31.8	40.7	97	1577	35.0	6.0	107
	TERCILE 3	26761	2291	35.5	8.6	107	1164	30.2	4.3	92	11402	33.6	42.6	102	1619	36.0	6.0	109
TV-TOTAL	QUINTILE 1	16345	1141	17.7	7.0	88	639	16.6	3.9	82	7156	21.1	43.8	104	798	17.7	4.9	88
	QUINTILE 2	16447	1326	20.6	8.1	101	838	21.8	5.1	107	6883	20.3	41.8	100	1054	23.4	6.4	115
	QUINTILE 3	15980	1414	21.9	8.8	111	800	20.8	5.0	105	6663	19.6	41.7	99	811	18.0	5.1	91
	QUINTILE 4	15887	1305	20.2	8.2	103	912	23.7	5.7	121	6673	19.6	42.0	100	793	17.6	5.0	90
	QUINTILE 5	16326	1264	19.6	7.7	97	660	17.2	4.0	85	6595	19.4	40.4	96	1047	23.3	6.4	115
MAGAZINES-NEWSPAPERS: DUAL		20721	1676	26.0	8.1	102	1318	34.3	6.4	134	9442	27.8	45.6	109	1273	28.3	6.1	110
MAGAZINE IMPERATIVE		19186	1848	28.7	9.6	121	1054	27.4	5.5	116	8200	24.1	42.7	102	1076	23.9	5.6	101
NEWSPAPER IMPERATIVE		21899	1755	27.2	8.0	101	809	21.0	3.7	78	9388	27.6	42.9	102	1036	23.0	4.7	85
MAGAZINES-OUTDOOR: DUAL		15451	1499	23.2	9.7	122	878	22.8	5.7	120	7125	21.0	46.1	110	917	20.4	5.9	107
MAGAZINE IMPERATIVE		25933	2147	33.3	8.3	104	1645	42.7	6.3	133	11136	32.8	42.9	102	1458	32.4	5.6	101
OUTDOOR IMPERATIVE		24400	1797	27.9	7.4	92	802	20.8	3.3	69	9848	29.0	40.4	96	1315	29.2	5.4	97
MAGAZINES-RADIO: DUAL		18049	1509	23.4	8.4	105	1142	29.7	6.3	133	7899	23.3	43.8	104	1105	24.5	6.1	110
MAGAZINE IMPERATIVE		23571	2213	34.3	9.4	118	1304	33.9	5.5	116	10455	30.8	44.4	106	1269	28.2	5.4	97
RADIO IMPERATIVE		23278	1670	25.9	7.2	90	840	21.8	3.6	76	9299	27.4	39.9	95	1368	30.4	5.9	106
MAGAZINES-TELEVISION: DUAL		15459	1203	18.7	7.8	98	932	24.2	6.0	127	6866	20.2	44.4	106	1109	24.6	7.2	129
MAGAZINE IMPERATIVE		25829	2314	35.9	9.0	112	1476	38.4	5.7	120	11329	33.3	43.9	105	1334	29.6	5.2	93
TELEVISION IMPERATIVE		26039	1857	28.8	7.1	90	882	22.9	3.4	71	10522	31.0	40.4	96	1195	26.5	4.6	83
NEWSPAPERS-OUTDOOR: DUAL		16605	1326	20.6	8.0	100	670	17.4	4.0	85	7759	22.8	46.7	111	1179	26.2	7.1	128
NEWSPAPER IMPERATIVE		26834	2110	32.7	7.9	99	1533	39.8	5.7	120	11584	34.1	43.2	103	1418	31.5	5.3	95
OUTDOOR IMPERATIVE		23346	2104	32.6	9.0	113	1146	29.8	4.9	103	9359	27.5	40.1	96	1216	27.0	5.2	94
NEWSPAPERS-RADIO: DUAL		17133	1321	20.5	7.7	97	879	22.8	5.1	108	8073	23.8	47.1	112	943	20.9	5.5	99
NEWSPAPER IMPERATIVE		25892	2232	34.6	8.6	108	1260	32.7	4.9	102	11126	32.8	43.0	102	1388	30.8	5.4	96
RADIO IMPERATIVE		23167	1891	29.3	8.2	102	1147	29.8	5.0	104	8753	25.8	37.8	90	1504	33.4	6.5	117
NEWSPAPERS-TELEVISION: DUAL		17159	1280	19.8	7.5	94	813	21.1	4.7	100	7796	22.9	45.4	108	1067	23.7	6.2	112
NEWSPAPER IMPERATIVE		26214	2188	33.9	8.3	105	1345	35.0	5.1	108	11465	33.7	43.7	104	1429	31.7	5.5	98
TELEVISION IMPERATIVE		23412	1834	28.4	7.8	98	1062	27.6	4.5	95	9177	27.0	39.2	93	1261	28.0	5.4	97
OUTDOOR-RADIO: DUAL		15303	1218	18.9	8.0	100	617	16.0	4.0	85	6737	19.8	44.0	105	850	18.9	5.6	100
OUTDOOR IMPERATIVE		24901	2170	33.6	8.7	109	1149	29.9	4.6	97	10463	30.8	42.0	100	1349	30.0	5.4	97
RADIO IMPERATIVE		26492	1944	30.1	7.3	92	1546	40.2	5.8	1								

	TOTAL U.S. '000	SCOTCH BRITE/ SCRUB 'N SPONGE				SCRUNGE				S.O.S.				TUFFY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	6450	100.0	8.0	100	3848	100.0	4.8	100	33971	100.0	41.9	100	4503	100.0	5.6	100
ATLANTIC MONTHLY	415	**19	0.3	4.6	57	**51	1.3	12.3	259	*147	0.4	35.4	84	**16	0.4	3.9	69
BARRON'S	453	**48	0.7	10.6	133	**8	0.2	1.8	37	*263	0.8	58.1	138	**84	1.9	18.5	333
BETTER HOMES & GARDENS	16256	1434	22.2	8.8	111	915	23.8	5.6	118	7192	21.2	44.2	105	1069	23.7	6.6	118
BON APPETIT	2535	249	3.9	9.8	123	**109	2.8	4.3	90	1226	3.6	48.4	115	*194	4.3	7.7	138
BUSINESS WEEK	1278	*161	2.5	12.6	158	**87	2.3	6.8	143	531	1.6	41.5	99	**101	2.2	7.9	142
CAR AND DRIVER	371	**5	0.1	1.3	17	**27	0.7	7.1	150	*130	0.4	34.4	82	**19	0.4	5.0	90
CBS MAGAZINE NETWORK (GROSS)	1498	*162	2.5	10.8	136	**128	3.3	8.5	180	550	1.6	36.7	88	**44	1.0	2.9	53
CHANGING TIMES	1505	*157	2.4	10.4	131	**118	3.1	7.8	165	604	1.8	40.1	96	**80	1.8	5.3	96
COLONIAL HOMES	1231	**98	1.5	8.0	100	**91	2.4	7.4	156	533	1.6	43.3	103	**83	1.8	6.7	121
CONDE NAST MAG. PKG. (GROSS)	14146	965	15.0	6.8	86	989	25.7	7.0	147	6370	18.8	45.0	107	987	21.9	7.0	125
CONSUMERS DIGEST	1323	**141	2.2	10.7	134	**64	1.7	4.8	102	633	1.9	47.8	114	**53	1.2	4.0	72
COSMOPOLITAN	7102	632	9.8	8.9	112	498	12.9	7.0	148	3075	9.1	43.3	103	393	8.7	5.5	100
COUNTRY LIVING	2481	*182	2.8	7.3	92	*187	4.9	7.5	159	990	2.9	39.9	95	*147	3.3	5.9	107
CUISINE	1472	*171	2.7	11.6	146	**70	1.8	4.8	100	653	1.9	44.4	106	**90	2.0	6.1	110
CYCLE WORLD	425	**44	0.7	10.4	130	**41	1.1	9.6	203	*180	0.5	42.4	101	*114	0.3	3.3	59
DCI: CREATIVE IDEAS FOR LIV	2510	*274	4.2	10.9	137	*172	4.5	6.9	144	1022	3.0	40.7	97	**119	2.6	4.7	85
DCI: CREAT IDEA/SO. LIV (GROSS)	6694	511	7.9	7.6	96	468	12.2	7.0	147	2857	8.4	42.7	102	477	10.6	7.1	128
DISCOVER	894	**86	1.3	9.6	121	**52	1.4	5.8	122	329	1.0	36.8	88	**31	0.7	3.5	62
EDMUND	3507	*171	2.7	4.9	61	*155	4.0	4.4	93	1228	3.6	35.0	83	*119	2.6	3.4	61
ESQUIRE	1083	**103	1.6	9.5	119	**42	1.1	3.9	82	376	1.1	34.7	83	**47	1.0	4.3	78
ESSENCE	1830	*111	1.7	6.1	76	**71	1.8	3.9	82	635	1.9	34.7	83	**76	1.7	4.2	75
FAMILY CIRCLE	15930	1460	22.6	9.2	115	1048	27.2	6.6	138	7257	21.4	45.6	109	1084	24.1	6.8	122
THE FAMILY HANDYMAN	1126	**84	1.3	7.5	94	**78	2.0	6.9	146	501	1.5	44.5	106	**34	0.8	3.0	54
FAMILY WEEKLY	11468	946	14.7	8.2	104	414	10.8	3.6	76	5227	15.4	45.6	109	542	12.0	4.7	85
FIELD & STREAM	2234	*176	2.7	7.9	99	**101	2.6	4.5	95	892	2.6	39.9	95	**80	1.8	3.6	64
FOOD & WINE	579	**46	0.7	7.9	100	**15	0.4	2.6	55	291	0.9	50.3	120	**30	0.7	5.2	93
FORBES	728	**106	1.6	14.6	183	**55	1.4	7.6	159	303	0.9	41.6	99	**92	2.0	12.6	227
FORTUNE	906	**101	1.6	11.1	140	**25	0.6	2.8	58	505	1.5	55.7	133	**87	1.9	9.6	173
GENTLEMEN'S QUARTERLY	791	**98	1.5	12.4	156	**64	1.7	8.1	170	264	0.8	33.4	80	**20	0.4	2.5	45
GLAMOUR	5265	349	5.4	6.6	83	383	10.0	7.3	153	2361	7.0	44.8	107	375	8.3	7.1	128
GOLF DIGEST	636	**79	1.2	12.4	156	**11	0.3	1.7	36	304	0.9	47.8	114	**41	0.9	6.4	116
GOLF DIGEST/TENNIS (GROSS)	1186	**108	1.7	9.1	114	**34	0.9	2.9	60	494	1.5	41.7	99	**56	1.2	4.7	85
GOLF MAGAZINE	441	**37	0.6	8.4	105	**47	1.2	10.7	224	*248	0.7	56.2	134	**24	0.5	5.4	98
GOLF MAGAZINE/SKI (GROSS)	922	**84	1.3	9.1	114	**104	2.7	11.3	237	419	1.2	45.4	108	**45	1.0	4.9	88
GOOD HOUSEKEEPING	16487	1446	22.4	8.8	110	1078	28.0	6.5	138	7456	21.9	45.2	108	894	19.9	5.4	98
HARPER'S BAZAAR	2423	*189	2.9	7.8	98	**108	2.8	4.5	94	1004	3.0	41.4	99	*205	4.6	8.5	152
HEALTH	1994	**118	1.8	5.9	74	**98	2.5	4.9	103	919	2.7	46.1	110	**123	2.7	6.2	111
HEARST MAG CORP. BUY (GROSS)	44101	3608	55.9	8.2	103	2785	72.4	6.3	133	19653	57.9	44.6	106	2525	56.1	5.7	103
HEARST MAN POWER (GROSS)	1993	*154	2.4	7.7	97	**71	1.8	3.6	75	947	2.8	47.5	113	**102	2.3	5.1	92
HEARST WOMAN POWER (GROSS)	31274	2556	39.6	8.2	103	2048	53.2	6.5	138	14152	41.7	45.3	108	1739	38.6	5.6	100
HOUSE BEAUTIFUL	3623	347	5.4	9.6	120	*210	5.5	5.8	122	1586	4.7	43.8	104	*161	3.6	4.4	80
INC.	283	**19	0.3	6.7	84	**27	0.7	9.5	201	*153	0.5	54.1	129	**46	1.0	16.3	292
JET	2928	*146	2.3	5.0	63	*127	3.3	4.3	91	917	2.7	31.3	75	*107	2.4	3.7	66
LADIES' HOME JOURNAL	11918	1033	16.0	8.7	109	647	16.8	5.4	114	5462	16.1	45.8	109	685	15.2	5.7	103
LHJ FAMILY GRP COMBO (GROSS)	16764	1429	22.2	8.5	107	1019	26.5	6.1	128	7515	22.1	44.8	107	1007	22.4	6.0	108
LIFE	4254	274	4.2	6.4	81	*242	6.3	5.7	120	1788	5.3	42.0	100	221	4.9	5.2	93
L.A. TIMES HOME MAGAZINE	1145	*234	3.6	20.4	257	**58	1.5	5.1	107	512	1.5	44.7	107	**113	2.5	9.9	177
MADMOISELLE	2884	*202	3.1	7.0	88	307	8.0	10.6	224	1186	3.5	41.1	98	*271	6.0	9.4	169
MC CALL'S	13460	1171	18.2	8.7	109	894	23.2	6.6	140	5954	17.5	44.2	105	653	14.5	4.9	87
MC CALL'S/WRK MOTHER (GROSS)	14606	1248	19.3	8.5	107	1004	26.1	6.9	145	6457	19.0	44.2	105	691	15.3	4.7	85
MECHANIX ILLUSTRATED	772	**54	0.8	7.0	88	**55	1.4	7.1	150	349	1.0	45.2	108	**46	1.0	6.0	107
METROPOLITAN HOME	967	**90	1.4	9.3	117	**97	2.5	10.0	211	381	1.1	39.4	94	**39	0.9	4.0	73
MONEY	1588	*114	1.8	7.2	90	**133	3.5	8.4	176	626	1.8	39.4	94	**161	3.6	10.1	182
MOTHER EARTH NEWS	1002	**107	1.7	10.7	134	*30	0.8	3.0	63	405	1.2	40.4	96	**58	1.3	5.8	104
MS.	825	**73	1.1	8.8	111	**37	1.0	4.5	94	277	0.8	33.6	80	**29	0.6	3.5	63
NATIONAL ENQUIRER	10336	691	10.7	6.7	84	457	11.9	4.4	93	4493	13.2	43.5	104	507	11.3	4.9	88
NATIONAL GEOGRAPHIC	9597	1043	16.2	10.9	136	504	13.1	5.3	111	4069	12.0	42.4	101	766	17.0	8.0	144
NATIONAL SUNDAY MAGAZINE PKG	49558	4028	62.4	8.1	102	2574	66.9	5.2	109	21838	64.4	44.1	105	2781	61.8	5.6	101
NATURAL HISTORY	573	**32	0.5	5.6	70	**44	1.1	7.7	162	*210	0.6	36.6	87	**26	0.6	4.5	82
NEW WOMAN	1699	**76	1.2	4.5	56	**92	2.4	5.4	114	651	1.9	38.3	91	*169	3.8	9.9	179
NEW YORK INCLUDING CUE	443	**22	0.3	5.0	62	**8	0.2	1.8	38	*200	0.6	45.1	108	**25	0.6	5.6	101
THE NEW YORKER	1270	**109	1.7	8.6	108	**67	1.7	5.3	111	568	1.7	44.7	107	**44	1.0	3.5	62
NEWSWEEK	6277	573	8.9	9.1	115	370	9.6	5.9	124	2636	7.8	42.0	100	340	7.6	5.4	97
THE N.Y. TIMES DAILY EDITION	1205	**31	0.5	2.6	32	**44	1.1	3.7	77	690	2.0	57.3	137	**39	0.9	3.2	58
THE N.Y. TIMES MAGAZINE	2081	*146	2.3	7.0	88	**119	3.1	5.7	120	1082	3.2	52.0	124	**82	1.8	3.9	71
OMNI	788	**126	2.0	16.0	201	**100	2.6	12.7	267	283	0.8	35.9	86	**53	1.2	6.7	121
ON CABLE	1158	**113	1.8	9.8	123	**67	1.7	5.8	122	491	1.4	42.4	101	**60	1.3	5.2	93
1001 HOME IDEAS	2852	278	4.3	9.7	122	*274	7.1	9.6	202	1134	3.3	39.8	95	*200	4.4	7.0	126
ORGANIC GARDENING	1658	*153	2.4	9.2	116	**83	2.2	5.0	105	735	2.2	44.3	106	**96	2.1	5.8	104
OUTDOOR LIFE	896	**79	1.2	8.8	111	**24	0.6	2.7	56	390	1.1	43.5	104	**11	0.2	1.2	22
PARADE MAGAZINE	24275	1932	30.0	8.0	100	1189	30.9	4.9	103	10748	31.6	44.3	106	1385	30.8	5.7	103

	TOTAL U.S. '000	SCOTCH BRITE/ SCRUB 'N SPONGE				SCRUNGE				S.O.S.				TUFFY			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	6450	100.0	8.0	100	3848	100.0	4.8	100	33971	100.0	41.9	100	4503	100.0	5.6	100
PARENTS	3845	292	4.5	7.6	95	357	9.3	9.3	195	1568	4.6	40.8	97	*112	2.5	2.9	52
PENTHOUSE	831	**120	1.9	14.4	181	**91	2.4	11.0	230	363	1.1	43.7	104	**59	1.3	7.1	128
PEOPLE	11645	1097	17.0	9.4	118	749	19.5	6.4	135	5287	15.6	45.4	108	637	14.1	5.5	98
PLAYBOY	2006	*254	3.9	12.7	159	*129	3.4	6.4	135	804	2.4	40.1	96	**74	1.6	3.7	66
POPULAR HOT RODDING	297	**25	0.4	8.4	106	**6	0.2	2.0	43	*141	0.4	47.5	113	**0	0.0	0.0	0
POPULAR MECHANICS	1018	**58	0.9	5.7	72	**34	0.9	3.3	70	446	1.3	43.8	104	**69	1.5	6.8	122
POPULAR SCIENCE	878	**101	1.6	11.5	144	**58	1.5	6.6	139	424	1.2	48.3	115	**38	0.8	4.3	78
PREVENTION	3913	373	5.8	9.5	120	*210	5.5	5.4	113	1798	5.3	45.9	110	326	7.2	8.3	150
PSYCHOLOGY TODAY	1710	*116	1.8	6.8	85	**148	3.8	8.7	182	756	2.2	44.2	105	**72	1.6	4.2	76
READER'S DIGEST	22204	2043	31.7	9.2	116	1099	28.6	4.9	104	10012	29.5	45.1	107	1518	33.7	6.8	123
REDBOOK	7684	478	7.4	6.2	78	472	12.3	6.1	129	3622	10.7	47.1	112	452	10.0	5.9	106
ROAD & TRACK	410	**65	1.0	15.9	199	**26	0.7	6.3	133	*130	0.4	31.7	76	**20	0.4	4.9	88
ROLLING STONE	969	**97	1.5	10.0	126	**75	1.9	7.7	163	420	1.2	43.3	103	**33	0.7	3.4	61
RUNNER'S WORLD	298	**22	0.3	7.4	93	**78	2.0	26.2	551	*94	0.3	31.5	75	**67	1.5	22.5	404
SATURDAY EVENING POST	1169	**94	1.5	8.0	101	**93	2.4	8.0	167	541	1.6	46.3	110	**71	1.6	6.1	109
SCIENCE 84	587	**162	2.5	27.6	347	**23	0.6	3.9	82	266	0.8	45.3	108	**57	1.3	9.7	175
SCIENCE DIGEST	482	**52	0.8	10.8	135	**30	0.8	6.2	131	302	0.9	62.7	149	**23	0.5	4.8	86
SCIENTIFIC AMERICAN	594	**106	1.6	17.8	224	**32	0.8	5.4	113	237	0.7	39.9	95	**36	0.8	6.1	109
SELF	2089	*130	2.0	6.2	78	**97	2.5	4.6	98	960	2.8	46.0	110	**116	2.6	5.6	100
SEVENTEEN	2411	*151	2.3	6.3	79	**137	3.6	5.7	120	909	2.7	37.7	90	*145	3.2	6.0	108
SKI	480	**47	0.7	9.8	123	**57	1.5	11.9	250	*171	0.5	35.6	85	**21	0.5	4.4	79
SMITHSONIAN	2760	*182	2.8	6.6	83	*130	3.4	4.7	99	1212	3.6	43.9	105	*175	3.9	6.3	114
SOAP OPERA DIGEST	3013	*212	3.3	7.0	88	*178	4.6	5.9	124	1256	3.7	41.7	99	*139	3.1	4.6	83
SOUTHERN LIVING	4184	*237	3.7	5.7	71	*297	7.7	7.1	149	1835	5.4	43.9	105	358	8.0	8.6	154
SPORT	559	**13	0.2	2.3	29	**31	0.8	5.5	117	*205	0.6	36.7	87	*11	0.2	2.0	35
THE SPORTING NEWS	436	**28	0.4	6.4	81	**15	0.4	3.4	72	*210	0.6	48.2	115	**37	0.8	8.5	153
SPORTS AFIELD	493	**44	0.7	8.9	112	**6	0.2	1.2	26	*199	0.6	40.4	96	**11	0.2	2.2	40
SPORTS ILLUSTRATED	2758	*214	3.3	7.8	97	*172	4.5	6.2	131	1193	3.5	43.3	103	*136	3.0	4.9	89
STAR	7456	518	8.0	6.9	87	297	7.7	4.0	84	3445	10.1	46.2	110	328	7.3	4.4	79
SUNDAY	24936	1904	29.5	7.6	96	1525	39.6	6.1	129	10852	31.9	43.5	104	1410	31.3	5.7	102
SUNSET	2124	345	5.3	16.2	204	**83	2.2	3.9	82	995	2.9	46.8	112	*160	3.6	7.5	135
TV GUIDE	21661	1891	29.3	8.7	110	1158	30.1	5.3	113	9483	27.9	43.8	104	1175	26.1	5.4	98
TENNIS	550	**29	0.4	5.3	66	**23	0.6	4.2	88	*190	0.6	34.5	82	*15	0.3	2.7	49
TIME	8880	802	12.4	9.0	113	541	14.1	6.1	128	4131	12.2	46.5	111	630	14.0	7.1	128
TOWN & COUNTRY	917	**76	1.2	8.3	104	**62	1.6	6.8	142	358	1.1	39.0	93	**86	1.9	9.4	169
TRAVEL & LEISURE	972	**52	0.8	5.3	67	**43	1.1	4.4	93	418	1.2	43.0	103	*123	2.7	12.7	228
TRUE STORY	3356	*273	4.2	8.1	102	*105	2.7	3.1	66	1605	4.7	47.8	114	*164	3.6	4.9	88
U.S. NEWS & WORLD REPORT	3410	331	5.1	9.7	122	*233	6.1	6.8	144	1602	4.7	47.0	112	*201	4.5	5.9	106
USA TODAY	1759	*180	2.8	10.2	128	*145	3.8	8.2	173	771	2.3	43.8	104	*167	3.7	9.5	171
US	1873	*167	2.6	8.9	112	**70	1.8	3.7	79	819	2.4	43.7	104	**93	2.1	5.0	89
VOGUE	3909	285	4.4	7.3	92	*202	5.2	5.2	109	1862	5.5	47.6	114	*225	5.0	5.8	104
WALL STREET JOURNAL	1886	*163	2.5	8.6	109	*101	2.6	5.4	113	885	2.6	46.9	112	*145	3.2	7.7	138
WEIGHT WATCHERS	2120	*214	3.3	10.1	127	*203	5.3	9.6	202	812	2.4	38.3	91	*191	4.2	9.0	162
WOMAN'S DAY	14172	1322	20.5	9.3	117	1049	27.3	7.4	156	6574	19.4	46.4	111	1030	22.9	7.3	131
WORKING MOTHER	1146	**77	1.2	6.7	84	**110	2.9	9.6	202	503	1.5	43.9	105	*38	0.8	3.3	60
WORKING WOMAN	1322	**114	1.8	8.6	108	**62	1.6	4.7	99	520	1.5	39.3	94	*124	2.8	9.4	169
WORLD TENNIS	*163	**20	0.3	12.3	154	**7	0.2	4.3	90	*52	0.2	31.9	76	*2	0.0	1.2	22
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*137	2.1	5.4	68	*163	4.2	6.4	135	1129	3.3	44.6	106	*151	3.4	6.0	107
BLAIR INSERTS	43657	3645	56.5	8.3	105	2405	62.5	5.5	116	19215	56.6	44.0	105	2491	55.3	5.7	103
DAILY NEWSPAPERS																	
READ ANY	51633	4051	62.8	7.8	99	2584	67.2	5.0	105	22817	67.2	44.2	105	2829	62.8	5.5	99
READ ONE	43463	3593	55.7	8.3	104	2175	56.5	5.0	105	18954	55.8	43.6	104	2409	53.5	5.5	100
READ TWO OR MORE	8170	*58	7.1	5.6	70	409	10.6	5.0	105	3863	11.4	47.3	113	420	9.3	5.1	92
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4296	66.6	8.2	102	2766	71.9	5.3	111	23118	68.1	43.9	105	3000	66.6	5.7	102
READ ONE	46126	3698	57.3	8.0	101	2427	63.1	5.3	111	20179	59.4	43.7	104	2678	59.5	5.8	104
READ TWO OR MORE	6552	598	9.3	9.1	115	340	8.8	5.2	109	2939	8.7	44.9	107	322	7.2	4.9	88
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.36				26.43				28.94				28.15			
30 DAY REACH	71455	5905	91.6	8.3	104	3437	89.3	4.8	101	29912	88.1	41.9	100	3965	88.1	5.5	100
50 SHWG - 30 DAY AV FREQ	14.56	14.39				13.80				15.17				14.74			
30 DAY REACH	67742	5626	87.2	8.3	104	3307	85.9	4.9	103	28630	84.3	42.3	101	3805	84.5	5.6	101
25 SHWG - 30 DAY AV FREQ	7.94	7.71				7.41				8.26				7.88			
30 DAY REACH	62117	5209	80.8	8.4	105	3068	79.7	4.9	104	26249	77.3	42.3	101	3543	78.7	5.7	103
CABLE TV: HOME WIRED	32077	2364	36.7	7.4	93	1451	37.7	4.5	95	14298	42.1	44.6	106	1800	40.0	5.6	101
HOME NOT WIRED	48909	4085	63.3	8.4	105	2398	62.3	4.9	103	19672	57.9	40.2	96	2703	60.0	5.5	99
HAVE PAY CABLE	15925	1137	17.6	7.1	90	969	25.2	6.1	128	7248	21.3	45.5	108	867	19.3	5.4	98

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	TOTAL U.S. '000	SCOTCH BRITE/ SCRUB 'N SPONGE				SCRUNGE				S.O.S.				TUFFY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	6450	100.0	8.0	100	3848	100.0	4.8	100	33971	100.0	41.9	100	4503	100.0	5.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1873	29.0	7.2	90	1145	29.8	4.4	92	11165	32.9	42.8	102	1410	31.3	5.4	97
NETWORK AFFILIATES - LATE	20261	1389	21.5	6.9	86	972	25.3	4.8	101	8691	25.6	42.9	102	1207	26.8	6.0	107
INDEPENDENTS - LATE	2076	203	3.1	9.8	123	141	3.7	6.8	143	960	2.8	46.2	110	112	2.5	5.4	97
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	693	10.7	6.6	83	469	12.2	4.5	94	4566	13.4	43.7	104	559	12.4	5.3	96
ABC MONDAY NIGHT MOVIE	A 6412	532	8.2	8.3	104	291	7.6	4.5	96	2735	8.1	42.7	102	322	7.2	5.0	90
ABC SUNDAY NIGHT MOVIE	A 12407	996	15.4	8.0	101	605	15.7	4.9	103	5353	15.8	43.1	103	734	16.3	5.9	106
ABC WORLD NEWS TONIGHT	A 6176	501	7.8	8.1	102	287	7.5	4.6	98	2638	7.8	42.7	102	295	6.6	4.8	86
AFTERMASH	C 5863	427	6.6	7.3	91	*425	11.0	7.2	153	2427	7.1	41.4	99	554	12.3	9.4	170
ALICE	C 9594	723	11.2	7.5	95	532	13.8	5.5	117	4060	12.0	42.3	101	505	11.2	5.3	95
AMERICAN PARADE	C 6622	390	6.0	5.9	74	250	6.5	3.8	79	2763	8.1	41.7	99	366	8.1	5.5	99
BENSON	A 10886	920	14.3	8.5	106	526	13.7	4.8	102	4622	13.6	42.5	101	615	13.7	5.6	102
BLUE THUNDER	A 5036	416	6.4	8.3	104	*241	6.3	4.8	101	2072	6.1	41.1	98	321	7.1	6.4	115
CAGNEY & LACEY	C 9965	801	12.4	8.0	101	519	13.5	5.2	110	4247	12.5	42.6	102	618	13.7	6.2	112
CBS EVENING NEWS-DEAN	C 3491	241	3.7	6.9	87	*155	4.0	4.4	93	1467	4.3	42.0	100	*144	3.2	4.1	74
CBS EVENING NEWS-RATHER	C 7123	527	8.2	7.4	93	285	7.4	4.0	84	3147	9.3	44.2	105	415	9.2	5.8	105
CBS SAT. NEWS-SCHIEFFER	C 3621	328	5.1	9.1	114	165	4.3	4.6	96	1619	4.8	44.7	107	202	4.5	5.6	100
CBS SATURDAY NIGHT MOVIE	C 5436	462	7.2	8.5	107	343	8.9	6.3	133	2217	6.5	40.8	97	248	5.5	4.6	82
CBS WEDNESDAY NIGHT MOVIE	C 6100	500	7.8	8.2	103	325	8.4	5.3	112	2540	7.5	41.6	99	337	7.5	5.5	99
CHEERS	N 8889	705	10.9	7.9	100	520	13.5	5.8	123	4231	12.5	47.6	113	473	10.5	5.3	96
DALLAS	C 22109	1729	26.8	7.8	98	1006	26.1	4.6	96	9537	28.1	43.1	103	1165	25.9	5.3	95
DIFF'RENT STROKES	N 6940	472	7.3	6.8	85	289	7.5	4.2	88	2964	8.7	42.7	102	333	7.4	4.8	86
DOUBLE TROUBLE	N 7223	473	7.3	6.5	82	402	10.4	5.6	117	2903	8.5	40.2	96	503	11.2	7.0	125
DUCK FACTORY	N 5595	500	7.8	8.9	112	352	9.1	6.3	132	2623	7.7	46.9	112	245	5.4	4.4	79
DUKES OF HAZZARD	C 5768	357	5.5	6.2	78	283	7.4	4.9	103	2385	7.0	41.3	99	417	9.3	7.2	130
DYNASTY	A 20053	1374	21.3	6.9	86	966	25.1	4.8	101	8213	24.2	41.0	98	1022	22.7	5.1	92
FACTS OF LIFE	N 8087	638	9.9	7.9	99	336	8.7	4.2	87	3450	10.2	42.7	102	489	10.9	6.0	109
FALCON CREST	C 20046	1661	25.8	8.3	104	926	24.1	4.6	97	8568	25.2	42.7	102	1112	24.7	5.5	100
FALL GUY	A 9084	551	8.5	6.1	76	382	9.9	4.2	89	4167	12.3	45.9	109	527	11.7	5.8	104
FAMILY TIES	N 7964	556	8.6	7.0	88	512	13.3	6.4	135	3394	10.0	42.6	102	573	12.7	7.2	129
FANTASY ISLAND	A 7687	690	10.7	9.0	113	361	9.4	4.7	99	2976	8.8	38.7	92	340	7.6	4.4	80
FOULUPS, BLEEPs & BLUNDERS	A 8861	759	11.8	8.6	108	505	13.1	5.7	120	3747	11.0	42.3	101	480	10.7	5.4	97
FOUR SEASONS	C 5095	384	6.0	7.5	95	*396	10.3	7.8	164	2090	6.2	41.0	98	382	8.5	7.5	135
GIMME A BREAK	N 8838	578	9.0	6.5	82	459	11.9	5.2	109	3641	10.7	41.2	98	648	14.4	7.3	132
HART TO HART	A 8978	660	10.2	7.4	92	435	11.3	4.8	102	3792	11.2	42.2	101	419	9.3	4.7	84
HILL STREET BLUES	N 8590	657	10.2	7.6	96	487	12.7	5.7	119	3572	10.5	41.6	99	531	11.8	6.2	111
HOTEL	A 14085	1072	16.6	7.6	96	610	15.9	4.3	91	5967	17.6	42.4	101	763	16.9	5.4	97
JEFFERSONS	C 9360	712	11.0	7.6	96	551	14.3	5.9	124	4082	12.0	43.6	104	635	14.1	6.8	122
JENNIFER SLEPT HERE	N 5841	525	8.1	9.0	113	298	7.7	5.1	107	2576	7.6	44.1	105	239	5.3	4.1	74
KATE & ALLIE	C 9206	868	13.5	9.4	118	553	14.4	6.0	126	3983	11.7	43.3	103	529	11.7	5.7	103
KNIGHT RIDER	N 7076	541	8.4	7.6	96	352	9.1	5.0	105	2840	8.4	40.1	96	307	6.8	4.3	78
LOVE BOAT	A 12219	1089	16.9	8.9	112	527	13.7	4.3	91	5141	15.1	42.1	100	624	13.9	5.1	92
MAGNUM PI	C 11199	840	13.0	7.5	94	448	11.6	4.0	84	4897	14.4	43.7	104	661	14.7	5.9	106
MAMA'S FAMILY	N 6057	427	6.6	7.0	89	252	6.5	4.2	88	2700	7.9	44.6	106	301	6.7	5.0	89
MASTER, THE	N 3598	292	4.5	8.1	102	*168	4.4	4.7	98	1397	4.1	38.8	93	*179	4.0	5.0	89
MATT HOUSTON	A 6344	514	8.0	8.1	102	311	8.1	4.9	103	2622	7.7	41.3	99	301	6.7	4.7	85
NBC MONDAY NIGHT MOVIE	N 11994	891	13.8	7.4	93	467	12.1	3.9	82	4950	14.6	41.3	98	611	13.6	5.1	92
NBC NIGHTLY NEWS	N 5132	408	6.3	8.0	100	169	4.4	3.3	69	2267	6.7	44.2	105	308	6.8	6.0	108
NBC NIGHTLY NEWS-SAT	N 3375	281	4.4	8.3	105	*550	1.3	1.5	31	1500	4.4	44.4	106	*187	4.2	5.5	100
NBC NIGHTLY NEWS-SUN	N 3130	*216	3.3	6.9	87	*566	1.7	2.1	44	1246	3.7	39.8	95	*155	3.4	5.0	89
NBC SUNDAY NIGHT MOVIE	N 8284	688	10.7	8.3	104	398	10.3	4.8	101	3326	9.8	40.1	96	355	7.9	4.3	77
NEWHART	C 9240	860	13.3	9.3	117	562	14.6	6.1	128	3872	11.4	41.9	100	613	13.6	6.6	119
ONE DAY AT A TIME	C 7288	556	8.6	7.6	96	342	8.9	4.7	99	3011	8.9	41.3	98	516	11.5	7.1	127
PEOPLE ARE FUNNY	N 4855	306	4.7	6.3	79	*218	5.7	4.5	95	2205	6.5	45.4	108	*254	5.6	5.2	94
REAL PEOPLE	N 8869	673	10.4	7.6	95	393	10.2	4.4	93	3565	10.5	40.2	96	498	11.1	5.6	101
REMINGTON STEELE	N 7743	507	7.9	6.5	82	403	10.5	5.2	110	3191	9.4	41.2	98	346	7.7	4.5	80
RIPLEY'S BELIEVE IT - NOT	A 5345	543	8.4	10.2	128	253	6.6	4.7	100	2317	6.8	43.3	103	300	6.7	5.6	101
RIPTIDE	N 6988	444	6.9	6.4	80	302	7.8	4.3	91	3022	8.9	43.2	103	379	8.4	5.4	98
SCARECROW & MRS. KING	C 10002	713	11.1	7.1	90	447	11.6	4.5	94	4344	12.8	43.4	104	517	11.5	5.2	93
SIMON & SIMON	C 10638	765	11.9	7.2	90	339	8.8	3.2	67	4588	13.5	43.1	103	559	12.4	5.3	95
60 MINUTES	C 13293	1126	17.5	8.5	106	564	14.7	4.2	89	5389	15.9	40.5	97	807	17.9	6.1	109
ST. ELSEWHERE	N 7017	463	7.2	6.6	83	321	8.3	4.6	96	2992	8.8	42.6	102	448	9.9	6.4	115
THREE'S COMPANY	A 10917	892	13.8	8.2	103	568	14.8	5.2	110	4949							

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SCOURING POWDER

BASE = FEMALE HOMEOWNERS (80986)

QUESTIONNAIRE PAGE H-19

		'000	%	UNWEIGHTED						
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?										
YES		66364	81.9			7718				
NO		14622	18.1			1717				
		ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
		'000	%	'000	%	'000	%	'000	%	
IF YES										
2B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?										
AJAX		30001	37.0	10487	12.9	14915	18.4	4599	5.7	3454
BAB-O		1971	2.4	417	.5	1030	1.3	524	.6	241
BAR KEEPERS FRIEND		1320	1.6	421	.5	446	.6	453	.6	176
BON AMI		6318	7.8	1420	1.8	3333	4.1	1566	1.9	765
COMET		43494	53.7	21261	26.3	17540	21.7	4693	5.8	4894
DUTCH CLEANSER		3829	4.7	982	1.2	1907	2.4	940	1.2	441
SOAK & SHINE		488	.6	121	.1	233	.3	133	.2	62
SPIC & SPAN		10442	12.9	998	1.2	5957	7.4	3488	4.3	1202
ZUD		2734	3.4	222	.3	1238	1.5	1275	1.6	331
OTHER BRANDS		6222	7.7	1741	2.1	2431	3.0	2051	2.5	739
DO NOT KNOW		69	.1							10

		'000	%	UNWEIGHTED	
2C. ABOUT HOW MANY CONTAINERS OF SCOURING POWDER WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?					
SIX OR MORE	H	2322	2.9	249	
FIVE	H	1103	1.4	132	
FOUR	H	2206	2.7	234	
THREE	H	4229	5.2	471	
TWO	H	11730	14.5	1250	
ONE	M	19118	23.6	2104	
LESS THAN ONE	L	24458	30.2	3141	
NONE	L	1198	1.5	137	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	66364	100.0	81.9	100	21589	100.0	26.7	100	19118	100.0	23.6	100	25657	100.0	31.7	100
18 - 24	9282	6981	10.5	75.2	92	2226	10.3	24.0	90	2333	12.2	25.1	106	2422	9.4	26.1	82
25 - 34	19072	15463	23.3	81.1	99	5414	25.1	28.4	106	4402	23.0	23.1	98	5647	22.0	29.6	93
35 - 44	14591	12000	18.1	82.2	100	4499	20.8	30.8	116	3586	18.8	24.6	104	3915	15.3	26.8	85
45 - 54	11345	9533	14.4	84.0	103	3238	15.0	28.5	107	2887	15.1	25.4	108	3409	13.3	30.0	95
55 - 64	11635	9985	15.0	85.8	105	2956	13.7	25.4	95	2779	14.5	23.9	101	4250	16.6	36.5	115
65 OR OLDER	15061	12401	18.7	82.3	100	3257	15.1	21.6	81	3132	16.4	20.8	88	6013	23.4	39.9	126
18 - 34	28354	22445	33.8	79.2	97	7640	35.4	26.9	101	6735	35.2	23.8	101	8070	31.5	28.5	90
18 - 49	48339	39015	58.8	80.7	98	13543	62.7	28.0	105	11813	61.8	24.4	104	13659	53.2	28.3	89
25 - 54	45008	36997	55.7	82.2	100	13151	60.9	29.2	110	10875	56.9	24.2	102	12971	50.6	28.8	91
35 - 49	19985	16570	25.0	82.9	101	5904	27.3	29.5	111	5078	26.6	25.4	108	5589	21.8	28.0	88
50 OR OLDER	32647	27349	41.2	83.8	102	8046	37.3	24.6	92	7305	38.2	22.4	95	11998	46.8	36.8	116
GRADUATED COLLEGE	11155	9195	13.9	82.4	101	2253	10.4	20.2	76	2717	14.2	24.4	103	4225	16.5	37.9	120
ATTENDED COLLEGE	13682	11398	17.2	83.3	102	3221	14.9	23.5	88	3293	17.2	24.1	102	4884	19.0	35.7	113
GRADUATED HIGH SCHOOL	33880	28117	42.4	83.0	101	9786	45.3	28.9	108	7962	41.6	23.5	100	10369	40.4	30.6	97
DID NOT GRADUATE HIGH SCHOOL	22270	17655	26.6	79.3	97	6329	29.3	28.4	107	5146	26.9	23.1	98	6179	24.1	27.7	88
EMPLOYED	40306	33242	50.1	82.5	101	10291	47.7	25.5	96	9734	50.9	24.2	102	13218	51.5	32.8	104
EMPLOYED FULL-TIME	32850	26925	40.6	82.0	100	8351	38.7	25.4	95	7947	41.6	24.2	102	10627	41.4	32.4	102
EMPLOYED PART-TIME	7456	6317	9.5	84.7	103	1939	9.0	26.0	98	1787	9.3	24.0	102	2591	10.1	34.8	110
NOT EMPLOYED	40680	33121	49.9	81.4	99	11298	52.3	27.8	104	9384	49.1	23.1	98	12439	48.5	30.6	97
PROFESSIONAL/MANAGER	10392	8757	13.2	84.3	103	2270	10.5	21.8	82	2383	12.5	22.9	97	4103	16.0	39.5	125
TECH/CLERICAL/SALES	17574	14752	22.2	83.9	102	4592	21.3	26.1	98	4222	22.1	24.0	102	5938	23.1	33.8	107
PRECISION/CRAFT	985	807	1.2	81.9	100	**213	1.0	21.6	81	**312	1.6	31.7	134	*282	1.1	28.6	90
OTHER EMPLOYED	11354	8927	13.5	78.6	96	3216	14.9	28.3	106	2817	14.7	24.8	105	2894	11.3	25.5	80
SINGLE	9863	7405	11.2	75.1	92	2082	9.6	21.1	79	2085	10.9	21.1	90	3237	12.6	32.8	104
MARRIED	51375	42901	64.6	83.5	102	14926	69.1	29.1	109	12646	66.1	24.6	104	15329	59.7	29.8	94
DIVORCED/SEPARATED/WIDOWED	19748	16059	24.2	81.3	99	4581	21.2	23.2	87	4387	22.9	22.2	94	7090	27.6	35.9	113
PARENTS	32590	26477	39.9	81.2	99	10883	50.4	33.4	125	8016	41.9	24.6	104	7578	29.5	23.3	73
WHITE	70416	58864	88.7	83.6	102	18326	84.9	26.0	98	17006	89.0	24.2	102	23532	91.7	33.4	105
BLACK	8778	6250	9.4	71.2	87	2947	13.7	33.6	126	1673	8.8	19.1	81	1630	6.4	18.6	59
OTHER	1791	1250	1.9	69.8	85	**316	1.5	17.6	66	**440	2.3	24.6	104	*495	1.9	27.6	87
NORTHEAST-CENSUS	17786	14598	22.0	82.1	100	5565	25.8	31.3	117	4289	22.4	24.1	102	4745	18.5	26.7	84
NORTH CENTRAL	20741	17734	26.7	85.5	104	5170	23.9	24.9	94	4403	23.0	21.2	90	8161	31.8	39.3	124
SOUTH	27775	22031	33.2	79.3	97	7650	35.4	27.5	103	6886	36.0	24.8	105	7495	29.2	27.0	85
WEST	14683	12001	18.1	81.7	100	3205	14.8	21.8	82	3540	18.5	24.1	102	5256	20.5	35.8	113
NORTHEAST-MKTG.	17961	14430	21.7	80.3	98	5618	26.0	31.3	117	4395	23.0	24.5	104	4417	17.2	24.6	78
EAST CENTRAL	11885	9957	15.0	83.8	102	3247	15.0	27.3	102	2572	13.5	21.6	92	4138	16.1	34.8	110
WEST CENTRAL	14090	12144	18.3	86.2	105	3220	14.9	22.9	86	3132	16.4	22.2	94	5791	22.6	41.1	130
SOUTH	24081	19308	29.1	80.2	98	6677	30.9	27.7	104	5848	30.6	24.3	103	6783	26.4	28.2	89
PACIFIC	12969	10525	15.9	81.2	99	2827	13.1	21.8	82	3170	16.6	24.4	104	4528	17.6	34.9	110
COUNTY SIZE A	32439	26254	39.6	80.9	99	9007	41.7	27.8	104	7866	41.1	24.2	103	9382	36.6	28.9	91
COUNTY SIZE B	24915	20612	31.1	82.7	101	6952	32.2	27.9	105	5508	28.8	22.1	94	8152	31.8	32.7	103
COUNTY SIZE C	12930	10688	16.1	82.7	101	3014	14.0	23.3	87	3278	17.1	25.4	107	4396	17.1	34.0	107
COUNTY SIZE D	10703	8810	13.3	82.3	100	2617	12.1	24.5	92	2467	12.9	23.0	98	3726	14.5	34.8	110
METRO CENTRAL CITY	24518	19592	29.5	79.9	98	7180	33.1	29.3	110	5385	28.2	22.0	93	7027	27.4	28.7	90
METRO SUBURBAN	35919	30221	45.5	84.1	103	9483	43.9	26.4	99	8837	46.2	24.6	104	11900	46.4	33.1	105
NON METRO	20549	16551	24.9	80.5	98	4926	22.8	24.0	90	4896	25.6	23.8	101	6730	26.2	32.8	103
TOP 5 ADI'S	18341	14775	22.3	80.6	98	5217	24.2	28.4	107	4513	23.6	24.6	104	5044	19.7	27.5	87
TOP 10 ADI'S	25378	20388	30.7	80.3	98	6945	32.2	27.4	103	6197	32.4	24.4	103	7246	28.2	28.6	90
TOP 20 ADI'S	36488	29416	44.3	80.6	98	9689	44.9	26.6	100	8825	46.2	24.2	102	10902	42.5	29.9	94
HSOLD INC. \$50,000 OR MORE	6612	5836	8.8	88.3	108	1585	7.3	24.0	90	1840	9.6	27.8	118	2410	9.4	36.4	115
\$40,000 OR MORE	12659	10839	16.3	85.6	104	3236	15.0	25.6	96	3107	16.3	24.5	104	4497	17.5	35.5	112
\$30,000 OR MORE	24698	20873	31.5	84.5	103	6760	31.3	27.4	103	5761	30.1	23.3	99	8352	32.6	33.8	107
\$25,000 OR MORE	32077	27220	41.0	84.9	104	8805	40.8	27.4	103	7715	40.4	24.1	102	10699	41.7	33.4	105
\$20,000 - \$24,999	9144	7241	10.9	79.2	97	2201	10.2	24.1	90	2316	12.1	25.3	107	2723	10.6	29.8	94
\$15,000 - \$19,999	8728	6939	10.5	79.5	97	2192	10.2	25.1	94	1906	10.0	21.8	93	2842	11.1	32.6	103
\$10,000 - \$14,999	12562	10338	15.6	82.3	100	3722	17.2	29.6	111	3103	16.2	24.7	105	3514	13.7	28.0	88
UNDER \$10,000	18475	14626	22.0	79.2	97	4669	21.6	25.3	95	4078	21.3	22.1	94	5879	22.9	31.8	100
HOUSEHOLD OF 1 PERSON	11987	9861	14.9	82.3	100	1829	8.5	15.3	57	2266	11.9	18.9	80	5767	22.5	48.1	152
2 PEOPLE	26577	22088	33.3	83.1	101	5723	26.5	21.5	81	6580	34.4	24.8	105	9785	38.1	36.8	116
3 OR 4 PEOPLE	30617	24838	37.4	81.1	99	9532	44.2	31.1	117	7400	38.7	24.2	102	7907	30.8	25.8	82
5 OR MORE PEOPLE	11804	9576	14.4	81.1	99	4506	20.9	38.2	143	2872	15.0	24.3	103	2199	8.6	18.6	59
NO CHILD IN HSHLD	46165	38124	57.4	82.6	101	9797	45.4	21.2	80	10567	55.3	22.9	97	17760	69.2	38.5	121
CHILD(REN) UNDER 2 YRS	5325	4076	6.1	76.5	93	1557	7.2	29.2	110	1281	6.7	24.1	102	1238	4.8	23.2	73
2 - 5 YEARS	14221	11552	17.4	81.2	99	5018	23.2	35.3	132	3496	18.3	24.6	104	3038	11.8	21.4	67
6 - 11 YEARS	15117	12280	18.5	81.2	99	5518	25.6	36.5	137	3462	18.1	22.9	97	3300	12.9	21.8	69
12 - 17 YEARS	16611	13677	20.6	82.3	100	5898	27.3	35.5	133	4210	22.0	25.3	107	3570	13.9	21.5	68
RESIDENCE OWNED	55884	46902	70.7	83.9	102	14779	68.5	26.4	99	13298	69.6	23.8	101	18826	73.4	33.7	106
VALUE: \$50,000 OR MORE	31744	26817	40.4	84.5	103	7886	36.5	24.8	93	7654	40.0	24.1	102	11277	44.0	35.5	112
VALUE: UNDER \$50,000	24140	20085	30.3	83.2	102	6892	31.9	28.6	107	5644	29.5	23.4	99	7549	29.4	31.3	99

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS		50966	66364	100.0	81.9	100	21589	100.0	26.7	100	19118	100.0	23.6	100	25657	100.0	31.7	100
MAGAZINES	QUINTILE 1	15799	13111	19.8	83.0	101	4537	21.0	28.7	108	3876	20.3	24.5	104	4698	18.3	29.7	94
	QUINTILE 2	17259	14518	21.9	84.1	103	5016	23.2	29.1	109	4036	21.1	23.4	99	5466	21.3	31.7	100
	QUINTILE 3	13545	11346	17.1	83.8	102	3796	17.6	28.0	105	3353	17.5	24.8	105	4197	16.4	31.0	98
	QUINTILE 4	15133	12144	18.3	80.2	98	3628	16.8	24.0	90	3228	16.9	21.3	90	5288	20.6	34.9	110
	QUINTILE 5	19250	15245	23.0	79.2	97	4612	21.4	24.0	90	4625	24.2	24.0	102	6008	23.4	31.2	99
NEWSPAPERS	QUINTILE 1	12413	10249	15.4	82.6	101	3297	15.3	26.6	100	2927	15.3	23.6	100	4024	15.7	32.4	102
	QUINTILE 2	24116	20347	30.7	84.4	103	6530	30.2	27.1	102	6078	31.8	25.2	107	7739	30.2	32.1	101
	QUINTILE 3	11261	9143	13.8	81.2	99	3448	16.0	30.6	115	2285	12.0	20.3	86	3410	13.3	30.3	96
	QUINTILE 4	20255	16373	24.7	80.8	99	5011	23.2	24.7	93	4713	24.7	23.3	99	6649	25.9	32.8	104
	QUINTILE 5	12940	10252	15.4	79.2	97	3302	15.3	25.5	96	3116	16.3	24.1	102	3834	14.9	29.6	94
OUTDOOR	QUINTILE 1	14852	12281	18.5	82.7	101	3672	17.0	24.7	93	3635	19.0	24.5	104	4973	19.4	33.5	106
	QUINTILE 2	15725	12814	19.3	81.5	99	4116	19.1	26.2	98	3935	20.6	25.0	106	4762	18.6	30.3	96
	QUINTILE 3	16330	13520	20.4	82.8	101	4477	20.7	27.4	103	3791	19.8	23.2	98	5252	20.5	32.2	102
	QUINTILE 4	16744	13788	20.8	82.3	100	4602	21.3	27.5	103	3673	19.2	21.9	93	5512	21.5	32.9	104
	QUINTILE 5	17334	13963	21.0	80.6	98	4722	21.9	27.2	102	4083	21.4	23.6	100	5157	20.1	29.8	94
RADIO-DRIVE TIME	QUINTILE 1	15911	13041	19.7	82.0	100	4418	20.5	27.8	104	3454	18.1	21.7	92	5170	20.2	32.5	103
	QUINTILE 2	14837	12320	18.6	83.0	101	4184	19.4	28.2	106	3620	18.9	24.4	103	4516	17.6	30.4	96
	QUINTILE 3	15339	12575	18.9	82.0	100	4044	18.7	26.4	99	3430	17.9	22.4	95	5101	19.9	33.3	105
	QUINTILE 4	16723	13531	20.4	80.9	99	3982	18.4	23.8	89	4370	22.9	26.1	111	5178	20.2	31.0	98
	QUINTILE 5	18176	14897	22.4	82.0	100	4962	23.0	27.3	102	4244	22.2	23.3	99	5692	22.2	31.3	99
RADIO-MID- DAY	TERCILE 1	21020	17423	26.3	82.9	101	5808	26.9	27.6	104	4850	25.4	23.1	98	6765	26.4	32.2	102
	TERCILE 2	21610	17938	27.0	83.0	101	5878	27.2	27.2	102	5334	27.9	24.7	105	6726	26.2	31.1	98
	TERCILE 3	38355	31003	46.7	80.8	99	9903	45.9	25.8	97	8934	46.7	23.3	99	12166	47.4	31.7	100
RADIO-TOTAL	QUINTILE 1	15988	13046	19.7	81.6	100	4247	19.7	26.6	100	3604	18.9	22.5	95	5195	20.2	32.5	103
	QUINTILE 2	15626	13021	19.6	83.3	102	4813	22.3	30.8	116	3608	18.9	23.1	98	4601	17.9	29.4	93
	QUINTILE 3	16723	13822	20.8	82.7	101	4275	19.8	25.6	96	4207	22.0	25.2	107	5340	20.8	31.9	101
	QUINTILE 4	16342	13230	19.9	81.0	99	4007	18.6	24.5	92	3706	19.4	22.7	96	5517	21.5	33.8	107
	QUINTILE 5	16306	13245	20.0	81.2	99	4248	19.7	26.1	98	3994	20.9	24.5	104	5004	19.5	30.7	97
TV-PRIME TIME	QUINTILE 1	15953	13162	19.8	82.5	101	4417	20.5	27.7	104	3996	20.9	25.0	106	4749	18.5	29.8	94
	QUINTILE 2	16137	13145	19.8	81.5	99	4269	19.8	26.5	99	3961	20.7	24.5	104	4915	19.2	30.5	96
	QUINTILE 3	16420	13534	20.4	82.4	101	4543	21.0	27.7	104	3578	18.7	21.8	92	5412	21.1	33.0	104
	QUINTILE 4	16687	13788	20.8	82.6	101	4734	21.9	28.4	106	3772	19.7	22.6	96	5282	20.6	31.7	100
	QUINTILE 5	15789	12736	19.2	80.7	98	3626	16.8	23.0	86	3811	19.9	24.1	102	5299	20.7	33.6	106
TV-DAYTIME	TERCILE 1	27736	22835	34.4	82.3	100	8256	38.2	29.8	112	6554	34.3	23.6	100	8025	31.3	28.9	91
	TERCILE 2	26489	21296	32.1	80.4	98	6788	31.4	25.6	96	6423	33.6	24.2	103	8085	31.5	30.5	96
	TERCILE 3	26761	22232	33.5	83.1	101	6545	30.3	24.5	92	6141	32.1	22.9	97	9547	37.2	35.7	113
TV-TOTAL	QUINTILE 1	16345	13117	19.8	80.3	98	4560	21.1	27.9	105	3925	20.5	24.0	102	4631	18.0	28.3	89
	QUINTILE 2	16447	13764	20.7	83.7	102	4584	21.2	27.9	105	3937	20.6	23.9	101	5244	20.4	31.9	101
	QUINTILE 3	15980	13147	19.8	82.3	100	4552	21.1	28.5	107	3677	19.2	23.0	97	4918	19.2	30.8	97
	QUINTILE 4	15887	13117	19.8	82.6	101	4323	20.0	27.2	102	3787	19.8	23.8	101	5007	19.5	31.5	99
	QUINTILE 5	16326	13219	19.9	81.0	99	3570	16.5	21.9	82	3793	19.8	23.2	98	5856	22.8	35.9	113
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	17274	26.0	83.4	102	5869	27.2	28.3	106	4855	25.4	23.4	99	6550	25.5	31.6	100
	NEWSPAPER IMPERATIVE	19186	15966	24.1	83.2	102	5576	25.8	29.1	109	4709	24.6	24.5	104	5480	22.1	29.6	93
	MAGAZINE IMPERATIVE	21899	18150	27.3	82.9	101	5730	26.5	26.2	98	5319	27.8	24.3	103	7101	27.7	32.4	102
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	13060	19.7	84.5	103	4259	19.7	27.6	103	3943	20.6	25.5	108	4857	18.9	31.4	99
	OUTDOOR IMPERATIVE	25953	21554	32.5	83.1	101	7602	35.2	29.3	110	5993	31.3	23.1	98	7959	31.0	30.7	97
	MAGAZINE IMPERATIVE	24400	19536	29.4	80.1	98	5807	26.9	23.8	89	5683	29.7	23.3	99	8046	31.4	33.0	104
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	15169	22.9	84.0	103	5514	25.5	30.6	115	4322	22.6	23.9	101	5334	20.8	29.6	93
	RADIO IMPERATIVE	23571	19589	29.5	83.1	101	6376	29.5	27.1	101	5813	30.4	24.7	104	7400	28.8	31.4	99
	MAGAZINE IMPERATIVE	23278	18848	28.4	81.0	99	5917	27.4	25.4	95	5304	27.7	22.8	97	7627	29.7	32.8	103
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	13034	19.6	84.3	103	4349	20.1	28.1	106	4017	21.0	26.0	110	4668	18.2	30.2	95
	TELEVISION IMPERATIVE	25829	21389	32.2	82.8	101	7206	33.4	27.9	105	6029	31.5	23.3	99	8154	31.8	31.6	100
	MAGAZINE IMPERATIVE	26039	20914	31.5	80.3	98	6954	32.2	26.7	100	5867	30.7	22.5	95	8093	31.5	31.1	98
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	13851	20.8	83.4	102	4401	20.4	26.5	99	4026	21.1	24.2	103	5425	21.1	32.7	103
	OUTDOOR IMPERATIVE	26834	22371	33.7	83.4	102	7619	35.3	28.4	107	6307	33.0	23.5	100	8444	32.9	31.5	99
	NEWSPAPER IMPERATIVE	23346	18720	28.2	80.2	98	5829	27.0	25.0	94	5634	29.5	24.1	102	7257	28.3	31.1	98
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	14582	22.0	85.1	104	4888	22.6	28.5	107	4069	21.3	23.7	101	5625	21.9	32.8	104
	RADIO IMPERATIVE	25892	21418	32.3	82.7	101	6888	31.9	26.6	100	6304	33.0	24.3	103	8227	32.1	31.8	100
	NEWSPAPER IMPERATIVE	23167	18636	28.1	80.4	98	6285	29.1	27.1	102	5262	27.5	22.7	96	7089	27.6	30.6	97
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	14452	21.8	84.2	103	4965	23.0	28.9	109	4258	22.3	24.8	105	5229	20.4	30.5	96
	TELEVISION IMPERATIVE	26214	21661	32.6	82.6	101	6765	31.3	25.8	97	6159	32.2	23.5	100	8738	34.1	33.3	105
	NEWSPAPER IMPERATIVE	23412	18720	28.2	80.0	98	6386	29.6	27.3	102	5388	28.2	23.0	97	6947	27.1	29.7	94
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	12806	19.3	83.7	102	4039	18.7	26.4	99	3960	20.7	25.9	110	4806	18.7	31.4	99
	RADIO IMPERATIVE	24901	20277	30.6	81.4	99	6207	28.8	24.9	94	5960	31.2	23.9	101	8110	31.6	32.6	103
	OUTDOOR IMPERATIVE	26492	21756	32.8	82.1	100	7671	35.5	29.0	109	5771	30.2	21.8	92	8314	32.4	31.4	99

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	66364	100.0	81.9	100	21589	100.0	26.7	100	19118	100.0	23.6	100	25657	100.0	31.7	100
ATLANTIC MONTHLY	415	318	0.5	76.6	94	**104	0.5	25.1	94	**102	0.5	24.6	104	*112	0.4	27.0	85
BARRON'S	453	368	0.6	81.2	99	**138	0.6	30.5	114	**127	0.7	28.0	119	*102	0.4	22.5	71
BETTER HOMES & GARDENS	16256	13716	20.7	84.4	103	4177	19.3	25.7	96	4134	21.6	25.4	108	5404	21.1	33.2	105
BON APPETIT	2535	2094	3.2	82.6	101	560	2.6	22.1	83	695	3.6	27.4	116	838	3.3	33.1	104
BUSINESS WEEK	1278	1057	1.6	82.7	101	356	1.6	27.9	104	329	1.7	25.7	109	372	1.4	29.1	92
CAR AND DRIVER	378	295	0.4	78.0	95	**131	0.6	34.7	130	**72	0.4	19.0	81	**91	0.4	24.1	76
CBS MAGAZINE NETWORK (GROSS)	1498	1240	1.9	82.8	101	516	2.4	34.4	129	327	1.7	21.8	92	398	1.6	26.6	84
CHANGING TIMES	1505	1251	1.9	83.1	101	406	1.9	27.0	101	435	2.3	28.9	122	411	1.6	27.3	86
COLONIAL HOMES	1231	987	1.5	80.2	98	323	1.5	26.2	98	272	1.4	22.1	94	391	1.5	31.8	100
CONDE NAST MAG. PKG. (GROSS)	14146	11414	17.2	80.7	98	3925	18.2	27.7	104	3381	17.7	23.9	101	4108	16.0	29.0	92
CONSUMERS DIGEST	1323	1157	1.7	87.5	107	436	2.0	33.0	124	361	1.9	27.3	116	360	1.4	27.2	86
COSMOPOLITAN	7102	5698	8.6	80.2	98	1969	9.1	27.7	104	1800	9.4	25.3	107	1929	7.5	27.2	86
COUNTRY LIVING	2481	2154	3.2	86.8	106	715	3.3	28.8	108	596	3.1	24.0	102	842	3.3	33.9	107
CUISINE	1472	1246	1.9	84.6	103	498	2.3	33.8	127	293	1.5	19.9	84	455	1.8	30.9	98
CYCLE WORLD	425	405	0.6	95.3	116	**134	0.6	31.5	118	**101	0.5	23.8	101	**170	0.7	40.0	126
DCI: CREATIVE IDEAS FOR LIV	2510	2055	3.1	81.9	100	763	3.5	30.4	114	575	3.0	22.9	97	717	2.8	28.6	90
DCI: CREAT IDEA/SO. LIV (GROSS)	6694	5589	8.4	83.5	102	1864	8.6	27.8	104	1684	8.8	25.2	107	2041	8.0	30.5	96
DISCOVER	894	674	1.0	75.4	92	*225	1.0	25.2	94	*174	0.9	19.5	82	275	1.1	30.8	97
EBONY	3507	2550	3.8	72.7	89	1272	5.9	36.3	134	765	4.0	21.8	92	514	2.0	14.7	46
ESQUIRE	1083	791	1.2	73.0	89	349	1.6	32.2	121	*228	1.2	21.1	89	214	0.8	19.8	62
ESSENCE	1830	1333	2.0	72.8	89	680	3.1	37.2	139	337	1.8	18.4	78	316	1.2	17.3	55
FAMILY CIRCLE	15930	13553	20.4	85.1	104	4655	21.6	29.2	110	3729	19.5	23.4	99	5169	20.1	32.4	102
THE FAMILY HANDYMAN	1126	1008	1.5	89.5	109	367	1.7	32.6	122	*235	1.2	20.9	88	406	1.6	36.1	114
FAMILY WEEKLY	11468	9751	14.7	85.0	104	3165	14.7	27.6	104	2673	14.0	23.3	99	3912	15.2	34.1	108
FIELD & STREAM	2234	1880	2.8	84.2	103	789	3.7	35.3	132	346	1.8	15.5	66	745	2.9	33.3	105
FOOD & WINE	579	467	0.7	80.7	98	*124	0.6	21.4	80	*128	0.7	22.1	94	*216	0.8	37.3	118
FORBES	728	626	0.9	86.0	105	*140	0.6	19.2	72	*287	1.5	39.4	167	*199	0.8	27.3	86
FORTUNE	906	807	1.2	89.1	109	*192	0.9	21.2	79	*239	1.3	26.4	112	375	1.5	41.4	131
GENTLEMEN'S QUARTERLY	791	595	0.9	75.2	92	*256	1.2	32.4	121	*174	0.9	22.0	93	*165	0.6	20.9	66
GLAMOUR	5265	4357	6.6	82.8	101	1502	7.0	28.5	107	1279	6.7	24.3	103	1577	6.1	30.0	95
GOLF DIGEST	636	549	0.8	86.3	105	*190	0.9	29.9	112	**109	0.6	17.1	73	*250	1.0	39.3	124
GOLF DIGEST/TENNIS (GROSS)	1186	1009	1.5	85.1	104	329	1.5	27.7	104	309	1.6	26.1	110	372	1.4	31.4	99
GOLF MAGAZINE	441	419	0.6	95.0	116	**141	0.7	32.0	120	**73	0.4	16.6	70	*205	0.8	46.5	147
GOLF MAGAZINE/SKI (GROSS)	922	838	1.3	90.9	111	*215	1.0	23.3	87	*213	1.1	23.1	98	410	1.6	44.5	140
GOOD HOUSEKEEPING	16487	14056	21.2	85.3	104	4534	21.0	27.5	103	4243	22.2	25.7	109	5279	20.6	32.0	101
HARPER'S BAZAAR	2423	1958	3.0	80.8	99	775	3.6	32.0	120	507	2.7	20.9	89	676	2.6	27.9	88
HEALTH	1994	1706	2.6	85.6	104	602	2.8	30.2	113	501	2.6	25.1	106	603	2.4	30.2	95
HEARST MAG CORP. BUY (GROSS)	44101	36910	55.6	83.7	102	12609	58.4	28.6	107	10935	57.2	24.8	105	13367	52.1	30.3	96
HEARST MAN POWER (GROSS)	1993	1711	2.6	85.9	105	660	3.1	33.1	124	413	2.2	20.7	88	639	2.5	32.1	101
HEARST WOMAN POWER (GROSS)	31274	26169	39.4	83.7	102	8828	40.9	28.2	106	7858	41.1	25.1	106	9483	37.0	30.3	96
HOUSE BEAUTIFUL	3623	3037	4.6	83.8	102	1074	5.0	29.6	111	1002	5.2	27.7	117	961	3.7	26.5	84
INC.	283	*233	0.4	82.3	100	**73	0.3	25.8	97	**83	0.4	29.3	124	**76	0.3	26.9	85
JET	2928	2114	3.2	72.2	88	1097	5.1	37.5	141	564	3.0	19.3	82	452	1.8	15.4	49
LADIES' HOME JOURNAL	11918	10062	15.2	84.4	103	3364	15.6	28.2	106	2866	15.0	24.0	102	3832	14.9	32.2	101
LHJ FAMILY GRP COMBO (GROSS)	16764	14164	21.3	84.5	103	4781	22.1	28.5	107	4108	21.5	24.5	104	5275	20.6	31.5	99
LIFE	4254	3399	5.1	79.9	98	1259	5.8	29.6	111	1065	5.6	25.0	106	1075	4.2	25.3	80
L.A. TIMES HOME MAGAZINE	1145	945	1.4	82.5	101	289	1.3	25.2	95	*296	1.5	25.9	110	360	1.4	31.4	99
MADEMOISELLE	2884	2396	3.6	83.1	101	809	3.7	28.1	105	745	3.9	25.8	109	843	3.3	29.2	92
MC CALL'S	13460	11237	16.9	83.5	102	3815	17.7	28.3	106	2949	15.4	21.9	93	4473	17.4	33.2	105
MC CALL'S/WRK MOTHER (GROSS)	14606	12110	18.2	82.9	101	4210	19.5	28.8	108	3151	16.5	21.6	91	4750	18.5	32.5	103
MECHANIX ILLUSTRATED	772	664	1.0	86.0	105	*240	1.1	31.1	117	*221	1.2	28.6	121	*203	0.8	26.3	83
METROPOLITAN HOME	967	805	1.2	83.2	102	280	1.3	29.0	109	*206	1.1	21.3	90	319	1.2	33.0	104
MONEY	1588	1312	2.0	82.6	101	334	1.5	21.0	79	465	2.4	29.3	124	513	2.0	32.3	102
MOTHER EARTH NEWS	1002	851	1.3	84.9	104	*199	0.9	19.9	75	*254	1.3	25.3	107	398	1.6	39.7	125
MS.	825	700	1.1	84.8	104	222	1.0	26.9	101	*227	1.2	27.5	117	251	1.0	30.4	96
NATIONAL ENQUIRER	10336	8516	12.8	82.4	101	3505	16.2	33.9	127	2258	11.8	21.8	93	2753	10.7	26.6	84
NATIONAL GEOGRAPHIC	9597	8012	12.1	83.5	102	2084	9.7	21.7	81	2521	13.2	26.3	111	3407	13.3	35.5	112
NATIONAL SUNDAY MAGAZINE PKG	49558	41056	61.9	82.8	101	13577	62.9	27.4	103	11735	61.4	23.7	100	15744	61.4	31.8	100
NATURAL HISTORY	573	523	0.8	91.3	111	*114	0.5	19.9	75	*192	1.0	33.5	142	*217	0.8	37.9	120
NEW WOMAN	1699	1272	1.9	74.9	91	381	1.8	22.4	84	373	2.0	22.0	93	517	2.0	30.4	96
NEW YORK INCLUDING CUE	443	352	0.5	79.5	97	*140	0.6	31.6	119	**78	0.4	17.6	75	*134	0.5	30.2	95
THE NEW YORKER	1270	1071	1.6	84.3	103	309	1.4	24.3	91	*275	1.4	21.7	92	487	1.9	38.3	121
NEWSWEEK	6277	5155	7.8	82.1	100	1703	7.9	27.1	102	1501	7.9	23.9	101	1951	7.6	31.1	98
THE N.Y. TIMES DAILY EDITION	1205	1009	1.5	83.7	102	384	1.8	31.9	120	264	1.4	21.9	93	360	1.4	29.9	94
THE N.Y. TIMES MAGAZINE	2081	1690	2.5	81.2	99	576	2.7	27.7	104	526	2.8	25.3	107	587	2.3	28.2	89
OMNI	788	661	1.0	83.9	102	*235	1.1	29.8	112	*220	1.2	27.9	118	207	0.8	26.3	83
ON CABLE	1158	952	1.4	82.2	100	351	1.6	30.3	114	*333	1.7	28.8	122	268	1.0	23.1	73
1001 HOME IDEAS	2852	2396	3.6	84.0	103	815	3.8	28.6	107	741	3.9	26.0	110	840	3.3	29.5	93
ORGANIC GARDENING	1658	1386	2.1	83.6	102	421	2.0	25.4	95	303	1.6	18.3	77	663	2.6	40.0	126
OUTDOOR LIFE	896	693	1.0	77.3	94	*214	1.0	23.9	90	**138	0.7	15.4	65	341	1.3	38.1	120
PARADE MAGAZINE	24275	20053	30.2	82.6	101	6768	31.3	27.9	105	5869	30.7	24.2	102	7416	28.9	30.5	96

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	66364	100.0	81.9	100	21589	100.0	26.7	100	19118	100.0	23.6	100	25657	100.0	31.7	100
PARENTS	3845	3048	4.6	79.3	97	1182	5.5	30.7	115	917	4.8	23.8	101	950	3.7	24.7	78
PENTHOUSE	831	713	1.1	85.8	105	*314	1.5	37.8	142	*222	1.2	26.7	113	*177	0.7	21.3	67
PEOPLE	11645	9771	14.7	83.9	102	3425	15.9	29.4	110	3047	15.9	26.2	111	3298	12.9	28.3	89
PLAYBOY	2006	1602	2.4	79.9	97	609	2.8	30.4	114	518	2.7	25.8	109	475	1.9	23.7	75
POPULAR HOT RODDING	297	*231	0.3	77.8	95	**85	0.4	28.6	107	**41	0.2	13.8	58	**105	0.4	35.4	112
POPULAR MECHANICS	1018	912	1.4	89.6	109	*355	1.6	34.9	131	*198	1.0	19.4	82	359	1.4	35.3	111
POPULAR SCIENCE	878	770	1.2	87.7	107	*212	1.0	24.1	91	*233	1.2	26.5	112	325	1.3	37.0	117
PREVENTION	3913	3286	5.0	84.0	102	1102	5.1	28.2	106	804	4.2	20.5	87	1380	5.4	35.3	111
PSYCHOLOGY TODAY	1710	1430	2.2	83.6	102	433	2.0	25.3	95	482	2.5	28.2	119	515	2.0	30.1	95
READER'S DIGEST	22204	18884	28.5	85.0	104	5828	27.0	26.2	98	5479	28.7	24.7	105	7577	29.5	34.1	108
REDBOOK	7684	6415	9.7	83.5	102	2324	10.8	30.2	113	1815	9.5	23.6	100	2276	8.9	29.6	93
ROAD & TRACK	410	318	0.5	77.6	95	**135	0.6	32.9	124	**80	0.4	19.5	83	**103	0.4	25.1	79
ROLLING STONE	969	770	1.2	79.5	97	*313	1.4	32.3	121	218	1.1	22.5	95	240	0.9	24.8	78
RUNNER'S WORLD	292	266	0.4	89.3	109	**74	0.3	24.8	93	**73	0.4	24.5	104	**119	0.5	39.9	126
SATURDAY EVENING POST	1169	937	1.4	80.2	98	351	1.6	30.0	113	*193	1.0	16.5	70	393	1.5	33.6	106
SCIENCE 84	587	507	0.8	86.4	105	*267	1.2	45.5	171	**96	0.5	16.4	69	*144	0.6	24.5	77
SCIENCE DIGEST	482	407	0.6	84.4	103	**133	0.6	27.6	104	*122	0.6	25.3	107	*151	0.6	31.3	99
SCIENTIFIC AMERICAN	594	505	0.8	85.0	104	**127	0.6	21.4	80	*173	0.9	29.1	123	*205	0.8	34.5	109
SELF	2089	1607	2.4	76.9	94	491	2.3	23.5	88	501	2.6	24.0	102	615	2.4	29.4	93
SEVENTEEN	2411	1901	2.9	78.8	96	724	3.4	30.0	113	662	3.5	27.5	116	515	2.0	21.4	67
SKI	480	420	0.6	87.5	107	**75	0.3	15.6	59	*140	0.7	29.2	124	*205	0.8	42.7	135
SMITHSONIAN	2760	2263	3.4	82.0	100	597	2.8	21.6	81	670	3.5	24.3	103	996	3.9	36.1	114
SOAP OPERA DIGEST	3013	2445	3.7	81.1	99	1192	5.5	39.6	148	697	3.6	23.1	98	555	2.2	18.4	58
SOUTHERN LIVING	4184	3534	5.3	84.5	103	1101	5.1	26.3	99	1109	5.8	26.5	112	1324	5.2	31.6	100
SPORT	559	458	0.7	81.9	100	*138	0.6	24.7	93	**146	0.8	26.1	111	*173	0.7	30.9	98
THE SPORTING NEWS	436	404	0.6	92.7	113	**199	0.9	45.6	171	**94	0.5	21.6	91	**111	0.4	25.5	80
SPORTS AFIELD	493	392	0.6	79.5	97	*171	0.8	34.7	130	**92	0.5	18.7	79	**129	0.5	26.2	83
SPORTS ILLUSTRATED	2758	2260	3.4	81.9	100	777	3.6	28.2	106	608	3.2	22.0	93	875	3.4	31.7	100
STAR	7456	6122	9.2	82.1	100	2620	12.1	35.1	132	1754	9.2	23.5	100	1747	6.8	23.4	74
SUNDAY	24936	20330	30.6	81.5	99	6952	32.2	27.9	105	5849	30.6	23.5	99	7529	29.3	30.2	95
SUNSET	2124	1881	2.8	88.6	108	423	2.0	19.9	75	562	2.9	26.5	112	897	3.5	42.2	133
TV GUIDE	21661	17810	26.8	82.2	100	6597	30.6	30.5	114	5003	26.2	23.1	98	6210	24.2	28.7	90
TENNIS	550	461	0.7	83.8	102	**139	0.6	25.3	95	*200	1.0	36.4	154	*122	0.5	22.2	70
TIME	8880	7234	10.9	81.5	99	2336	10.8	26.3	99	2317	12.1	26.1	111	2581	10.1	29.1	92
TOWN & COUNTRY	917	768	1.2	83.8	102	*177	0.8	19.3	72	*246	1.3	26.8	114	345	1.3	37.6	119
TRAVEL & LEISURE	972	844	1.3	86.8	106	287	1.3	29.5	111	224	1.2	23.0	98	333	1.3	34.3	108
TRUE STORY	3356	2756	4.2	82.1	100	1428	6.6	42.6	160	652	3.4	19.4	82	676	2.6	20.1	64
U.S. NEWS & WORLD REPORT	3410	2688	4.1	78.8	96	802	3.7	23.5	88	878	4.6	25.7	109	1009	3.9	29.6	93
USA TODAY	1759	1546	2.3	87.9	107	501	2.3	28.5	107	473	2.5	26.9	114	572	2.2	32.5	103
US	1873	1581	2.4	84.4	103	567	2.6	30.3	114	511	2.7	27.3	116	503	2.0	26.9	85
VOGUE	3909	3053	4.6	78.1	95	1124	5.2	28.8	108	856	4.5	21.9	93	1074	4.2	27.5	87
WALL STREET JOURNAL	1886	1682	2.5	89.2	109	463	2.1	24.5	92	604	3.2	32.0	136	615	2.4	32.6	103
WEIGHT WATCHERS	2120	1809	2.7	85.3	104	755	3.5	35.6	134	413	2.2	19.5	83	640	2.5	30.2	95
WOMAN'S DAY	14172	12193	18.4	86.0	105	4336	20.1	30.6	115	3146	16.5	22.2	94	4712	18.4	33.2	105
WORKING MOTHER	1146	874	1.3	76.3	93	395	1.8	34.5	129	*202	1.1	17.6	75	277	1.1	24.2	76
WORKING WOMAN	1322	1056	1.6	79.9	97	359	1.7	27.2	102	290	1.5	21.9	93	406	1.6	30.7	97
WORLD TENNIS	*163	*141	0.2	86.5	106	**46	0.2	28.2	106	**59	0.3	36.2	153	*337	0.1	22.7	72
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2163	3.3	85.4	104	726	3.4	28.7	108	640	3.3	25.3	107	796	3.1	31.4	99
BLAIR INSERTS	43657	36053	54.3	82.6	101	11818	54.7	27.1	102	10511	55.0	24.1	102	13725	53.5	31.4	99
DAILY NEWSPAPERS																	
READ ANY	51633	42879	64.6	83.0	101	14008	64.9	27.1	102	12137	63.5	23.5	100	16734	65.2	32.4	102
READ ONE	43463	36137	54.5	83.1	101	11802	54.7	27.2	102	10207	53.4	23.5	99	14128	55.1	32.5	103
READ TWO OR MORE	8170	6742	10.2	82.5	101	2205	10.2	27.0	101	1930	10.1	23.6	100	2606	10.2	31.9	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	43680	65.8	82.9	101	14266	66.1	27.1	102	12691	66.4	24.1	102	16723	65.2	31.7	100
READ ONE	46126	38183	57.5	82.8	101	12488	57.8	27.1	102	11020	57.6	23.9	101	14675	57.2	31.8	100
READ TWO OR MORE	6552	5497	8.3	83.9	102	1778	8.2	27.1	102	1671	8.7	25.5	108	2048	8.0	31.3	99
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.71				26.81				28.61				27.80			
30 DAY REACH	71455	58495	88.1	81.9	100	18941	87.7	26.5	99	16670	87.2	23.3	99	22885	89.2	32.0	101
50 SHWG - 30 DAY AV FREQ	14.56	14.62				14.14				15.01				14.73			
30 DAY REACH	67742	55570	83.7	82.0	100	17984	83.3	26.5	100	15923	83.3	23.5	100	21663	84.4	32.0	101
25 SHWG - 30 DAY AV FREQ	7.94	7.94				7.71				8.10				8.00			
30 DAY REACH	62117	51196	77.1	82.4	101	16509	76.5	26.6	100	14736	77.1	23.7	100	19951	77.8	32.1	101
CABLE TV: HOME WIRED	32077	26831	40.4	83.6	102	8903	41.2	27.8	104	7816	40.9	24.4	103	10112	39.4	31.5	100
HOME NOT WIRED	48909	39533	59.6	80.8	99	12686	58.8	25.9	97	11302	59.1	23.1	98	15545	60.6	31.8	100
HAVE PAY CABLE	15935	13511	20.4	84.8	103	4966	23.0	31.2	117	3815	20.0	23.9	101	4730	18.4	29.7	94

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	66364	100.0	81.9	100	21589	100.0	26.7	100	19118	100.0	23.6	100	25657	100.0	31.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	36279	54.7	82.6	101	11595	53.7	26.4	99	10188	53.3	23.2	98	14496	56.5	33.0	104
10:00 AM - 3:00 PM	30659	25427	38.3	82.9	101	8388	38.9	27.4	103	7210	37.7	23.5	100	9830	38.3	32.1	101
3:00 PM - 7:00 PM	31045	25342	38.2	81.6	100	8142	37.7	26.2	98	7382	38.6	23.8	101	9819	38.3	31.6	100
7:00 PM - MIDNIGHT	15767	12785	19.3	81.1	99	4188	19.4	26.6	100	3616	18.9	22.9	97	4980	19.4	31.6	100
MIDNIGHT - 6:00 AM	9120	7547	11.4	82.8	101	2530	11.7	27.7	104	1977	10.3	21.7	92	3040	11.8	33.3	105
6:00 AM - MIDNIGHT	58527	48121	72.5	82.2	100	15666	72.6	26.8	100	13762	72.0	23.5	100	18693	72.9	31.9	101
ENTIRE DAY	59311	48734	73.4	82.2	100	15899	73.6	26.8	101	13942	72.9	23.5	100	18893	73.6	31.9	101
AVG DAILY M-F CUME: 6AM-MONT																	
FORMATS: ADULT CONTEMPORARY	16172	13493	20.3	83.4	102	4189	19.4	25.9	97	3784	19.8	23.4	99	5519	21.5	34.1	108
ALL NEWS	2256	1821	2.7	80.7	99	652	3.1	29.3	110	493	2.6	21.9	93	665	2.6	29.5	93
AOR/PROGRESSIVE	3874	3345	5.0	86.3	105	1124	5.2	29.0	109	1065	5.6	27.5	116	1155	4.5	29.8	94
BEAUTIFUL MUSIC	5660	4674	7.0	82.6	101	1548	7.2	27.3	103	1381	7.2	24.4	103	1745	6.8	30.8	97
BLACK	2204	1658	2.5	75.2	92	771	3.6	35.0	131	479	2.5	21.7	92	408	1.6	18.5	58
CLASSICAL	1418	1182	1.8	83.4	102	403	1.9	28.4	107	340	1.8	24.0	102	439	1.7	31.0	98
CHR/ROCK	9538	7710	11.6	80.8	99	2497	11.6	26.2	98	2436	12.7	25.5	108	2777	10.8	29.1	92
COUNTRY	12648	10441	15.7	82.6	101	3424	15.9	27.1	102	2785	14.6	22.0	93	4233	16.5	33.5	106
GOLDEN OLDIES	1191	912	1.4	76.6	93	300	1.4	25.2	94	364	1.9	30.6	129	248	1.0	20.8	66
MOR/NOSTALGIA	4757	4057	6.1	85.3	104	1148	5.3	24.1	91	1107	5.8	23.3	99	1801	7.0	37.9	120
NEWS/TALK	3863	3256	4.9	84.3	103	996	4.6	25.8	97	917	4.8	23.7	101	1343	5.2	34.8	110
RELIGIOUS	3084	2475	3.7	80.3	98	625	2.9	20.3	76	668	3.5	21.7	92	1182	4.6	38.3	121
SOFT ROCK	521	430	0.6	82.5	101	**122	0.6	23.4	88	**37	0.2	7.1	30	*271	1.1	52.0	164
URBAN CONTEMPORARY	1585	1189	1.8	75.0	92	658	3.0	41.5	156	363	1.9	22.9	97	*168	0.7	10.6	33
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2653	4.0	81.4	99	988	4.6	30.3	114	744	3.9	22.8	97	921	3.6	28.2	89
ABC DIRECTION	2316	1989	3.0	85.9	105	791	3.7	34.2	128	657	3.4	28.4	120	541	2.1	23.4	74
ABC ENTERTAINMENT	4834	3990	6.0	82.5	101	1187	5.5	24.6	92	1244	6.5	25.7	109	1560	6.1	32.3	102
ABC FM	2202	1736	2.6	78.8	96	729	3.4	33.1	124	510	2.7	23.2	98	497	1.9	22.6	71
ABC INFORMATION	5425	4639	7.0	85.5	104	1291	6.0	23.8	89	1396	7.3	25.7	109	1952	7.6	36.0	114
ABC ROCK	1677	1420	2.1	84.7	103	533	2.5	31.8	119	420	2.2	25.0	106	467	1.8	27.8	88
CBS	4430	3596	5.4	81.2	99	1114	5.2	25.1	94	760	4.0	17.2	73	1722	6.7	38.9	123
MUTUAL	4992	4266	6.4	85.5	104	1392	6.4	27.9	105	1269	6.6	25.4	108	1606	6.3	32.2	102
NBC	4679	3962	6.0	84.7	103	1149	5.3	24.6	92	926	4.8	19.8	84	1887	7.4	40.3	127
RADIO/ABC	1994	1668	2.5	83.7	102	551	2.6	27.6	104	616	3.2	30.9	131	501	2.0	25.1	79
RKO ONE	2298	1817	2.7	79.1	96	618	2.9	26.9	101	619	3.2	26.9	114	580	2.3	25.2	80
RKO TWO	3311	2618	3.9	79.1	96	997	4.6	30.1	113	791	4.1	23.9	101	830	3.2	25.1	79
THE SOURCE	2114	1841	2.8	87.1	106	646	3.0	30.6	115	677	3.5	32.0	136	518	2.0	24.5	77
NON-WIRED : BLAIR	8654	7223	10.9	83.5	102	2218	10.3	25.6	96	1998	10.5	23.1	98	3007	11.7	34.7	110
INTERNET	12025	9903	14.9	82.4	100	3390	15.7	28.2	106	3105	16.3	25.8	109	3405	13.3	28.3	89
KATZ RADIO GROUP	15359	12750	19.2	83.0	101	4099	19.0	26.7	100	3548	18.6	23.1	98	5103	19.9	33.2	105
SUPERNET	10628	8638	13.0	81.3	99	2843	13.2	26.8	100	2470	12.9	23.2	98	3326	13.0	31.3	99
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	6937	10.5	80.1	98	2260	10.5	26.1	98	1917	10.0	22.1	94	2760	10.8	31.9	101
WKDAY 9:00 AM - 1:00 PM	12163	9913	14.9	81.5	99	3609	16.7	29.7	111	2877	15.0	23.7	100	3427	13.4	28.2	89
WKDAY 1:00 PM - 4:30 PM	16150	13235	19.9	82.0	100	4767	22.1	29.5	111	3836	20.1	23.8	101	4632	18.1	28.7	91
WKDAY 4:30 PM - 7:30 PM	22463	18266	27.5	81.3	99	6134	28.4	27.3	102	5265	27.5	23.4	99	6867	26.8	30.6	96
WKDAY 7:30 PM - 8:00 PM	31795	25891	39.0	81.4	99	8459	39.2	26.6	100	7670	40.1	24.1	102	9763	38.1	30.7	97
WKDAY 11:00 PM - 11:30 PM	23977	19826	29.9	82.7	101	6657	30.8	27.8	104	5745	30.1	24.0	101	7425	28.9	31.0	98
WKDAY 11:30 PM - 1:00 AM	7703	6328	9.5	82.1	100	2224	10.3	28.9	108	1823	9.5	23.7	100	2281	8.9	29.6	93
M-SAT 8-11 PM-SUN 7-11 PM	33800	27782	41.9	82.2	100	9221	42.7	27.3	102	8072	42.2	23.9	101	10489	40.9	31.0	98
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5403	8.1	82.6	101	2114	9.8	32.3	121	1654	8.7	25.3	107	1636	6.4	25.0	79
ANOTHER WORLD	N 4620	3716	5.6	80.4	98	1253	5.8	27.1	102	1101	5.8	23.8	101	1361	5.3	29.5	93
AS THE WORLD TURNS	C 5614	4590	6.9	81.8	100	1595	7.4	28.4	107	1154	6.0	20.6	87	1841	7.2	32.8	104
CAPITOL	C 3396	2756	4.2	81.2	99	1006	4.7	29.6	111	666	3.5	19.6	83	1084	4.2	31.9	101
CBS MORN. NEWS 1	C 1446	1027	1.5	71.0	87	329	1.5	22.8	85	296	1.5	20.5	87	402	1.6	27.8	88
CBS MORN. NEWS 2	C 1207	859	1.3	71.2	87	272	1.3	22.5	85	211	1.1	17.5	74	376	1.5	31.2	98
DAYS OF OUR LIVES	N 5877	4853	7.3	82.6	101	1620	7.5	27.6	103	1380	7.2	23.5	99	1854	7.2	31.5	100
FACTS OF LIFE - DAYTIME	N 2290	1740	2.6	76.0	93	630	2.9	27.5	103	584	3.1	25.5	108	525	2.0	22.9	72
FAMILY FEUD	A 3023	2356	3.6	77.9	95	844	3.9	27.9	105	700	3.7	23.2	98	812	3.2	26.9	85
GENERAL HOSPITAL	A 6097	4932	7.4	80.9	99	1837	8.5	30.1	113	1690	8.8	27.7	117	1404	5.5	23.0	73
GOOD MORNING, AMERICA-730A	A 3515	2931	4.4	83.4	102	907	4.2	25.8	97	743	3.9	21.1	90	1282	5.0	36.5	115
GOOD MORNING, AMERICA-830A	A 2818	2396	3.6	85.0	104	732	3.4	26.0	97	744	3.9	26.4	112	919	3.6	32.6	103
GUIDING LIGHT	C 5339	4343	6.5	81.3	99	1600	7.4	30.0	112	1005	5.3	18.8	80	1738	6.8	32.6	103
ONE LIFE TO LIVE	A 4478	3709	5.6	82.8	101	1374	6.4	30.7	115	1172	6.1	26.2	111	1163	4.5	26.0	82
PRESS YOUR LUCK	C 2244	1901	2.9	84.7	103	647	3.0	28.8	108	574	3.0	25.6	108	680	2.7	30.3	96
PRICE IS RIGHT 1	C 4348	3615	5.4	83.1	101	1320	6.1	30.4	114	1022	5.3	23.5	100	1273	5.0	29.3	92
PRICE IS RIGHT 2	C 5014	4163	6.3	83.0	101	1460	6.8	29.1	109	1166	6.1	23.3	99	1536	6.0	30.6	97
RYAN'S HOPE	A 3150	2593	3.9	82.3	100	1097	5.1	34.8	131	778	4.1	24.7	105	719	2.8	22.8	72
SALE OF THE CENTURY	N 2695	2096	3.2	77.8	95	718	3.3	26.6	100	681	3.6	25.3	107	697	2.7	25.9	82
SEARCH FOR TOMORROW	N 2319	1884	2.8	81.2	99	692	3.2	29.8	112	472	2.5	20.4	86	720	2.8	31.0	98
TODAY SHOW 1	N 2693	2152	3.2	79.9	98	678	3.1	25.2	94	625	3.3	23.2	98	849	3.3	31.5	100
TODAY SHOW 2	N 2498	1979	3.0	79.2	97	599	2.8	24.0	90	594	3.1	23.8	101	786	3.1	31.5	99
\$25,000 PYRAMID	C 2753	2250	3.4	81.7	100	837	3.9	30.4	114	634	3.3	23.0	98	780	3.0	28.3	89
WHEEL OF FORTUNE	N 4388	3583	5.4	81.7													

		TOTAL	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
				DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS	
TOTAL FEMALE HOMEOWNERS																		
80986 66364 100.0 81.9 100 21589 100.0 26.7 100 19118 100.0 23.6 100 25657 100.0 31.7 100																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY																		
NETWORK AFFILIATES - LATE																		
INDEPENDENTS - LATE																		
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM																		
ABC MONDAY NIGHT MOVIE																		
ABC SUNDAY NIGHT MOVIE																		
ABC WORLD NEWS TONIGHT																		
AFTERMASH																		
ALICE																		
AMERICAN PARADE																		
BENSON																		
BLUE THUNDER																		
CAGNEY & LACEY																		
CBS EVENING NEWS-DEAN																		
CBS EVENING NEWS-RATHER																		
CBS SAT. NEWS-SCHIEFFER																		
CBS SATURDAY NIGHT MOVIE																		
CBS WEDNESDAY NIGHT MOVIE																		
CHEERS																		
DALLAS																		
DIFF'RENT STROKES																		
DOUBLE TROUBLE																		
DUCK FACTORY																		
DUKES OF HAZZARD																		
DYNASTY																		
FACTS OF LIFE																		
FALCON CREST																		
FALL GUY																		
FAMILY TIES																		
FANTASY ISLAND																		
FOULUPS, BLEEPs & BLUNDERS																		
FOUR SEASONS																		
GIMME A BREAK																		
HART TO HART																		
HILL STREET BLUES																		
HOTEL																		
JEFFERSONS																		
JENNIFER SLEPT HERE																		
KATE & ALLIE																		
KNIGHT RIDER																		
LOVE BOAT																		
MAGNUM PI																		
MAMA'S FAMILY																		
MASTER, THE																		
MATT HOUSTON																		
NBC MONDAY NIGHT MOVIE																		
NBC NIGHTLY NEWS																		
NBC NIGHTLY NEWS-SAT																		
NBC NIGHTLY NEWS-SUN																		
NBC SUNDAY NIGHT MOVIE																		
NEWMART																		
ONE DAY AT A TIME																		
PEOPLE ARE FUNNY																		
REAL PEOPLE																		
REMINGTON STEELE																		
RIPLEY'S BELIEVE IT - NOT																		
RIPTIDE																		
SCARECROW & MRS. KING																		
SIMON & SIMON																		
60 MINUTES																		
ST. ELSEWHERE																		
THREE'S COMPANY																		
T.J. HOOKER																		
TONIGHT SHOW																		
TRAPPER JOHN, M.D.																		
TV BOOPERS & PRAC. JOKES																		
20/20																		
WEBSTER																		
WORLD NEWS - SUN																		
YELLOW ROSE																		
TV VIEWING SPORTS EVENTS																		
BASEBALL																		
BASKETBALL - COLLEGE GAMES																		
BASKETBALL - PRO GAMES																		
BOWLING																		
BOXING																		
FOOTBALL - COLLEGE GAMES																		
FOOTBALL - PRO GAMES																		
GOLF																		
POST-SEASON COLL. FOOTBALL																		
POST-SEASON PRO FOOTBALL																		
TENNIS																		
WRESTLING - PROFESSIONAL																		

	TOTAL U.S. '000	A '000	AJAX B % DOWN	C % ACROSS	D % INDX	A '000	BON AMI B % DOWN	C % ACROSS	D % INDX	A '000	COMET B % DOWN	C % ACROSS	D % INDX	A '000	DUTCH CLEANSER B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAkers	80986	30001	100.0	37.0	100	6318	100.0	7.8	100	43494	100.0	53.7	100	3829	100.0	4.7	100
18 - 24	9282	3619	12.1	39.0	105	*406	6.4	4.4	56	4434	10.2	47.8	89	*381	10.0	4.1	87
25 - 34	19072	7521	25.1	39.4	106	1568	24.8	8.2	105	10609	24.4	55.6	104	789	20.6	4.1	87
35 - 44	14591	5265	17.5	36.1	97	1227	19.4	8.4	108	8179	18.8	56.1	104	697	18.2	4.8	101
45 - 54	11345	4192	14.0	37.0	100	637	10.1	5.6	72	6179	14.2	54.5	101	*427	11.2	3.8	80
55 - 64	11635	4396	14.7	37.8	102	1140	18.0	9.8	126	6296	14.5	54.1	101	708	18.5	6.1	129
65 OR OLDER	15061	5008	16.7	33.3	90	1341	21.2	8.9	114	7797	17.9	51.8	96	826	21.6	5.5	116
18 - 34	28354	11140	37.1	39.3	106	1974	31.2	7.0	89	15043	34.6	53.1	99	1170	30.6	4.1	87
18 - 49	48339	18467	61.6	38.2	103	3524	55.8	7.3	93	26240	60.3	54.3	101	2074	54.2	4.3	91
25 - 54	45008	16978	56.6	37.7	102	3432	54.3	7.6	98	24967	54.4	55.5	103	1913	50.0	4.3	90
35 - 49	19985	7327	24.4	36.7	99	1550	24.5	7.8	99	11197	25.7	56.0	104	904	23.6	4.5	96
50 OR OLDER	32647	11534	38.4	35.3	95	2794	44.2	8.6	110	17254	39.7	52.9	98	1754	45.8	5.4	114
GRADUATED COLLEGE	11155	4051	13.5	36.3	98	1153	18.2	10.3	132	6171	14.2	55.3	103	*387	10.1	3.5	73
ATTENDED COLLEGE	13682	5166	17.2	37.8	102	1519	24.0	11.1	142	8016	18.4	58.6	109	670	17.5	4.9	104
GRADUATED HIGH SCHOOL	33880	12668	42.2	37.4	101	2525	40.0	7.5	96	18621	42.8	55.0	102	1463	38.2	4.3	91
DID NOT GRADUATE HIGH SCHOOL	22270	8116	27.1	36.4	98	1121	17.7	5.0	65	10687	24.6	48.0	89	1309	34.2	5.9	124
EMPLOYED	40306	15312	51.0	38.0	103	3347	53.0	8.3	106	21920	50.4	54.4	101	1880	49.1	4.7	99
EMPLOYED FULL-TIME	32850	12491	41.6	38.0	103	2528	40.0	7.7	99	17827	41.0	54.3	101	1625	42.4	4.9	105
EMPLOYED PART-TIME	7456	2822	9.4	37.8	102	819	13.0	11.0	141	4094	9.4	54.9	102	*255	6.7	3.4	72
NOT EMPLOYED	40680	14689	49.0	36.1	97	2972	47.0	7.3	94	21573	49.6	53.0	99	1949	50.9	4.8	101
PROFESSIONAL/MANAGER	10392	3793	12.6	36.5	99	1144	18.1	11.0	141	5956	13.7	57.3	107	*434	11.3	4.2	88
TECH/CLERICAL/SALES	17574	6921	23.1	39.4	106	1519	24.0	8.6	111	9837	22.6	56.0	104	630	16.5	3.6	76
PRECISION/CRAFT	985	*370	1.2	37.6	101	**70	1.1	7.1	91	505	1.2	51.3	95	*52	1.4	5.3	112
OTHER EMPLOYED	11354	4228	14.1	37.2	101	614	9.7	5.4	69	5622	12.9	49.5	92	764	20.0	6.7	142
SINGLE	9863	3608	12.0	36.6	99	721	11.4	7.3	94	4861	11.2	49.3	92	478	12.5	4.8	103
MARRIED	51375	19335	64.4	37.6	102	4048	64.1	7.9	101	28527	65.6	55.5	103	2189	57.2	4.3	90
DIVORCED/SEPARATED/WIDOWED	19748	7058	23.5	35.7	96	1550	24.5	7.8	101	10106	23.2	51.2	95	1162	30.3	5.9	124
PARENTS	32590	12862	42.9	39.5	107	2306	36.5	7.1	91	18289	42.0	56.1	104	1427	37.3	4.4	93
WHITE	70416	26125	87.1	37.1	100	5675	89.8	8.1	103	39011	89.7	55.4	103	3094	80.8	4.4	93
BLACK	8778	3290	11.0	37.5	101	479	7.6	5.5	70	3664	8.4	41.7	78	551	14.4	6.3	133
OTHER	1791	*585	1.9	32.7	88	**164	2.6	9.2	117	*818	1.9	45.7	85	**183	4.8	10.2	216
NORTHEAST-CENSUS	17786	7231	24.1	40.7	110	1658	26.2	9.3	119	8620	19.8	48.5	90	852	22.3	4.8	101
EAST CENTRAL	20741	7623	25.4	36.8	99	1527	24.2	7.4	94	12370	28.4	59.6	111	901	23.5	4.3	92
SOUTH	27775	9685	32.3	34.9	94	1608	25.5	5.8	74	14337	33.0	51.6	96	1331	34.8	4.8	101
WEST	14683	5462	18.2	37.2	100	1525	24.1	10.4	133	8167	18.8	55.6	104	745	19.5	5.1	107
NORTHEAST-MKTG.	17961	7046	23.5	39.2	106	1558	24.7	8.7	111	8232	18.9	45.8	85	947	24.7	5.3	112
EAST CENTRAL	11885	4298	14.3	36.2	98	871	13.8	7.3	94	6743	15.5	56.7	106	446	11.6	3.8	79
WEST CENTRAL	14090	5245	17.5	37.2	100	1172	18.6	8.3	107	8547	19.7	60.7	113	627	16.4	4.4	94
SOUTH	24081	8685	28.9	36.1	97	1383	21.9	5.7	74	12727	29.3	52.9	98	1096	28.6	4.6	96
PACIFIC	12969	4727	15.8	36.4	98	1335	21.1	10.3	132	7245	16.7	55.9	104	*713	18.6	5.5	116
COUNTY SIZE A	32439	12347	41.2	38.1	103	2951	46.7	9.1	117	16594	38.2	51.2	95	1621	42.3	5.0	106
COUNTY SIZE B	24915	9183	30.6	36.9	99	1673	26.5	6.7	86	13653	31.4	54.8	102	995	26.0	4.0	84
COUNTY SIZE C	12930	4718	15.7	36.5	98	1051	16.6	8.1	104	7224	16.6	55.9	104	683	17.8	5.3	112
COUNTY SIZE D	10703	3753	12.5	35.1	95	643	10.2	6.0	77	6022	13.8	56.3	105	530	13.8	5.0	105
METRO CENTRAL CITY	24518	9646	32.2	39.3	106	1724	27.3	7.0	90	12472	28.7	50.9	95	1199	31.3	4.9	103
METRO SUBURBAN	35919	13295	44.3	37.0	100	3212	50.8	8.9	115	19525	44.9	54.4	101	1547	40.4	4.3	91
NETO METRO	20549	7060	23.5	34.4	93	1383	21.9	6.7	86	11497	26.4	55.9	104	1083	28.3	5.3	111
TOP 5 ADI'S	18341	7408	24.7	40.4	109	1614	25.5	8.8	113	8998	20.7	49.1	91	976	25.5	5.3	113
TOP 10 ADI'S	25378	9738	32.5	38.4	104	2165	34.3	8.5	109	12498	28.7	49.2	92	1404	36.7	5.5	117
TOP 20 ADI'S	36488	13391	44.6	36.7	99	3264	51.7	8.9	115	18698	43.0	51.2	95	1813	47.3	5.0	105
HSULD INC. \$50,000 OR MORE	6612	2960	9.9	44.8	121	709	11.2	10.7	137	3819	8.8	57.8	108	**267	7.0	4.0	85
\$40,000 OR MORE	12659	5149	17.2	40.7	110	1310	20.7	10.3	133	7274	16.7	57.5	107	*537	14.0	4.2	90
\$30,000 OR MORE	24698	9752	32.5	39.5	107	2592	41.0	10.5	135	13995	32.2	56.7	106	1114	29.1	4.5	95
\$25,000 OR MORE	32077	12647	42.2	39.4	106	3249	51.4	10.1	130	18203	41.9	56.7	106	1438	37.6	4.5	95
\$20,000 - \$24,999	9144	3073	10.2	33.6	91	801	12.7	8.8	112	4810	11.1	52.6	98	*371	9.7	4.1	86
\$15,000 - \$19,999	8728	2881	9.6	33.0	89	614	9.7	7.0	90	4734	10.9	54.2	101	*277	7.2	3.2	67
\$10,000 - \$14,999	12562	4858	16.2	38.7	104	663	10.5	5.3	68	7026	16.2	55.9	104	621	16.2	4.9	105
UNDER \$10,000	18475	6542	21.8	35.4	96	991	15.7	5.4	69	8721	20.1	47.2	88	1123	29.3	6.1	129
HOUSEHOLD OF 1 PERSON	11987	4054	13.5	33.8	91	944	14.9	7.9	101	6172	14.2	51.5	96	679	17.7	5.7	120
2 PEOPLE	26577	9380	31.3	35.3	95	2480	39.3	9.3	120	13964	32.1	52.5	98	1118	29.2	4.2	89
3 OR 4 PEOPLE	30617	11736	39.1	38.3	103	2091	33.1	6.8	88	16473	37.9	53.8	100	1363	35.6	4.5	94
5 OR MORE PEOPLE	11804	4831	16.1	40.9	110	803	12.7	6.8	87	6885	15.8	58.3	109	*669	17.5	5.7	120
NO CHILD IN HSULD	46165	16310	54.4	35.3	95	3901	61.7	8.5	108	23966	55.1	51.9	97	2295	59.9	5.0	105
CHILD(REN) UNDER 2 YRS	5325	2430	8.1	45.6	123	*354	5.6	6.6	85	2724	6.3	51.2	95	**290	7.6	5.4	115
2 - 5 YEARS	14221	6273	20.9	44.1	119	874	13.8	6.1	79	7916	18.2	55.7	104	701	18.3	4.9	104
6 - 11 YEARS	15117	6256	20.9	41.4	112	1168	18.5	7.7	99	8482	19.5	56.1	104	756	19.7	5.0	106
12 - 17 YEARS	16611	6013	20.0	36.2	98	1173	18.6	7.1	91	9855	22.7	59.3	110	741	19.4	4.5	94
RESIDENCE OWNED	55884	20703	69.0	37.0	100	5017	79.4	9.0	115	31405	72.2	56.2	105	2666	69.6	4.8	101
VALUE: \$50,000 OR MORE	31744	12037	40.1	37.9	102	3482	55.1	11.0	141	17749	40.8	55.9	104	1465	38.3	4.6	98
VALUE: UNDER \$50,000	24140	8666	28.9	35.9	97	1535	24.3	6.4	82	13657	31.4	56.6	105	1201	31.4	5.0	105

		TOTAL U.S. '000	A '000	AJAX B % DOWN	C ACROSS % INDX	D	A '000	B % DOWN	BON AMI C ACROSS % INDX	D	A '000	B % DOWN	COMET C ACROSS % INDX	D	A '000	B % DOWN	DUTCH C ACROSS % INDX	CLEANSEER D
TOTAL FEMALE HOMEOWNERS		80986	30001	100.0	37.0	100	6318	100.0	7.8	100	43494	100.0	53.7	100	3829	100.0	4.7	100
MAGAZINES	QUINTILE 1	15799	6096	20.3	38.6	104	1528	24.2	9.7	124	8668	19.9	54.9	102	800	20.9	5.1	107
	QUINTILE 2	17259	6742	22.5	39.1	105	1451	23.0	8.4	108	9791	22.5	56.7	106	778	20.3	4.5	95
	QUINTILE 3	13545	4930	16.4	36.4	98	1140	18.0	8.4	108	7471	17.2	55.2	103	*488	12.7	3.6	76
	QUINTILE 4	15133	5356	17.9	35.4	96	1008	16.0	6.7	85	7999	18.4	52.9	98	726	19.0	4.8	101
	QUINTILE 5	19250	6878	22.9	35.7	96	1191	18.9	6.2	79	9564	22.0	49.7	93	1037	27.1	5.4	114
NEWSPAPERS	QUINTILE 1	12413	4899	16.3	39.5	107	1226	19.4	9.9	127	6652	15.3	53.6	100	*503	13.1	4.1	86
	QUINTILE 2	24116	9021	30.1	37.4	101	2079	32.9	8.6	111	13086	30.1	54.3	101	1140	29.8	4.7	100
	QUINTILE 3	11261	4221	14.1	37.5	101	913	14.5	8.1	104	6253	14.4	55.5	103	*516	13.5	4.6	97
	QUINTILE 4	20255	7195	24.0	35.5	96	1445	22.9	7.1	91	10721	24.6	52.9	99	886	23.1	4.4	93
	QUINTILE 5	12940	4665	15.5	36.1	97	655	10.4	5.1	65	6782	15.6	52.4	98	784	20.5	6.1	128
OUTDOOR	QUINTILE 1	14852	6111	20.4	41.1	111	1317	20.8	8.9	114	7917	18.2	53.3	99	762	19.9	5.1	109
	QUINTILE 2	15725	5772	19.2	36.7	99	1228	19.4	7.8	100	8585	19.7	54.6	102	786	20.5	5.0	106
	QUINTILE 3	16330	6295	21.0	38.5	104	1489	23.6	9.1	117	8878	20.4	54.4	101	802	20.9	4.9	104
	QUINTILE 4	16744	5914	19.7	35.3	95	1298	20.5	7.8	99	9140	21.0	54.6	102	793	20.7	4.7	100
	QUINTILE 5	17334	5910	19.7	34.1	92	986	15.6	5.7	73	8973	20.6	51.8	96	687	17.9	4.0	84
RADIO-DRIVE TIME	QUINTILE 1	15911	5978	19.9	37.6	101	1317	20.8	8.3	106	8761	20.1	55.1	103	923	24.1	5.8	123
	QUINTILE 2	14837	5646	18.8	38.1	103	1160	18.4	7.8	100	7971	18.3	53.7	100	690	18.0	4.7	98
	QUINTILE 3	15339	5806	19.4	37.9	102	1253	19.8	8.2	105	8172	18.8	53.3	99	720	18.8	4.7	99
	QUINTILE 4	16723	6173	20.6	36.9	100	1284	20.3	7.7	98	8678	20.0	51.9	97	653	17.1	3.9	83
	QUINTILE 5	18176	6398	21.3	35.2	95	1304	20.6	7.2	92	9911	22.8	54.5	102	843	22.0	4.6	98
RADIO-MID- DAY	TERCILE 1	21020	8497	28.3	40.4	109	1676	26.5	8.0	102	11357	26.1	54.0	101	1237	32.3	5.9	124
	TERCILE 2	21610	8168	27.2	37.8	102	1685	26.7	7.8	100	11593	26.7	53.6	100	1054	27.5	4.9	103
	TERCILE 3	38355	13335	44.4	34.8	94	2958	46.8	7.7	99	20544	47.2	53.6	100	1538	40.2	4.0	85
RADIO-TOTAL	QUINTILE 1	15988	6136	20.5	38.4	104	1326	21.0	8.3	106	8501	19.5	53.2	99	981	25.6	6.1	130
	QUINTILE 2	15626	6233	20.8	39.9	108	1213	19.2	7.8	100	8323	19.1	53.3	99	701	18.3	4.5	95
	QUINTILE 3	16723	6431	21.4	38.5	104	1379	21.8	8.2	106	9310	21.4	55.7	104	784	20.5	4.7	99
	QUINTILE 4	16342	5763	19.2	35.3	95	1257	19.9	7.7	99	8739	20.1	53.5	100	681	17.8	4.2	88
	QUINTILE 5	16306	5437	18.1	33.3	90	1144	18.1	7.0	90	8621	19.8	52.9	98	681	17.8	4.2	88
TV-PRIME TIME	QUINTILE 1	15953	5591	18.6	35.0	95	1267	20.1	7.9	102	8565	19.7	53.7	100	777	20.3	4.9	103
	QUINTILE 2	16137	5964	19.9	37.0	100	1261	20.0	7.8	100	8802	20.2	54.5	102	798	20.8	4.9	105
	QUINTILE 3	16420	6442	21.5	39.2	106	1057	16.7	6.4	83	8793	20.2	53.6	100	821	21.4	5.0	106
	QUINTILE 4	16687	6211	20.7	37.2	100	1514	24.0	9.1	116	8948	20.6	53.6	100	747	19.5	4.5	95
	QUINTILE 5	15789	5793	19.3	36.7	99	1218	19.3	7.7	99	8385	19.3	53.1	99	686	17.9	4.3	92
TV-DAYTIME	TERCILE 1	27736	10572	35.2	38.1	103	1700	26.9	6.1	79	15027	34.5	54.2	101	1391	36.3	5.0	106
	TERCILE 2	26489	9963	33.2	37.6	102	2316	36.7	8.7	112	14131	32.5	53.3	99	1070	27.9	4.0	85
	TERCILE 3	26761	9466	31.6	35.4	95	2303	36.5	8.6	110	14336	33.0	53.6	100	1367	35.7	5.1	108
TV-TOTAL	QUINTILE 1	16345	6046	20.2	37.0	100	1206	19.1	7.4	95	8731	20.1	53.4	99	791	20.7	4.8	102
	QUINTILE 2	16447	6096	20.3	37.1	100	1106	17.5	6.7	86	8867	20.4	53.9	100	777	22.9	5.3	113
	QUINTILE 3	15980	6017	20.1	37.7	102	1299	20.6	8.1	104	8503	19.5	53.2	99	691	18.0	4.3	91
	QUINTILE 4	15887	5983	19.9	37.7	102	1406	22.3	8.9	113	8734	20.1	55.0	102	717	18.7	4.5	95
	QUINTILE 5	16326	5860	19.5	35.9	97	1301	20.6	8.0	102	8659	19.9	53.0	99	752	19.6	4.6	97
MAGAZINES-NEWSPAPERS: DUAL		20721	8090	27.0	39.0	105	1898	30.0	9.2	117	11066	25.4	53.4	99	1012	26.4	4.9	103
MAGAZINE IMPERATIVE		19186	7186	24.0	37.5	101	1610	25.5	8.4	108	11046	25.4	57.6	107	821	21.4	4.3	91
NEWSPAPER IMPERATIVE		21899	8029	26.8	36.7	99	1843	29.2	8.4	108	11781	27.1	53.8	100	968	25.3	4.4	93
MAGAZINES-OUTDOOR: DUAL		15451	6221	20.7	40.3	109	1459	23.1	9.4	121	8669	19.9	56.1	104	726	19.0	4.7	99
MAGAZINE IMPERATIVE		25953	9541	31.8	36.8	99	2250	35.6	8.7	111	14396	33.1	55.5	103	1141	29.8	4.4	93
OUTDOOR IMPERATIVE		24400	9088	30.3	37.2	101	1825	28.9	7.5	96	12536	28.8	51.4	96	1252	32.7	5.1	109
MAGAZINES-RADIO: DUAL		18049	7216	24.1	40.0	108	1740	27.5	9.6	124	9859	22.7	54.6	102	937	24.5	5.2	110
MAGAZINE IMPERATIVE		23571	8664	28.9	36.8	99	1989	31.5	8.4	108	13227	30.4	56.1	104	851	22.2	3.6	76
RADIO IMPERATIVE		23278	8786	29.3	37.7	102	1507	23.9	6.5	83	12313	28.3	52.9	98	1249	32.6	5.4	113
MAGAZINES-TELEVISION: DUAL		15459	5886	19.6	38.1	103	1385	21.9	9.0	115	8773	20.2	56.8	106	734	19.2	4.7	100
MAGAZINE IMPERATIVE		25829	9897	33.0	38.3	103	2388	37.8	9.2	119	14116	32.5	54.7	102	1137	29.7	4.4	93
TELEVISION IMPERATIVE		26039	9360	31.2	35.9	97	1648	26.1	6.3	81	13368	30.7	51.3	96	1279	33.4	4.9	104
NEWSPAPERS-OUTDOOR: DUAL		16605	6540	21.8	39.4	106	1695	26.8	10.2	131	9112	21.0	54.9	102	860	22.5	5.2	110
NEWSPAPER IMPERATIVE		26834	9942	33.1	37.1	100	2178	34.5	8.1	104	14450	33.2	53.8	100	1156	30.2	4.3	91
OUTDOOR IMPERATIVE		23346	8665	28.9	37.1	100	1649	26.1	7.1	91	12398	28.5	53.1	99	1225	32.0	5.2	111
NEWSPAPERS-RADIO: DUAL		17133	6632	22.1	38.7	104	1490	23.6	8.7	111	9380	21.6	54.7	102	880	23.0	5.1	109
NEWSPAPER IMPERATIVE		25892	9632	32.1	37.2	100	2331	36.9	9.0	115	13967	32.1	53.9	100	1022	26.7	3.9	83
RADIO IMPERATIVE		23167	8956	29.9	38.7	104	1645	26.0	7.1	91	12435	28.6	53.7	100	1231	32.1	5.3	112
NEWSPAPERS-TELEVISION: DUAL		17159	6576	21.9	38.3	103	1580	25.0	9.2	118	9466	21.8	55.2	103	870	22.7	5.1	107
NEWSPAPER IMPERATIVE		26214	9720	32.4	37.1	100	2360	37.4	9.0	115	14062	32.3	53.6	100	1044	27.3	4.0	84
TELEVISION IMPERATIVE		23412	8454	28.2	36.1	97	1381	21.9	5.9	76	12219	28.1	52.2	97	1155	30.2	4.9	104
OUTDOOR-RADIO: DUAL		15303	6041	20.1	39.5	107	1189	18.8	7.8	100	8621	19.8	56.3	105	848	22.1	5.5	117
OUTDOOR IMPERATIVE		24901	9319	31.1	37.4	101	2179	34.5										

	TOTAL U.S. '000	AJAX				BON AMI				COMET				DUTCH CLEANSER			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	30001	100.0	37.0	100	6318	100.0	7.8	100	43494	100.0	53.7	100	3129	100.0	4.7	100
ATLANTIC MONTHLY	415	*167	0.6	40.2	109	**36	0.6	8.7	111	*170	0.4	41.0	76	**23	0.6	5.5	117
BARRON'S	453	*200	0.7	44.2	119	**100	1.6	22.1	283	*187	0.4	41.3	77	**62	1.6	13.7	289
BETTER HOMES & GARDENS	16256	6026	20.1	37.1	100	1473	23.3	9.1	116	9350	21.5	57.5	107	737	19.2	4.5	96
BON APPETIT	2535	928	3.1	36.6	99	373	5.9	14.7	189	1298	3.0	51.2	95	*220	5.7	8.7	184
BUSINESS WEEK	1278	506	1.7	39.6	107	**70	1.1	5.5	70	691	1.6	54.1	101	**59	1.5	4.6	98
CAR AND DRIVER	378	**156	0.5	41.3	111	**42	0.7	11.1	142	*184	0.4	48.7	91	**20	0.5	5.3	112
CBS MAGAZINE NETWORK (GROSS)	1498	613	2.0	40.9	110	**80	1.3	5.3	68	828	1.9	55.3	103	**72	1.9	4.8	102
CHANGING TIMES	1505	562	1.9	37.3	101	**95	1.5	6.3	81	820	1.9	54.5	101	**62	1.6	4.1	87
COLONIAL HOMES	1231	432	1.4	35.1	95	**108	1.7	8.8	112	682	1.6	55.4	103	**28	0.7	2.3	48
CONDE NAST MAG. PKG. (GROSS)	14146	5803	19.3	41.0	111	1290	20.4	9.1	117	7404	17.0	52.3	97	745	19.5	5.3	111
CONSUMERS DIGEST	1323	491	1.6	37.1	100	*138	2.2	10.4	134	784	1.8	59.3	110	**41	1.1	3.1	66
COSMOPOLITAN	7102	2779	9.3	39.1	106	565	8.9	8.0	102	3606	8.3	50.8	95	309	8.1	4.4	92
COUNTRY LIVING	2481	988	3.3	39.8	107	*198	3.1	8.0	102	1393	3.2	56.1	105	**94	2.5	3.8	80
CUISINE	1472	523	1.7	35.5	96	*246	3.9	16.7	214	762	1.8	51.8	96	**80	2.1	5.4	115
CYCLE WORLD	425	*205	0.7	48.2	130	**19	0.3	4.5	57	*268	0.6	63.1	117	**13	0.3	3.1	65
DCI:CREATIVE IDEAS FOR LIV	2510	860	2.9	34.3	92	*134	2.1	5.3	68	1435	3.3	57.2	106	**94	2.5	3.7	79
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2273	7.6	34.0	92	469	7.4	7.0	90	3729	8.6	55.7	104	424	11.1	6.3	134
DISCOVER	894	362	1.2	40.5	109	**68	1.1	7.6	97	429	1.0	48.0	89	**19	0.5	2.1	45
EQNY	3507	1330	4.4	37.9	102	*188	3.0	5.4	69	1532	3.5	43.7	81	247	6.5	7.0	149
ESQUIRE	1003	438	1.5	40.4	109	**62	1.0	5.7	73	512	1.2	47.3	88	**81	2.1	7.5	158
ESSENCE	1830	733	2.4	40.1	108	*135	2.1	7.4	95	763	1.8	41.7	78	*113	3.0	6.2	131
FAMILY CIRCLE	15930	5963	19.9	37.4	101	1427	22.6	9.0	115	8943	20.6	56.1	105	719	18.8	4.5	95
THE FAMILY HANDYMAN	1126	499	1.7	44.3	120	**127	2.0	11.3	145	671	1.5	59.6	111	**67	1.7	6.0	126
FAMILY WEEKLY	11468	4228	14.1	36.9	100	892	14.1	7.8	100	6719	15.4	58.6	109	444	11.6	3.9	82
FIELD & STREAM	2234	871	2.9	39.0	105	**122	1.9	5.5	70	1312	3.0	58.7	109	**69	1.8	3.1	65
FOOD & WINE	579	262	0.9	45.3	122	**42	0.7	7.3	93	301	0.7	52.0	97	**27	0.7	4.7	99
FORBES	728	312	1.0	42.9	116	**127	2.0	17.4	224	360	0.8	49.5	92	**75	2.0	10.3	218
FORTUNE	906	392	1.3	43.3	117	**109	1.7	12.0	154	552	1.3	60.9	113	**80	2.1	8.8	187
GENTLEMEN'S QUARTERLY	791	355	1.2	44.9	121	**36	0.6	4.6	58	368	0.8	46.5	87	**63	1.6	8.0	168
GLAMOUR	5265	2159	7.2	41.0	111	624	9.9	11.9	152	2741	6.3	52.1	97	*312	8.1	5.9	125
GOLF DIGEST	636	*271	0.9	42.6	115	**23	0.4	3.6	46	332	0.8	52.2	97	**30	0.8	4.7	100
GOLF DIGEST/TENNIS (GROSS)	1186	509	1.7	42.9	116	**47	0.7	4.0	51	671	1.5	56.6	105	**67	1.7	5.6	119
GOLF MAGAZINE	441	*236	0.8	53.5	144	**56	0.9	12.7	163	*247	0.6	56.0	104	**20	0.5	4.5	96
GOLF MAGAZINE/SKI (GROSS)	922	440	1.5	47.7	129	**86	1.4	9.3	120	474	1.1	51.4	96	**28	0.7	3.0	66
GOOD HOUSEKEEPING	16487	6244	20.8	37.9	102	1476	23.4	9.0	115	9466	21.8	57.4	107	830	21.7	5.0	106
HARPER'S BAZAAR	2423	1004	3.3	41.4	112	*209	3.3	8.6	111	1259	2.9	52.0	97	*118	3.1	4.9	103
HEALTH	1994	845	2.8	42.4	114	*204	3.2	10.2	131	1133	2.6	56.8	106	*150	3.9	7.5	159
HEARST MAG CORP. BUY (GROSS)	44101	17137	57.1	38.9	105	3879	61.4	8.8	113	24365	56.0	55.2	103	2069	54.0	4.7	99
HEARST MAN POWER (GROSS)	1993	875	2.9	43.9	119	*251	4.0	12.6	161	1092	2.5	54.8	102	**68	1.8	3.4	72
HEARST WOMAN POWER (GROSS)	31274	12058	40.2	38.6	104	2693	42.6	8.6	110	17354	39.9	55.5	103	1462	38.2	4.7	99
HOUSE BEAUTIFUL	3623	1347	4.5	37.2	100	324	5.1	8.9	115	2028	4.7	56.0	104	*235	6.1	6.5	137
INC.	283	**87	0.3	30.7	83	**38	0.6	13.4	172	*168	0.4	59.4	111	**49	1.3	17.3	366
JET	2928	1123	3.7	38.4	104	*180	2.8	6.1	79	1246	2.9	42.6	79	225	5.9	7.7	163
LADIES' HOME JOURNAL	11918	4364	14.5	36.6	99	1102	17.4	9.2	119	6664	15.3	55.9	104	613	16.0	5.1	109
LHJ FAMILY GRP COMBO(GROSS)	16764	6324	21.1	37.7	102	1542	24.4	9.2	118	9500	21.8	56.7	106	895	23.4	5.3	113
LIFE	4254	1628	5.4	38.3	103	319	5.0	7.5	96	2071	4.8	48.7	91	*134	3.5	3.1	67
L.A. TIMES HOME MAGAZINE	1145	413	1.4	36.1	97	*275	4.4	24.0	308	650	1.5	56.8	106	*133	3.5	11.6	246
MADMOISELLE	2884	1235	4.1	42.8	116	*242	3.8	8.4	108	1617	3.7	56.1	104	**119	3.1	4.1	87
MC CALL'S	13460	4779	15.9	35.5	96	1164	18.4	8.6	111	7683	17.7	57.1	106	703	18.4	5.2	110
MC CALL'S/WRK MOTHER (GROSS)	14606	5247	17.5	35.9	97	1193	18.9	8.2	105	8288	19.1	56.7	106	727	19.0	5.0	105
MECHANIX ILLUSTRATED	772	*318	1.1	41.2	111	**102	1.6	13.2	169	420	1.0	54.4	101	**44	1.1	5.7	121
METROPOLITAN HOME	967	414	1.4	42.8	116	*101	1.6	10.4	134	536	1.2	55.4	103	**72	1.9	7.4	157
MONEY	1588	572	1.9	36.0	97	*228	3.6	14.4	184	815	1.9	51.3	96	*134	3.5	8.4	178
MOTHER EARTH NEWS	1002	436	1.5	43.5	117	**120	1.9	12.0	154	526	1.2	52.5	98	**60	1.6	6.0	127
MS.	825	344	1.1	41.7	113	**75	1.2	9.1	117	504	1.2	61.1	114	**23	0.6	2.8	59
NATIONAL ENQUIRER	10336	3949	13.2	38.2	103	651	10.3	6.3	81	5676	13.1	54.9	102	539	14.1	5.2	110
NATIONAL GEOGRAPHIC	9597	3191	10.6	33.2	90	1023	16.2	10.7	137	5440	12.5	56.7	106	388	10.1	4.0	86
NATIONAL SUNDAY MAGAZINE PKG	49558	18777	62.6	37.9	102	4221	66.8	8.5	109	26936	61.9	54.4	101	2242	58.6	4.5	96
NATURAL HISTORY	573	291	1.0	50.8	137	**98	1.6	17.1	219	318	0.7	55.5	103	**25	0.7	4.4	92
NEW WOMAN	1699	582	1.9	34.3	92	*144	2.3	8.5	109	828	1.9	48.7	91	*136	3.6	8.0	169
NEW YORK INCLUDING CUE	443	268	0.9	60.5	163	**28	0.4	6.3	81	167	0.4	37.7	70	**8	0.2	1.8	38
THE NEW YORKER	1270	556	1.9	43.8	118	*158	2.5	12.4	159	610	1.4	48.0	89	**54	1.4	4.3	90
NEWSWEEK	6277	2315	7.7	36.9	100	562	8.9	9.0	115	3235	7.4	51.5	96	*220	5.7	3.5	74
THE N.Y. TIMES DAILY EDITION	1205	593	2.0	49.2	133	*130	2.1	10.8	138	581	1.3	48.2	90	*225	0.7	2.1	44
THE N.Y. TIMES MAGAZINE	2081	955	3.2	45.9	124	*230	3.6	11.1	142	1054	2.4	50.6	94	*38	1.0	1.8	39
DMNT	788	308	1.0	39.1	106	**56	0.9	7.1	91	454	1.0	57.6	107	*15	0.4	1.9	40
ON CABLE	1158	421	1.4	36.4	98	**92	1.5	7.9	102	700	1.6	60.4	113	*15	0.4	1.3	27
1001 HOME IDEAS	2852	1115	3.7	39.1	106	*236	3.7	8.3	106	1703	3.9	59.7	111	*132	3.4	4.6	98
ORGANIC GARDENING	1658	577	1.9	34.8	94	*190	3.0	11.5	147	939	2.2	56.6	105	*113	3.0	6.8	144
OUTDOOR LIFE	896	314	1.0	35.0	95	**26	0.4	2.9	37	507	1.2	56.6	105	*30	0.8	3.3	71
PARADE MAGAZINE	24275	9386	31.3	38.7	104	2067	32.7	8.5	109	12631	29.0	52.0	97	1129	29.5	4.7	98

	TOTAL U.S. '000	AJAX				BON AMI				COMET				DUTCH CLEANSER			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	30001	100.0	37.0	100	6318	100.0	7.8	100	43494	100.0	53.7	100	3829	100.0	4.7	100
PARENTS	3845	1594	5.3	41.5	112	*179	2.8	4.7	60	2215	5.1	57.7	107	**138	3.6	3.6	76
PENTHOUSE	831	330	1.1	39.7	107	**49	0.8	5.9	76	558	1.3	67.1	125	**17	0.4	2.0	43
PEOPLE	11645	4174	13.9	35.8	97	1132	17.9	9.7	125	6489	14.9	55.7	104	515	13.4	4.4	94
PLAYBOY	2006	704	2.3	35.1	95	*158	2.5	7.9	101	1079	2.5	53.8	100	**112	2.9	5.6	118
POPULAR HOT RODDING	297	**105	0.3	35.4	95	**4	0.1	1.3	17	*150	0.3	50.5	94	**17	0.4	5.7	121
POPULAR MECHANICS	1018	402	1.3	39.5	107	**140	2.2	13.8	176	525	1.2	51.6	96	**43	1.1	4.2	89
POPULAR SCIENCE	878	426	1.4	48.5	131	**53	0.8	6.0	77	403	0.9	45.9	85	**33	0.9	3.8	79
PREVENTION	3913	1436	4.8	36.7	99	453	7.2	11.6	148	2062	4.7	52.7	98	303	7.9	7.7	164
PSYCHOLOGY TODAY	1710	748	2.5	43.7	118	*228	3.6	13.3	171	952	2.2	55.7	104	**107	2.8	6.3	132
READER'S DIGEST	22204	8086	27.0	36.4	98	2088	33.0	9.4	121	12753	29.3	57.4	107	1008	26.3	4.5	96
REDBOOK	7684	3035	10.1	39.5	107	653	10.3	8.5	109	4282	9.8	55.7	104	322	8.4	4.2	89
ROAD & TRACK	410	*204	0.7	49.8	134	**22	0.3	5.4	69	*224	0.5	54.6	102	**14	0.4	3.4	72
ROLLING STONE	969	442	1.5	45.6	123	**43	0.7	4.4	57	494	1.1	51.0	95	**39	1.0	4.0	85
RUNNER'S WORLD	298	**104	0.3	34.9	94	**58	0.9	19.5	249	*203	0.5	68.1	127	**11	0.3	3.7	78
SATURDAY EVENING POST	1169	405	1.3	34.6	94	**75	1.2	6.4	82	673	1.5	57.6	107	**57	1.5	4.9	103
SCIENCE 84	587	312	1.0	53.2	143	**78	1.2	13.3	170	294	0.7	50.1	93	**24	0.6	4.1	86
SCIENCE DIGEST	482	267	0.9	55.4	150	**92	1.5	19.1	245	265	0.6	55.0	102	**16	0.4	3.3	70
SCIENTIFIC AMERICAN	594	308	1.0	51.9	140	**43	0.7	7.2	93	294	0.7	49.5	92	**52	1.4	8.8	185
SELF	2089	890	3.0	42.6	115	*115	1.8	5.5	71	1106	2.5	52.9	99	**54	1.4	2.6	55
SEVENTEEN	2411	867	2.9	36.0	97	**125	2.0	5.2	66	1330	3.1	55.2	103	**57	1.5	2.4	50
SKI	480	*204	0.7	42.5	115	**31	0.5	6.5	83	*227	0.5	47.3	88	**8	0.2	1.7	35
SMITHSONIAN	2760	939	3.1	34.0	92	323	5.1	11.7	150	1448	3.3	52.5	98	**157	4.1	5.7	120
SOAP OPERA DIGEST	3013	1087	3.6	36.1	97	*216	3.4	7.2	92	1618	3.7	53.7	100	*213	5.6	7.1	150
SOUTHERN LIVING	4184	1413	4.7	33.8	91	336	5.3	8.0	103	2294	5.3	54.8	102	330	8.6	7.9	167
SPORT	559	*155	0.5	27.7	75	**48	0.8	8.6	110	330	0.8	59.0	110	**26	0.7	4.7	98
THE SPORTING NEWS	436	**136	0.5	31.2	84	**15	0.2	3.4	44	*284	0.7	65.1	121	**8	0.2	1.8	39
SPORTS AFIELD	493	*206	0.7	41.8	113	**19	0.3	3.9	49	301	0.7	61.1	114	**9	0.2	1.8	39
SPORTS ILLUSTRATED	2758	1175	3.9	42.6	115	*187	3.0	6.8	87	1340	3.1	48.6	90	**71	1.9	2.6	54
STAR	7456	2848	9.5	38.2	103	495	7.8	6.6	85	4003	9.2	53.7	100	333	8.7	4.5	94
SUNDAY	24936	9471	31.6	38.0	103	2081	32.9	8.3	107	13127	30.2	52.6	98	1153	30.1	4.6	98
SUNSET	2124	907	3.0	42.7	115	324	5.1	15.3	196	1346	3.1	63.4	118	**127	3.3	6.0	126
TV GUIDE	21661	7628	25.4	35.2	95	1448	22.9	6.7	86	12248	28.2	56.5	105	881	23.0	4.1	86
TENNIS	550	*238	0.8	43.3	117	*224	0.4	4.4	56	340	0.8	61.8	115	**37	1.0	6.7	142
TIME	8880	3501	11.7	39.4	106	871	13.8	9.8	126	4562	10.5	51.4	96	422	11.0	4.8	101
TOWN & COUNTRY	917	377	1.3	41.1	111	**85	1.3	9.3	119	470	1.1	51.3	95	**65	1.7	7.1	150
TRAVEL & LEISURE	972	384	1.3	39.5	107	**86	1.4	8.8	113	516	1.2	53.1	99	**47	1.2	4.8	102
TRUE STORY	3356	1260	4.2	37.5	101	*164	2.6	4.9	63	1835	4.2	54.7	102	*189	4.9	5.6	119
U.S. NEWS & WORLD REPORT	3410	1424	4.7	41.8	113	299	4.7	8.8	112	1647	3.8	48.3	90	**116	3.0	3.4	72
USA TODAY	1759	745	2.5	42.4	114	*155	2.5	8.8	113	997	2.3	56.7	106	**123	3.2	7.0	148
US	1873	727	2.4	38.8	105	**119	1.9	6.4	81	1206	2.8	64.4	120	**46	1.2	2.5	52
VOGUE	3909	1519	5.1	38.9	105	309	4.9	7.9	101	1939	4.5	49.6	92	*259	6.8	6.6	140
WALL STREET JOURNAL	1886	698	2.3	37.0	100	289	4.6	15.3	196	1022	2.3	54.2	101	**107	2.8	5.7	120
WEIGHT WATCHERS	2120	889	3.0	41.9	113	338	5.3	15.9	204	1204	2.8	56.8	106	**86	2.2	4.1	86
WOMAN'S DAY	14172	5477	18.3	38.6	104	1349	21.4	9.5	122	8083	18.6	57.0	106	689	18.0	4.9	103
WORKING MOTHER	1146	468	1.6	40.8	110	*229	0.5	2.5	32	605	1.4	52.8	98	**25	0.7	2.2	46
WORKING WOMAN	1322	502	1.7	38.0	103	**129	2.0	9.8	125	705	1.6	53.3	99	**89	2.3	6.7	142
WORLD TENNIS	*163	**82	0.3	50.3	136	**5	0.1	3.1	39	**96	0.2	58.9	110	**25	0.7	15.3	324
ZIFF-DAVIS MAG NETWK (GROSS)	2532	993	3.3	39.2	106	*233	3.7	9.2	118	1327	3.1	52.4	98	**101	2.6	4.0	84
BLAIR INSERTS	43657	16813	56.0	38.5	104	3826	60.6	8.8	112	23217	53.4	53.2	99	2089	54.6	4.8	101
DAILY NEWSPAPERS																	
READ ANY	51633	19448	64.8	37.7	102	4372	69.2	8.5	109	27965	64.3	54.2	101	2297	60.0	4.4	94
READ ONE	43463	16259	54.2	37.4	101	3504	55.5	8.1	103	23612	54.3	54.3	101	1982	51.8	4.6	96
READ TWO OR MORE	8170	3189	10.6	39.0	105	868	13.7	10.6	136	4393	10.0	53.3	99	316	8.3	3.9	82
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	19746	65.8	37.5	101	4571	72.3	8.7	111	28598	65.7	54.3	101	2382	62.2	4.5	96
READ ONE	46126	17149	57.2	37.2	100	3903	61.8	8.5	108	24937	57.3	54.1	101	2059	53.8	4.5	94
READ TWO OR MORE	6552	2598	8.7	39.7	107	668	10.6	10.2	131	3651	8.4	55.7	104	324	8.5	4.9	105
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.22				29.82				27.45				25.83			
30 DAY REACH	71455	26791	89.3	37.5	101	5727	90.6	8.0	103	38365	88.2	53.7	100	3466	90.5	4.9	103
50 SHWG - 30 DAY AV FREQ	14.56	15.37				15.50				14.48				13.62			
30 DAY REACH	67742	25516	85.1	37.7	102	5513	87.3	8.1	104	36445	83.8	53.8	100	3303	86.3	4.9	103
25 SHWG - 30 DAY AV FREQ	7.94	8.35				8.15				7.81				7.35			
30 DAY REACH	62117	23498	78.3	37.8	102	5250	83.1	8.5	108	33795	77.7	54.4	101	3084	80.5	5.0	105
CABLE TV: HOME WIRED	32077	12044	40.1	37.5	101	2596	41.1	8.1	104	17968	41.3	56.0	104	1382	36.1	4.3	91
HOME NOT WIRED	48909	17956	59.9	36.7	99	3722	58.9	7.6	98	25526	58.7	52.2	97	2447	63.9	5.0	106
HAVE PAY CABLE	15935	6599	22.0	41.4	112	1484	23.5	9.3	119	9137	21.0	57.3	107	760	19.8	4.8	101

	TOTAL U.S. '000	A '000	AJAX B % ACROSS DOWN	C % INDX	D % INDX	A '000	BON AMI B % ACROSS DOWN	C % INDX	D % INDX	A '000	COMET B % ACROSS DOWN	C % INDX	D % INDX	A '000	DUTCH CLEANSER B % ACROSS DOWN	C % INDX	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	30001	100.0	37.0	100	6318	100.0	7.8	100	43494	100.0	53.7	100	3829	100.0	4.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	16559	55.2	37.7	102	3611	57.2	8.2	105	23808	54.7	54.2	101	2064	53.9	4.7	99
10:00 AM - 3:00 PM	30659	12138	40.5	39.6	107	2421	38.3	7.9	101	16421	37.8	53.6	100	1640	42.8	5.3	113
3:00 PM - 7:00 PM	31045	11777	39.3	37.9	102	2529	40.0	8.1	104	16912	38.9	54.5	101	1518	39.6	4.9	103
7:00 PM - MIDNIGHT	15767	6288	21.0	39.9	108	1391	22.0	8.8	113	8330	19.2	52.8	98	767	20.0	4.9	103
MIDNIGHT - 6:00 AM	9120	3279	10.9	36.0	97	729	11.5	8.0	102	4998	11.5	54.8	102	375	9.8	4.1	87
6:00 AM - MIDNIGHT	58527	22269	74.2	38.0	103	4674	74.0	8.0	102	31740	73.0	54.2	101	2792	72.9	4.8	101
ENTIRE DAY	59311	22528	75.1	38.0	103	4753	75.2	8.0	103	32189	74.0	54.3	101	2835	74.0	4.8	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6095	20.3	37.7	102	1355	21.4	8.4	107	9166	21.1	56.7	106	723	18.9	4.5	95
ALL NEWS	2256	854	2.8	37.9	102	*202	3.2	9.0	115	1168	2.7	51.8	96	**110	2.9	4.9	103
ADP/PROGRESSIVE	3874	1582	5.3	40.8	110	326	5.2	8.4	108	2274	5.2	58.7	109	*217	5.7	5.6	118
BEAUTIFUL MUSIC	5660	2204	7.3	38.9	105	502	7.9	8.9	114	2970	6.8	52.5	98	340	8.9	6.0	127
BLACK	2204	777	2.6	35.3	95	*110	1.7	5.0	64	1103	2.5	50.0	93	*112	2.9	5.1	107
CLASSICAL	1418	593	2.0	41.8	113	*103	1.6	7.3	93	732	1.7	51.6	96	**79	2.1	5.6	118
CHR/ROCK	9538	3709	12.4	38.9	105	799	12.6	8.4	107	5130	11.8	53.8	100	416	10.9	4.4	92
COUNTRY	12648	4537	15.1	35.9	97	703	11.1	5.6	71	7028	16.2	55.6	103	566	14.8	4.5	95
GOLDEN OLDIES	1191	464	1.5	39.0	105	**83	1.3	7.0	89	592	1.4	49.7	93	**38	1.0	3.2	67
MOR/NOSTALGIA	4757	1722	5.7	36.2	98	413	6.5	8.7	111	2715	6.2	57.1	106	*178	4.6	3.7	79
NEWS/TALK	3863	1485	4.9	38.4	104	400	6.3	10.4	133	2029	4.7	52.5	98	*165	4.3	4.3	90
RELIGIOUS	3084	1229	4.1	39.9	108	228	3.6	7.4	95	1579	3.6	51.2	95	**151	3.9	4.9	104
SOFT ROCK	521	*280	0.9	53.7	145	**34	0.5	6.5	84	*242	0.6	46.4	86	**38	1.0	7.3	154
URBAN CONTEMPORARY	1585	682	2.3	43.0	116	**90	1.4	5.7	73	715	1.6	45.1	84	**106	2.8	6.7	141
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1324	4.4	40.6	110	*188	3.0	5.8	74	1774	4.1	54.4	101	*136	3.6	4.2	88
ABC DIRECTION	2316	871	2.9	37.6	102	*139	2.2	6.0	77	1429	3.3	61.7	115	**70	1.8	3.0	64
ABC ENTERTAINMENT	4834	1659	5.5	34.3	93	449	7.1	9.3	119	2585	5.9	53.5	100	*216	5.6	4.5	95
ABC FM	2202	860	2.9	39.1	105	*173	2.7	7.9	101	1196	2.7	54.3	101	**120	3.1	5.4	115
ABC INFORMATION	5425	1989	6.6	36.7	99	515	8.2	9.5	122	3101	7.1	57.2	106	*248	6.5	4.6	97
ABC ROCK	1677	717	2.4	42.8	115	**147	2.3	8.8	112	973	2.2	58.0	108	**83	2.2	4.9	105
CBS	4430	1600	5.3	36.1	97	470	7.4	10.6	136	2368	5.4	53.5	100	*153	4.0	3.5	73
MUTUAL	4992	1965	6.5	39.4	106	421	6.7	8.4	108	2835	6.5	56.8	106	291	7.6	5.8	123
NBC	4679	1776	5.9	38.0	102	381	6.0	8.1	104	2638	6.1	56.4	105	*226	5.9	4.8	102
RADIORADIO	1994	831	2.8	41.7	112	**99	1.6	5.0	64	1146	2.6	57.5	107	**89	2.3	4.5	94
RKO ONE	2298	805	2.7	35.0	95	*165	2.6	7.2	92	1169	2.7	50.9	95	**97	2.5	4.2	89
RKO TWO	3311	1256	4.2	37.9	102	*185	2.9	5.6	72	1737	4.0	52.5	98	**118	3.1	3.6	75
THE SOURCE	2114	852	2.8	40.3	109	*189	3.0	8.9	115	1154	2.7	54.6	102	**88	2.3	4.2	88
NON-WIRED: BLAIR	8654	3232	10.8	37.3	101	812	12.9	9.4	120	4743	10.9	54.8	102	430	11.2	5.0	105
INTERNET	12025	4977	16.6	41.4	112	980	15.5	8.1	104	6507	15.0	54.1	101	727	19.0	6.0	128
KATZ RADIO GROUP	15359	5895	19.6	38.4	104	1307	20.7	8.5	109	8360	19.2	54.4	101	697	18.2	4.5	96
SUPERNET	10628	3942	13.1	37.1	100	609	9.6	5.7	73	5754	13.2	54.1	101	401	10.5	3.8	80
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3105	10.3	35.9	97	664	10.5	7.7	98	4496	10.3	51.9	97	450	11.8	5.2	110
WKDAY 9:00 AM - 1:00 PM	12163	4698	15.7	38.6	104	809	12.8	6.7	85	6540	15.0	53.8	100	596	15.6	4.9	104
WKDAY 1:00 PM - 4:00 PM	16150	6120	20.4	37.9	102	1085	17.2	6.7	86	8748	20.1	54.2	101	818	21.4	5.1	107
WKDAY 4:30 PM - 7:30 PM	22463	8228	27.4	36.6	99	1745	27.6	7.8	100	11873	27.3	52.9	98	1094	28.6	4.9	103
WKDAY 7:30 PM - 8:00 PM	31795	11517	38.4	36.2	98	2437	38.6	7.7	98	16770	38.6	52.7	98	1548	40.4	4.9	103
WKDAY 11:00 PM - 11:30 PM	23977	8754	29.2	36.5	99	1896	30.0	7.9	101	12960	29.8	54.1	101	1157	30.2	4.8	102
WKDAY 11:30 PM - 1:00 AM	7703	2940	9.8	38.2	103	644	10.2	8.4	107	4219	9.7	54.8	102	380	9.9	4.9	104
M-SAT 8-11 PM-SUN 7-11 PM	33800	12425	41.4	36.8	99	2670	42.3	7.9	101	18219	41.9	53.9	100	1641	42.9	4.9	103
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2683	8.9	41.0	111	559	8.8	8.6	110	3592	8.3	54.9	102	404	10.6	6.2	131
ANOTHER WORLD	N 4620	1701	5.7	36.8	99	259	4.1	5.6	72	2469	5.7	53.4	100	264	6.9	5.7	121
AS THE WORLD TURNS	C 5614	2021	6.7	36.0	97	299	4.7	5.3	68	3079	7.1	54.8	102	195	5.1	3.5	73
CAPITOL	C 3396	1299	4.3	38.3	103	138	2.2	4.1	52	1832	4.2	53.9	100	*93	2.4	2.7	58
CBS MORN. NEWS 1	C 1446	429	1.4	29.7	80	*81	1.3	5.6	72	713	1.6	49.3	92	**23	0.6	1.6	34
CBS MORN. NEWS 2	C 1207	325	1.1	26.9	73	*65	1.0	5.4	69	638	1.5	52.9	98	**20	0.5	1.7	35
DAYS OF OUR LIVES	N 5877	2227	7.4	37.9	102	386	6.1	6.6	84	3173	7.3	54.0	101	353	9.2	6.0	127
FACTS OF LIFE - DAYTIME	N 2290	888	3.0	38.8	105	131	2.1	5.7	73	1088	2.5	47.5	88	*108	2.8	4.7	100
FAMILY FEUD	A 3023	1119	3.7	37.0	100	159	2.5	5.3	67	1587	3.6	52.5	98	126	3.3	4.2	88
GENERAL HOSPITAL	A 6097	2261	7.5	37.1	100	474	7.5	7.8	100	3187	7.3	52.3	97	324	8.5	5.3	112
GOOD MORNING, AMERICA-730A	A 3515	1286	4.3	36.6	99	279	4.4	7.9	102	1983	4.6	56.4	105	137	3.6	3.9	82
GOOD MORNING, AMERICA-830A	A 2818	1098	3.7	39.0	105	258	4.1	9.2	117	1597	3.7	56.7	106	119	3.1	4.2	89
GUIDING LIGHT	C 5339	1990	6.6	37.3	101	260	4.1	4.9	62	2893	6.7	54.2	101	269	7.0	5.0	107
ONE LIFE TO LIVE	A 4478	1736	5.8	38.8	105	314	5.0	7.0	90	2432	5.6	54.3	101	222	5.8	5.0	105
PRESS YOUR LUCK	C 2244	903	3.0	40.2	109	178	2.8	7.9	102	1397	3.2	62.3	116	*113	3.0	5.0	107
PRICE IS RIGHT 1	C 4348	1728	5.8	39.7	107	213	3.4	4.9	63	2526	5.8	58.1	108	220	5.7	5.1	107
PRICE IS RIGHT 2	C 5014	2000	6.7	39.9	108	266	4.2	5.3	68	2834	6.5	56.5	105	267	7.0	5.3	113
RYAN'S HOPE	A 3150	1255	4.2	39.8	108	195	3.1	6.2	79	1643	3.8	52.2	97	162	4.2	5.1	109
SALE OF THE CENTURY	N 2695	960	3.2	35.6	96	152	2.4	5.6	72	1306	3.0	48.5	90	*108	2.8	4.0	85
SEARCH FOR TOMORROW	N 2319	975	3.2	42.0	113	*210	3.3	9.1	116	1168	2.7	50.4	94	*110	2.9	4.7	100
TODAY SHOW 1	N 2693	953	3.2	35.4	96	197	3.1	7.3	94	1261	2.9	46.8	87	167	4.4	6.2	131
TODAY SHOW 2	N 2498	827	2.8	33.1	89	203	3.2	8.1	104	1182	2.7	47.3	88	127	3.3	5.1	108
\$25,000 PYRAMID	C 2753	1014	3.4	36.8	99	195	3.1	7.1	91	1537	3.5	55.8	104	145	3.8	5.3	111
WHEEL OF FORTUNE	N 4388	1699	5.7	38.7	105	231	3.7	5.3	67	2311	5.3	52.7	98	290	7.6	6.6	140
YOUNG AND THE RESTLESS	C 5695	2115	7.0	37.1	100	250	4.0	4.4	56	3192	7.3	56.0	104	265	6.9	4.7	98
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	56															

	TOTAL U.S. '000	AJAX				BON AMI				COMET				DUTCH CLEANSER			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	30001	100.0	37.0	100	6318	100.0	7.8	100	43494	100.0	53.7	100	3829	100.0	4.7	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	9056	30.2	34.7	94	1914	30.3	7.3	94	14007	32.2	53.7	100	1229	32.1	4.7	100
NETWORK AFFILIATES - LATE	20261	7402	24.7	36.5	99	1601	25.3	7.9	101	10946	25.2	54.0	101	975	25.5	4.8	102
INDEPENDENTS - LATE	2076	793	2.6	38.2	103	246	3.9	11.8	152	1064	2.4	51.3	95	112	2.9	5.4	114
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	4044	13.5	38.7	104	661	10.5	6.3	81	5629	12.9	53.9	100	586	15.3	5.6	119
ABC MONDAY NIGHT MOVIE	A 6412	2394	8.0	37.3	101	460	7.3	7.2	92	3700	8.5	57.7	107	345	9.0	5.4	114
ABC SUNDAY NIGHT MOVIE	A 12407	4580	15.3	36.9	100	999	15.8	8.1	103	6633	15.3	53.5	100	643	16.8	5.2	110
ABC WORLD NEWS TONIGHT	A 6176	2041	6.8	33.0	89	504	8.0	8.2	105	3283	7.5	53.2	99	316	8.3	5.1	108
AFTERMASH	C 5863	2313	7.7	39.5	106	470	7.4	8.0	103	3040	7.0	51.9	97	*270	7.1	4.6	97
ALICE	C 9594	3527	11.8	36.8	99	662	10.5	6.9	88	5073	11.7	52.9	98	390	10.2	4.1	86
AMERICAN PARADE	C 6622	2021	6.7	30.5	82	518	8.2	7.8	100	3491	8.0	52.7	98	265	6.9	4.0	85
BEKSON	A 10886	4060	13.5	37.3	101	917	14.5	8.4	108	5611	12.9	51.5	96	435	11.4	4.0	85
BLUE THUNDER	A 5036	1819	6.1	36.1	98	410	6.5	8.1	104	2836	6.5	56.3	105	*189	4.9	3.8	79
CAGNEY & LACEY	C 9965	3730	12.4	37.4	101	816	12.9	8.2	105	5560	12.8	55.8	104	543	14.2	5.4	115
CBS EVENING NEWS-DEAN	C 3491	1158	3.9	33.2	90	252	4.0	7.2	93	1864	4.3	53.4	99	*149	3.9	4.3	90
CBS EVENING NEWS-RATHER	C 7123	2482	8.3	34.8	94	509	8.1	7.1	92	3898	9.0	54.7	102	316	8.3	4.4	94
CBS SAT. NEWS-SCHIEFFER	C 3621	1235	4.1	34.1	92	296	4.7	8.2	105	1931	4.4	53.3	99	194	5.1	5.4	113
CBS SATURDAY NIGHT MOVIE	C 5436	2150	7.2	39.6	107	438	6.9	8.1	103	2715	6.2	49.9	93	241	6.3	4.4	94
CBS WEDNESDAY NIGHT MOVIE	C 6100	2140	7.1	35.1	95	460	7.3	7.5	97	3310	7.6	54.3	101	304	7.9	5.0	105
CHEERS	N 8889	3365	11.2	37.9	102	805	12.7	9.1	116	4932	11.3	55.5	103	534	13.9	6.0	127
DALLAS	C 22109	8086	27.0	36.6	99	1759	27.8	8.0	102	12033	27.7	54.4	101	1054	27.5	4.8	101
DIFF'RENT STROKES	N 6940	2246	7.5	32.4	87	501	7.9	7.2	93	3633	8.4	52.3	97	383	10.0	5.5	117
DOUBLE TROUBLE	N 7223	2820	9.4	39.0	105	539	8.5	7.5	96	4020	9.2	55.7	104	308	8.0	4.3	90
DUCK FACTORY	N 5595	2231	7.4	39.9	108	444	7.0	7.9	102	3047	7.0	54.5	101	314	8.2	5.6	119
DUKES OF HAZZARD	C 5768	2126	7.1	36.9	99	348	5.5	6.0	77	3224	7.4	55.9	104	245	6.4	4.2	90
DYNASTY	A 20053	7289	24.3	36.3	98	1372	21.7	6.8	88	10433	24.0	52.0	97	848	22.1	4.2	89
FACTS OF LIFE	N 8087	3258	10.9	40.3	109	652	10.3	8.1	103	4564	10.5	56.4	105	399	10.4	4.9	104
FALCON CREST	C 20046	7375	24.6	36.8	99	1546	24.5	7.7	99	10882	25.0	54.3	101	875	22.9	4.4	92
FALL GUY	A 9084	3612	12.0	39.8	107	624	9.9	6.9	88	4877	11.2	53.7	100	437	11.4	4.8	102
FAMILY TIES	N 7964	3018	10.1	37.9	102	605	9.6	7.6	97	4437	10.2	55.7	104	350	9.1	4.4	93
FANTASY ISLAND	A 7687	2747	9.2	35.7	96	618	9.8	8.0	103	3955	9.1	51.5	96	348	9.1	4.5	96
FOULUPS, BLEEPS & BLUNDERS	A 8861	3215	10.7	36.3	98	784	12.4	8.8	113	4829	11.1	54.5	101	479	12.5	5.4	114
FOUR SEASONS	C 5095	1852	6.2	36.3	98	416	6.6	8.2	105	2589	6.0	50.8	95	*274	7.2	5.4	114
GIMME A BREAK	N 8838	3382	11.3	38.3	103	668	10.6	7.6	97	4650	10.7	52.6	98	415	10.8	4.7	99
HART TO HART	A 8978	3373	11.2	37.6	101	760	12.0	8.5	109	4724	10.9	52.6	98	356	9.3	4.0	84
HILL STREET BLUES	N 8590	3315	11.0	38.6	104	766	12.1	8.9	114	4555	10.5	53.0	99	646	16.9	7.5	159
HOTEL	A 14085	5167	17.2	36.7	99	1080	17.1	7.7	98	7391	17.0	52.5	98	639	16.7	4.5	96
JEFFERSONS	C 9360	3398	11.3	36.3	98	701	11.1	7.5	96	4909	11.3	52.4	98	512	13.4	5.5	116
JENNIFER SLEPT HERE	N 5841	2109	7.0	36.1	97	460	7.3	7.9	101	3301	7.6	56.5	105	375	9.8	6.4	136
KATE & ALLIE	C 9206	3192	10.6	34.7	94	773	12.2	8.4	108	5061	11.6	55.0	102	466	12.2	5.1	107
KNIGHT RIDER	N 7076	2800	9.3	39.6	107	614	9.7	8.7	111	4003	9.2	56.6	105	306	8.0	4.3	91
LOVE BOAT	A 12219	4321	14.4	35.4	95	885	14.0	7.2	93	6506	15.0	53.2	99	566	14.8	4.6	98
MAGNUM PI	C 11199	3973	13.2	35.5	96	729	11.5	6.5	83	6115	14.1	54.6	102	495	12.9	4.4	93
MAMA'S FAMILY	N 6057	2193	7.3	36.2	98	494	7.8	8.2	105	3257	7.5	53.8	100	368	9.6	6.1	129
MASTER, THE	N 3598	1349	4.5	37.5	101	213	3.4	5.9	76	1970	4.5	54.8	102	*150	3.9	4.2	88
MATT HOUSTON	A 6344	2248	7.5	35.4	96	474	7.5	7.5	96	3503	8.1	55.2	103	*217	5.7	3.4	72
NBC MONDAY NIGHT MOVIE	N 11994	4498	15.0	37.5	101	1018	16.1	8.5	109	6396	14.7	53.3	99	520	13.6	4.3	92
NBC NIGHTLY NEWS	N 5132	1833	6.1	35.7	96	448	7.1	8.7	112	2826	6.5	55.1	103	293	7.7	5.7	121
NBC NIGHTLY NEWS-SAT	N 3375	1132	3.8	33.5	91	263	4.2	7.8	100	1795	4.1	53.2	99	*145	3.8	4.3	91
NBC NIGHTLY NEWS-SUN	N 3130	1059	3.5	33.8	91	*205	3.2	6.5	84	1625	3.7	51.9	97	*114	3.0	3.6	77
NBC SUNDAY NIGHT MOVIE	N 8284	3146	10.5	38.0	103	583	9.2	7.0	90	4455	10.2	53.8	100	*321	8.4	3.9	82
NEWHART	C 9240	3300	11.0	35.7	96	813	12.9	8.8	113	5095	11.7	55.1	103	572	14.9	6.2	131
ONE DAY AT A TIME	C 7288	2684	8.9	36.8	99	604	9.6	8.3	106	3932	9.0	54.0	100	316	8.3	4.3	92
PEOPLE ARE FUNNY	N 4855	1750	5.8	36.0	97	425	6.7	8.8	112	2664	6.1	54.9	102	276	7.2	5.7	120
REAL PEOPLE	N 8869	3231	10.8	36.4	98	634	10.0	7.1	92	4848	11.1	54.7	102	467	12.2	5.3	111
REMINGTON STEELE	N 7743	2840	9.5	36.7	99	505	8.0	6.5	84	3918	9.0	50.6	94	365	9.5	4.7	100
RIPLEY'S BELIEVE IT - NOT	A 5345	2250	7.5	42.1	114	421	6.7	7.9	101	3184	7.3	59.6	111	*157	4.1	2.9	62
RIPTIDE	N 6988	2664	8.9	38.1	103	520	8.2	7.4	95	3818	8.8	54.6	102	302	7.9	4.3	91
SCARECROW & MRS. KING	C 10002	3593	12.0	35.9	97	699	11.1	7.0	90	5490	12.6	54.9	102	368	9.6	3.7	78
SIMON & SIMON	C 10638	3934	13.1	37.0	100	694	11.0	6.5	84	5846	13.4	55.0	102	529	13.8	5.0	105
60 MINUTES	C 13293	4464	14.9	33.6	91	1100	17.4	8.3	106	6935	15.9	52.2	97	735	19.2	5.5	117
ST. ELSEWHERE	N 7017	2865	9.5	40.8	110	623	9.9	8.9	114	3806	8.8	54.2	101	472	12.3	6.7	142
THREE'S COMPANY	A 10917	4075	13.6	37.3	101	720	11.4	6.6	85	6145	14.1	56.3	105	549	14.3	5.0	106
T.J. HOOKER	A 9204	3239	10.8	35.2	95	545	8.6	5.9	76	4966	11.4	54.0	100	450	11.8	4.9	103
TONIGHT SHOW	N 2372	855	2.8	36.0	97	255	4.0	10.8	138	1261	2.9	53.2	99	115	3.0	4.8	103
TRAPPER JOHN, M.D.	C 9846	3843	12.8	39.9	105	764	12.1	7.8	99	5191	11.9	52.7	98	429	11.2	4.4	92
TV BLOOPERS & PRAC. JOKES	N 9105	3535	11.8	38.8	105	639	10.1	7.0	90	5019	11.5	55.1	103	352	9.2	3.9	82
20/20	A 9387	3411	11.4	36.3	98	926	14.7	9.9	126	4947	11.4	52.7	98	389	10.2	4.1	88
WEBSTER	A 11067	4061	13.5	36.7	99	930	14.7	8.4	108	5909	13.6	53.4	99	439	11.5	4.0	84
WORLD NEWS - SUN	A 3062	1140	3.8	37.2	101	299	4.7	9.8	125	1695	3.9	55.4	103	*134	3.5	4.4	93
YELLOW ROSE	N 4978	1719	5.7	34.5	93	346	5.5	7.0	89	2783	6.4	55.9	104	236	6.2	4.7	100
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	3212	10.7	36.2	98	737	11.7	8.3	106	5313	12.2	59.8	111	*355	9.3	4.0	85
BASKETBALL - COLLEGE GAMES	4080	1688	5.6	41.4	112	*479	7.6	11.7	150	2447	5.6	60.0	112	*283	7.4	6.9	147</

	TOTAL U.S. '000	SPIC & SPAN				ZUD											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	10442	100.0	12.9	100	2734	100.0	3.4	100								
18 - 24	9282	803	7.7	8.7	67	**179	6.5	1.9	57								
25 - 34	19072	2629	25.2	13.8	107	673	24.6	3.5	105								
35 - 44	14591	1639	15.7	11.2	87	*483	17.7	3.3	98								
45 - 54	11345	1379	13.2	12.2	94	*494	18.1	4.4	129								
55 - 64	11635	1771	17.0	15.2	118	*485	17.7	4.2	123								
65 OR OLDER	15061	2221	21.3	14.7	114	421	15.4	2.8	83								
18 - 34	28354	3432	32.9	12.1	94	852	31.2	3.0	89								
18 - 49	48339	5807	55.6	12.0	93	1517	55.5	3.1	93								
25 - 54	45008	5647	54.1	12.5	97	1649	60.3	3.7	109								
35 - 49	19985	2375	22.7	11.9	92	665	24.3	3.3	99								
50 OR OLDER	32647	4635	44.4	14.2	110	1217	44.5	3.7	110								
GRADUATED COLLEGE	11155	1248	12.0	11.2	87	*376	13.8	3.4	100								
ATTENDED COLLEGE	13682	1581	15.1	11.6	90	651	23.8	4.8	141								
GRADUATED HIGH SCHOOL	33880	4899	46.9	14.5	112	1190	43.5	3.5	104								
DID NOT GRADUATE HIGH SCHOOL	22270	2715	26.0	12.2	95	*518	18.9	2.3	69								
EMPLOYED	40306	4652	44.6	11.5	90	1422	52.0	3.5	105								
EMPLOYED FULL-TIME	32850	3919	37.5	11.9	93	1154	42.2	3.5	104								
EMPLOYED PART-TIME	7456	733	7.0	9.8	76	*268	9.8	3.6	106								
NOT EMPLOYED	40680	5790	55.4	14.2	110	1313	48.0	3.2	96								
PROFESSIONAL/MANAGER	10392	1274	12.2	12.3	95	*395	14.4	3.8	113								
TECH/CLERICAL/SALES	17574	2084	20.0	11.9	92	694	25.4	3.9	117								
PRECISION/CRAFT	985	**125	1.2	12.7	98	*13	0.5	1.3	39								
OTHER EMPLOYED	11354	1169	11.2	10.3	80	*319	11.7	2.8	83								
SINGLE	9863	1015	9.7	10.3	80	*282	10.3	2.9	85								
MARRIED	51375	6864	65.7	13.4	104	1916	70.1	3.7	110								
DIVORCED/SEPARATED/WIDOWED	19748	2563	24.5	13.0	101	536	19.6	2.7	80								
PARENTS	32590	4099	39.3	12.6	98	1034	37.8	3.2	94								
WHITE	70416	9319	89.2	13.2	103	2532	92.6	3.6	107								
BLACK	8778	936	9.0	10.7	83	**202	7.4	2.3	68								
OTHER	1791	**188	1.8	10.5	81	**0	0.0	0.0	0								
NORTHEAST-CENSUS	17786	2414	23.1	13.6	105	562	20.6	3.2	94								
NORTH CENTRAL	20741	2556	24.5	12.3	96	992	36.3	4.8	142								
SOUTH	27775	3509	33.6	12.6	98	875	32.0	3.2	93								
WEST	14683	1964	18.8	13.4	104	*305	11.2	2.1	62								
NORTHEAST-MKTG.	17961	2348	22.5	13.1	101	535	19.6	3.0	88								
EAST CENTRAL	11885	1492	14.3	12.6	97	688	25.2	5.8	171								
WEST CENTRAL	14090	1658	15.9	11.8	91	553	20.2	3.9	116								
SOUTH	24081	3193	30.6	13.3	103	704	25.7	2.9	87								
PACIFIC	12969	1751	16.8	13.5	105	**253	9.3	2.0	58								
COUNTY SIZE A	32439	3828	36.7	11.8	92	1010	36.9	3.1	92								
COUNTY SIZE B	24915	3531	33.8	14.2	110	824	30.1	3.3	98								
COUNTY SIZE C	12930	1657	15.9	12.8	99	*525	19.2	4.1	120								
COUNTY SIZE D	10703	1426	13.7	13.3	103	*376	13.8	3.5	104								
METRO CENTRAL CITY	24518	2952	28.3	12.0	93	533	19.5	2.2	64								
METRO SUBURBAN	35919	4822	46.2	13.4	104	1359	49.7	3.8	112								
NON METRO	20549	2669	25.6	13.0	101	843	30.8	4.1	122								
TOP 5 ADI'S	18341	2333	22.3	12.7	99	*387	14.2	2.1	63								
TOP 10 ADI'S	25378	2898	27.8	11.4	89	727	26.6	2.9	85								
TOP 20 ADI'S	36488	4450	42.6	12.2	95	1131	41.4	3.1	92								
HSHLD INC. \$50,000 OR MORE	6612	711	6.8	10.8	83	**347	12.7	5.2	155								
\$40,000 OR MORE	12659	1359	13.0	10.7	83	*583	21.3	4.6	136								
\$30,000 OR MORE	24698	3047	29.2	12.3	96	944	34.5	3.8	113								
\$25,000 OR MORE	32077	3996	38.3	12.5	97	1363	49.9	4.2	126								
\$20,000 - \$24,999	9144	1264	12.1	13.8	107	*364	13.3	4.0	118								
\$15,000 - \$19,999	8728	1211	11.6	13.9	108	**237	8.7	2.7	80								
\$10,000 - \$14,999	12562	1791	17.2	14.3	111	371	13.6	3.0	87								
UNDER \$10,000	18475	2181	20.9	11.8	92	400	14.6	2.2	64								
HOUSEHOLD OF 1 PERSON	11987	1444	13.8	12.0	93	352	12.9	2.9	87								
2 PEOPLE	26577	3602	34.5	13.6	105	999	36.5	3.8	111								
3 OR 4 PEOPLE	30617	3615	34.6	11.8	92	1019	37.3	3.3	99								
5 OR MORE PEOPLE	11804	1782	17.1	15.1	117	**365	13.4	3.1	92								
NO CHILD IN HSHLD	46165	6080	58.2	13.2	102	1658	60.6	3.6	106								
CHILD(REN) UNDER 2 YRS	5325	881	8.4	16.5	128	**121	4.4	2.3	67								
2 - 5 YEARS	14221	2020	19.3	14.2	110	*376	13.8	2.6	78								
6 - 11 YEARS	15117	1774	17.0	11.7	91	*477	17.4	3.2	93								
12 - 17 YEARS	16611	1935	18.5	11.6	90	575	21.0	3.5	103								
RESIDENCE OWNED	55884	7928	75.9	14.2	110	2126	77.8	3.8	113								
VALUE: \$50,000 OR MORE	31744	4282	41.0	13.5	105	1319	48.2	4.2	123								
VALUE: UNDER \$50,000	24140	3646	34.9	15.1	117	807	29.5	3.3	99								

		TOTAL	SPIC & SPAN				ZUD											
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		50986	10442	100.0	12.9	100	2734	100.0	3.4	100								
MAGAZINES	QUINTILE 1	15799	2080	19.9	13.2	102	741	27.1	4.7	139								
	QUINTILE 2	17259	2521	24.1	14.6	113	650	23.8	3.8	112								
	QUINTILE 3	13545	1644	15.7	12.1	94	*364	13.3	2.7	80								
	QUINTILE 4	15133	1995	19.1	13.2	102	*476	17.4	3.1	93								
	QUINTILE 5	19250	2203	21.1	11.4	89	503	18.4	2.6	77								
NEWSPAPERS	QUINTILE 1	12413	1600	15.3	12.9	100	*400	14.6	3.2	95								
	QUINTILE 2	24116	3292	31.5	13.7	106	1026	37.5	4.3	126								
	QUINTILE 3	11261	1558	14.9	13.8	107	*350	12.8	3.1	92								
	QUINTILE 4	20255	2290	21.9	11.3	88	654	23.9	3.2	96								
	QUINTILE 5	12940	1702	16.3	13.2	102	*303	11.1	2.3	69								
OUTDOOR	QUINTILE 1	14852	1737	16.6	11.7	91	527	19.3	3.5	105								
	QUINTILE 2	15725	2103	20.1	13.4	104	*355	13.0	2.3	67								
	QUINTILE 3	16330	2160	20.7	13.2	103	621	22.7	3.8	113								
	QUINTILE 4	16744	2320	22.2	13.9	107	526	19.2	3.1	93								
	QUINTILE 5	17334	2123	20.3	12.2	95	705	25.8	4.1	120								
RADIO-DRIVE TIME	QUINTILE 1	15911	2019	19.3	12.7	98	597	21.8	3.8	111								
	QUINTILE 2	14837	1758	16.8	11.8	92	594	21.7	4.0	119								
	QUINTILE 3	15339	2053	19.7	13.4	104	*436	15.9	2.8	84								
	QUINTILE 4	16723	2118	20.3	12.7	98	583	21.3	3.5	103								
	QUINTILE 5	18176	2494	23.9	13.7	106	525	19.2	2.9	86								
RADIO-MID- DAY	TERCILE 1	21020	2647	25.3	12.6	98	786	28.7	3.7	111								
	TERCILE 2	21610	3087	29.6	14.3	111	725	26.5	3.4	99								
	TERCILE 3	38355	4708	45.1	12.3	95	1223	44.7	3.2	94								
RADIO-TOTAL	QUINTILE 1	15988	1915	18.3	12.0	93	543	19.9	3.4	101								
	QUINTILE 2	15626	2094	20.1	13.4	104	655	24.0	4.2	124								
	QUINTILE 3	16723	2251	21.6	13.5	104	560	20.5	3.3	99								
	QUINTILE 4	16342	2044	19.6	12.5	97	478	17.5	2.9	87								
	QUINTILE 5	16306	2139	20.5	13.1	102	499	18.3	3.1	91								
TV-PRIME TIME	QUINTILE 1	15953	2221	21.3	13.9	108	632	23.1	4.0	117								
	QUINTILE 2	16137	2215	21.2	13.7	106	498	18.2	3.1	91								
	QUINTILE 3	16420	2213	21.2	13.5	105	515	18.8	3.1	93								
	QUINTILE 4	16687	2134	20.4	12.8	99	582	21.3	3.5	103								
	QUINTILE 5	15789	1660	15.9	10.5	82	507	18.5	3.2	95								
TV-DAYTIME	TERCILE 1	27736	4213	40.3	15.2	118	1030	37.7	3.7	110								
	TERCILE 2	26489	3024	29.0	11.4	89	869	31.8	3.3	97								
	TERCILE 3	26761	3205	30.7	12.0	93	835	30.5	3.1	92								
TV-TOTAL	QUINTILE 1	16345	2435	23.3	14.9	116	547	20.0	3.3	99								
	QUINTILE 2	16447	2428	23.3	14.8	114	*519	19.0	3.2	93								
	QUINTILE 3	15980	2025	19.4	12.7	98	807	29.5	5.1	150								
	QUINTILE 4	15887	1741	16.7	11.0	85	*395	14.4	2.5	74								
	QUINTILE 5	16326	1814	17.4	11.1	86	467	17.1	2.9	85								
MAGAZINES-NEWSPAPERS: DUAL		20721	2846	27.3	13.7	107	870	31.8	4.2	124								
MAGAZINE IMPERATIVE		19186	2614	25.0	13.6	106	643	23.5	3.4	99								
NEWSPAPER IMPERATIVE		21899	2818	27.0	12.9	100	722	26.4	3.3	98								
MAGAZINES-OUTDOOR: DUAL		15451	2113	20.2	13.7	106	519	19.0	3.4	99								
MAGAZINE IMPERATIVE		25953	3428	32.8	13.2	102	1098	40.2	4.2	125								
OUTDOOR IMPERATIVE		24400	2849	27.3	11.7	91	665	24.3	2.7	81								
MAGAZINES-RADIO: DUAL		18049	2476	23.7	13.7	106	814	29.8	4.5	134								
MAGAZINE IMPERATIVE		23571	3194	30.6	13.6	105	838	30.7	3.6	105								
RADIO IMPERATIVE		23278	2814	26.9	12.1	94	632	23.1	2.7	80								
MAGAZINES-TELEVISION: DUAL		15459	2476	23.7	16.0	124	689	25.2	4.5	132								
MAGAZINE IMPERATIVE		25829	3002	28.7	11.6	90	946	34.6	3.7	108								
TELEVISION IMPERATIVE		26039	3382	32.4	13.0	101	793	29.0	3.0	90								
NEWSPAPERS-OUTDOOR: DUAL		16605	2288	21.9	13.8	107	588	21.5	3.5	105								
NEWSPAPER IMPERATIVE		26834	3613	34.6	13.5	104	1126	41.2	4.2	124								
OUTDOOR IMPERATIVE		23346	2806	26.9	12.0	93	598	21.9	2.6	76								
NEWSPAPERS-RADIO: DUAL		17133	2307	22.1	13.5	104	738	27.0	4.3	128								
NEWSPAPER IMPERATIVE		25892	3531	33.8	13.6	106	899	32.9	3.5	103								
RADIO IMPERATIVE		23167	2799	26.8	12.1	94	735	26.9	3.2	94								
NEWSPAPERS-TELEVISION: DUAL		17159	2621	25.1	15.3	118	646	23.6	3.8	112								
NEWSPAPER IMPERATIVE		26214	3137	30.0	12.0	93	965	35.3	3.7	109								
TELEVISION IMPERATIVE		23412	3304	31.6	14.1	109	723	26.4	3.1	91								
OUTDOOR-RADIO: DUAL		15303	1857	17.8	12.1	94	609	22.3	4.0	118								
OUTDOOR IMPERATIVE		24901	3245	31.1	13.0	101	646	23.6	2.6	77								
RADIO IMPERATIVE		26492	3535	33.9	13.3	103	1010	36.9	3.8	113								
OUTDOOR-TELEVISION: DUAL		14794	2195	21.0	14.8	115	*562	20.6	3.8	113								
OUTDOOR IMPERATIVE		25437	2886	27.6	11.3	88	771	28.2	3.0	90								
TELEVISION IMPERATIVE		27877	4009	38.4	14.4	112	1056	38.6	3.8	112								
RADIO-TELEVISION: DUAL		15996	2252	21.6	14.1	109	651	23.8	4.1	121								
RADIO IMPERATIVE		25478	3015	28.9	11.8	92	943	34.5	3.7	110								
TELEVISION IMPERATIVE		26573	3829	36.7	14.4	112	826	30.2	3.1	92								

	TOTAL U.S. '000	SPIC & SPAN				ZUD											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	10442	100.0	12.9	100	2734	100.0	3.4	100								
ATLANTIC MONTHLY	415	**43	0.4	10.4	80	**4	0.1	1.0	29								
BARRON'S	453	**46	0.4	10.2	79	**45	1.6	9.9	294								
BETTER HOMES & GARDENS	16256	2599	24.9	16.0	124	716	26.2	4.4	130								
BON APPETIT	2535	325	3.1	12.8	99	**70	2.6	2.8	82								
BUSINESS WEEK	1278	*149	1.4	11.7	90	**50	1.8	3.9	116								
CAR AND DRIVER	378	**24	0.2	6.3	49	**39	1.4	10.3	306								
CBS MAGAZINE NETWORK (GROSS)	1498	*181	1.7	12.1	94	**56	2.0	3.7	111								
CHANGING TIMES	1505	*229	2.2	15.2	118	**100	3.7	6.6	197								
COLONIAL HOMES	1231	*179	1.7	14.5	113	**82	3.0	6.7	197								
CONDE NAST MAG. PKG. (GROSS)	14146	1665	15.9	11.8	91	568	20.8	4.0	119								
CONSUMERS DIGEST	1323	*205	2.0	15.5	120	**71	2.6	5.4	159								
COSMOPOLITAN	7102	906	8.7	12.8	99	*234	8.6	3.3	98								
COUNTRY LIVING	2481	396	3.8	16.0	124	*131	4.8	5.3	156								
CUISINE	1472	*184	1.8	12.5	97	**58	2.1	3.9	117								
CYCLE WORLD	425	**55	0.5	12.9	100	**0	0.0	0.0	0								
DCI:CREATIVE IDEAS FOR LIV	2510	340	3.3	13.5	105	**172	6.3	6.9	203								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1085	10.4	16.2	126	*307	11.2	4.6	136								
DISCOVER	894	**116	1.1	13.0	101	**14	0.5	1.6	46								
EBONY	3507	443	4.2	12.6	98	**119	4.4	3.4	101								
ESQUIRE	1083	*120	1.1	11.1	86	**55	2.0	5.1	150								
ESSENCE	1830	*222	2.1	12.1	94	**55	2.0	3.0	89								
FAMILY CIRCLE	15930	2176	20.8	13.7	106	663	24.3	4.2	123								
THE FAMILY HANDYMAN	1126	*228	2.2	20.2	157	**105	3.8	9.3	276								
FAMILY WEEKLY	11468	1643	15.7	14.3	111	396	14.5	3.5	102								
FIELD & STREAM	2234	285	2.7	12.8	99	**122	4.5	5.5	162								
FOOD & WINE	579	**68	0.7	11.7	91	**21	0.8	3.6	107								
FORBES	728	**79	0.8	10.9	84	**44	1.6	6.0	179								
FORTUNE	906	*137	1.3	15.1	117	**64	2.3	7.1	209								
GENTLEMEN'S QUARTERLY	791	**144	1.4	18.2	141	**53	1.9	6.7	198								
GLAMOUR	5265	629	6.0	11.9	93	*231	8.4	4.4	130								
GOLF DIGEST	636	**134	1.3	21.1	163	**31	1.1	4.9	144								
GOLF DIGEST/TENNIS (GROSS)	1186	*216	2.1	18.2	141	**39	1.4	3.3	97								
GOLF MAGAZINE	441	**81	0.8	18.4	142	**8	0.3	1.8	54								
GOLF MAGAZINE/SKI (GROSS)	922	**102	1.0	11.1	86	**31	1.1	3.4	100								
GOOD HOUSEKEEPING	16487	2309	22.1	14.0	109	752	27.5	4.6	135								
HARPER'S BAZAAR	2423	249	2.4	10.3	80	**97	3.5	4.0	119								
HEALTH	1994	246	2.4	12.3	96	*117	4.3	5.9	174								
HEARST MAG CORP. BUY (GROSS)	44101	5954	57.0	13.5	105	1844	67.4	4.2	124								
HEARST MAN POWER (GROSS)	1993	353	3.4	17.7	137	*119	4.4	6.0	177								
HEARST WOMAN POWER (GROSS)	31274	4168	39.9	13.3	103	1227	44.9	3.9	116								
HOUSE BEAUTIFUL	3623	484	4.6	13.4	104	*150	5.5	4.1	123								
INC.	283	**51	0.5	18.0	140	**18	0.7	6.4	188								
JET	2928	364	3.5	12.4	96	**84	3.1	2.9	85								
LADIES' HOME JOURNAL	11918	1559	14.9	13.1	101	530	19.4	4.4	132								
LHJ FAMILY GRP COMBO(GROSS)	16764	2181	20.9	13.0	101	790	28.9	4.7	140								
LIFE	4254	661	6.3	15.5	121	*155	5.7	3.6	108								
L.A. TIMES HOME MAGAZINE	1145	*140	1.3	12.2	95	**37	1.4	3.2	96								
MADEMOISELLE	2884	304	2.9	10.5	82	**110	4.0	3.8	113								
MC CALL'S	13460	1787	17.1	13.3	103	520	19.0	3.9	114								
MC CALL'S/WRK MOTHER (GROSS)	14606	1955	18.7	13.4	104	556	20.3	3.8	113								
MECHANIX ILLUSTRATED	772	*162	1.6	21.0	163	**71	2.6	9.2	272								
METROPOLITAN HOME	967	**141	1.4	14.6	113	**46	1.7	4.8	141								
MONEY	1588	*213	2.0	13.4	104	**59	2.2	3.7	110								
MOTHER EARTH NEWS	1002	*171	1.6	17.1	132	**20	0.7	2.0	59								
MS.	825	*154	1.5	18.7	145	**45	1.6	5.5	162								
NATIONAL ENQUIRER	10336	1370	13.1	13.3	103	321	11.7	3.1	92								
NATIONAL GEOGRAPHIC	9597	1362	13.0	14.2	110	372	13.6	3.9	115								
NATIONAL SUNDAY MAGAZINE PKG	49558	6377	61.1	12.9	100	1837	67.2	3.7	110								
NATURAL HISTORY	573	**66	0.6	11.5	89	**26	1.0	4.5	134								
NEW WOMAN	1699	*193	1.8	11.4	88	**73	2.7	4.3	127								
NEW YORK INCLUDING CUE	443	**33	0.3	7.4	58	**0	0.0	0.0	0								
THE NEW YORKER	1270	*205	2.0	16.1	125	**67	2.5	5.3	156								
NEWSWEEK	6277	817	7.8	13.0	101	267	9.8	4.3	126								
THE N.Y. TIMES DAILY EDITION	1205	*177	1.7	14.7	114	**30	1.1	2.5	74								
THE N.Y. TIMES MAGAZINE	2081	*311	3.0	14.9	116	**69	2.5	3.3	98								
OMNI	788	*133	1.3	16.9	131	**54	2.0	6.9	203								
ON CABLE	1158	**101	1.0	8.7	68	**32	1.2	2.8	82								
1001 HOME IDEAS	2852	376	3.6	13.2	102	*143	5.2	5.0	149								
ORGANIC GARDENING	1658	*230	2.2	13.9	108	**48	1.8	2.9	86								
OUTDOOR LIFE	896	*128	1.2	14.3	111	**71	2.6	7.9	235								
PARADE MAGAZINE	24275	3281	31.4	13.5	105	1044	38.2	4.3	127								

	TOTAL U.S. '000	SPIC & SPAN				ZUD											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	10442	100.0	12.9	100	2734	100.0	3.4	100								
PARENTS	3845	602	5.8	15.7	121	*138	5.0	3.6	106								
PENTHOUSE	831	**144	1.4	17.3	134	**33	1.2	4.0	118								
PEOPLE	11645	1513	14.5	13.0	101	454	16.6	3.9	115								
PLAYBOY	2006	*186	1.8	9.3	72	**86	3.1	4.3	127								
POPULAR HOT RODDING	297	**40	0.4	13.5	104	**8	0.3	2.7	80								
POPULAR MECHANICS	1018	*194	1.9	19.1	148	**53	1.9	5.2	154								
POPULAR SCIENCE	878	*152	1.5	17.3	134	**74	2.7	8.4	250								
PREVENTION	3913	643	6.2	16.4	127	*226	8.3	5.8	171								
PSYCHOLOGY TODAY	1710	*211	2.0	12.3	96	**54	2.0	3.2	94								
READER'S DIGEST	22204	3308	31.7	14.9	116	871	31.9	3.9	116								
REDBOOK	7684	953	9.1	12.4	96	241	8.8	3.1	93								
ROAD & TRACK	410	**47	0.5	11.5	89	**26	1.0	6.3	188								
ROLLING STONE	969	*168	1.6	17.3	134	**27	1.0	2.8	83								
RUNNER'S WORLD	298	**49	0.5	16.4	128	**26	1.0	8.7	258								
SATURDAY EVENING POST	1169	*132	1.3	11.3	88	**72	2.6	6.2	182								
SCIENCE 84	587	**92	0.9	15.7	122	**27	1.0	4.6	136								
SCIENCE DIGEST	482	**88	0.8	18.3	142	**15	0.5	3.1	92								
SCIENTIFIC AMERICAN	594	**111	1.1	18.7	145	**19	0.7	3.2	95								
SELF	2089	*246	2.4	11.8	91	**98	3.6	4.7	139								
SEVENTEEN	2411	*238	2.3	9.9	77	**90	3.3	3.7	111								
SKI	480	**21	0.2	4.4	34	**23	0.8	4.8	142								
SMITHSONIAN	2760	349	3.3	12.6	98	**118	4.3	4.3	127								
SOAP OPERA DIGEST	3013	326	3.1	10.8	84	**107	3.9	3.6	105								
SOUTHERN LIVING	4184	745	7.1	17.8	138	**135	4.9	3.2	96								
SPORT	559	**74	0.7	13.2	103	**25	0.9	4.5	132								
THE SPORTING NEWS	436	**50	0.5	11.5	89	**12	0.4	2.8	82								
SPORTS AFIELD	493	**70	0.7	14.2	110	**51	1.9	10.3	306								
SPORTS ILLUSTRATED	2758	355	3.4	12.9	100	**96	3.5	3.5	103								
STAR	7456	1075	10.3	14.4	112	*230	8.4	3.1	91								
SUNDAY	24936	2934	28.1	11.8	91	828	30.3	3.3	98								
SUNSET	2124	401	3.8	18.9	146	**70	2.6	3.3	98								
TV GUIDE	21661	2918	27.9	13.5	104	698	25.5	3.2	95								
TENNIS	550	**82	0.8	14.9	116	**8	0.3	1.5	43								
TIME	8880	1094	10.5	12.3	96	330	12.1	3.7	110								
TOWN & COUNTRY	917	*118	1.1	12.9	100	**29	1.1	3.2	94								
TRAVEL & LEISURE	972	**137	1.3	14.1	109	**29	1.1	3.0	88								
TRUE STORY	3356	480	4.6	14.3	111	**86	3.1	2.6	76								
U.S. NEWS & WORLD REPORT	3410	366	3.5	10.7	83	*201	7.4	5.9	175								
USA TODAY	1759	*261	2.5	14.8	115	**108	4.0	6.1	182								
USE	1873	*281	2.7	15.0	116	**61	2.2	3.3	96								
VOGUE	3909	486	4.7	12.4	96	*130	4.8	3.3	99								
WALL STREET JOURNAL	1886	238	2.3	12.6	98	**119	4.4	6.3	187								
WEIGHT WATCHERS	2120	381	3.6	18.0	139	*165	6.0	7.8	231								
WOMAN'S DAY	14172	2031	19.5	14.3	111	708	25.9	5.0	148								
WORKING MOTHER	1146	*168	1.6	14.7	114	**36	1.3	3.1	93								
WORKING WOMAN	1322	*157	1.5	11.9	92	**66	2.4	5.0	148								
WORLD TENNIS	*163	**20	0.2	12.3	95	**7	0.3	4.3	127								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	330	3.2	13.0	101	*161	5.9	6.4	188								
BLAIR INSERTS	43657	5603	53.7	12.8	100	1647	60.2	3.8	112								
DAILY NEWSPAPERS																	
READ ANY	51633	6702	64.2	13.0	101	1911	69.9	3.7	110								
READ ONE	43463	5574	53.4	12.8	99	1647	60.2	3.8	112								
READ TWO OR MORE	8170	1128	10.8	13.8	107	264	9.7	3.2	96								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6877	65.9	13.1	101	1951	71.4	3.7	110								
READ ONE	46126	5998	57.4	13.0	101	1733	63.4	3.8	111								
READ TWO OR MORE	6552	879	8.4	13.4	104	*218	8.0	3.3	99								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	25.14				27.20											
30 DAY REACH	71455	9399	90.0	13.2	102	2386	87.3	3.3	99								
50 SHWG - 30 DAY AV FREQ	14.56	13.22				14.77											
30 DAY REACH	67742	8942	85.6	13.2	102	2192	80.2	3.2	96								
25 SHWG - 30 DAY AV FREQ	7.94	7.22				8.12											
30 DAY REACH	62117	8128	77.8	13.1	101	1983	72.5	3.2	95								
CABLE TV: HOME WIRED	32077	3810	36.5	11.9	92	1015	37.1	3.2	94								
HOME NOT WIRED	48909	6632	63.5	13.6	105	1720	62.9	3.5	104								
HAVE PAY CABLE	15935	1903	18.2	11.9	93	*470	17.2	2.9	87								

	TOTAL U.S. '000	SPIC & SPAN				ZUD				A	B	C	D	A	B	C	D
		A	B	C	D	A	B	C	D								
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	10442	100.0	12.9	100	2734	100.0	3.4	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5510	52.8	12.5	97	1563	57.2	3.6	105								
10:00 AM - 3:00 PM	30659	3981	38.1	13.0	101	1094	40.0	3.6	106								
3:00 PM - 7:00 PM	31045	3825	36.6	12.3	96	1185	43.3	3.8	113								
7:00 PM - MIDNIGHT	15767	2011	19.3	12.8	99	516	18.9	3.3	97								
MIDNIGHT - 6:00 AM	9120	1267	12.1	13.9	108	308	11.3	3.4	100								
6:00 AM - MIDNIGHT	58527	7412	71.0	12.7	98	2039	74.6	3.5	103								
ENTIRE DAY	59311	7531	72.1	12.7	98	2079	76.0	3.5	104								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2226	21.3	13.8	107	761	27.8	4.7	139								
ALL NEWS	2256	276	2.6	12.2	95	**89	3.3	3.9	117								
AOR/PROGRESSIVE	3874	543	5.2	14.0	109	**70	2.6	1.8	54								
BEAUTIFUL MUSIC	5660	766	7.3	13.5	105	277	10.1	4.9	145								
BLACK	2204	216	2.1	9.8	76	**91	3.3	4.1	122								
CLASSICAL	1418	*168	1.6	11.8	92	**65	2.4	4.6	136								
CHR/ROCK	9538	1162	11.1	12.2	94	236	8.6	2.5	73								
COUNTRY	12648	1458	14.0	11.5	89	343	12.5	2.7	80								
GOLDEN OLDIES	1191	**158	1.5	13.3	103	**56	2.0	4.7	139								
MOR/NOSTALGIA	4757	575	5.5	12.1	94	*186	6.8	3.9	116								
NEWS/TALK	3863	529	5.1	13.7	106	*139	5.1	3.6	107								
RELIGIOUS	3084	442	4.2	14.3	111	*129	4.7	4.2	124								
SOFT ROCK	521	**66	0.6	12.7	98	**24	0.9	4.6	136								
URBAN CONTEMPORARY	1585	*205	2.0	12.9	100	**20	0.7	1.3	37								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	359	3.4	11.0	85	**114	4.2	3.5	104								
ABC DIRECTION	2316	345	3.3	14.9	116	**82	3.0	3.5	105								
ABC ENTERTAINMENT	4834	583	5.6	12.1	94	**113	4.1	2.3	69								
ABC FM	2202	285	2.7	12.9	100	**71	2.6	3.2	96								
ABC INFORMATION	5425	738	7.1	13.6	106	260	9.5	4.8	142								
ABC ROCK	1677	*285	2.7	17.0	132	**57	2.1	3.4	101								
CBS	4430	559	5.4	12.6	98	*179	6.5	4.0	120								
MUTUAL	4992	728	7.0	14.6	113	*253	9.3	5.1	150								
NBC	4679	632	6.1	13.5	105	*137	5.0	2.9	87								
RADIORADIO	1994	*277	2.7	13.9	108	**71	2.6	3.6	105								
RKO ONE	2298	*189	1.8	8.2	64	**62	2.3	2.7	80								
RKO TWO	3311	287	2.7	8.7	67	**86	3.1	2.6	77								
THE SOURCE	2114	336	3.2	15.9	123	**28	1.0	1.3	39								
NON-WIRED: BLAIR	8654	1202	11.5	13.9	108	286	10.5	3.3	98								
INTERNET	12025	1459	14.0	12.1	94	350	12.8	2.9	86								
KATZ RADIO GROUP	15359	1998	19.1	13.0	101	502	18.4	3.3	97								
SUPERNET	10628	1524	14.6	14.3	111	393	14.4	3.7	110								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1281	12.3	14.8	115	317	11.6	3.7	108								
WKDAY 9:00 AM - 1:00 PM	12163	1842	17.6	15.1	117	450	16.5	3.7	110								
WKDAY 1:00 PM - 4:30 PM	16150	2289	21.9	14.2	110	586	21.4	3.6	107								
WKDAY 4:30 PM - 7:30 PM	22463	3106	29.7	13.8	107	772	28.2	3.4	102								
WKDAY 7:30 PM - 8:00 PM	31795	4316	41.3	13.6	105	1116	40.8	3.5	104								
WKDAY 11:00 PM - 11:30 PM	23977	3300	31.6	13.8	107	923	33.8	3.8	114								
WKDAY 11:30 PM - 1:00 AM	7703	1140	10.9	14.8	115	340	12.4	4.4	131								
M-SAT 8-11 PM+SUN 7-11 PM	33800	4597	44.0	13.6	105	1180	43.2	3.5	103								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1007	9.6	15.4	119	163	6.0	2.5	74								
ANOTHER WORLD N	4620	578	5.5	12.5	97	258	9.4	5.6	165								
AS THE WORLD TURNS C	5614	826	7.9	14.7	114	155	5.7	2.8	82								
CAPITOL C	3396	493	4.7	14.5	113	*112	4.1	3.3	98								
CBS MORN. NEWS 1 C	1446	225	2.2	15.6	121	*45	1.6	3.1	92								
CBS MORN. NEWS 2 C	1207	165	1.6	13.7	106	**37	1.4	3.1	91								
DAYS OF OUR LIVES N	5877	757	7.2	12.9	100	300	11.0	5.1	151								
FACTS OF LIFE - DAYTIME N	2290	354	3.4	15.5	120	*115	4.2	5.0	149								
FAMILY FEUD A	3023	309	3.0	10.2	79	*79	2.9	2.6	77								
GENERAL HOSPITAL A	6097	877	8.4	14.4	112	160	5.9	2.6	78								
GOOD MORNING, AMERICA-730 A	3515	546	5.2	15.5	120	*116	4.2	3.3	98								
GOOD MORNING, AMERICA-830 A	2818	441	4.2	15.6	121	*102	3.7	3.6	107								
GUIDING LIGHT C	5339	753	7.2	14.1	109	154	5.6	2.9	85								
ONE LIFE TO LIVE A	4478	654	6.3	14.6	113	150	5.5	3.3	99								
PRESS YOUR LUCK C	2244	413	4.0	18.4	143	*82	3.0	3.7	108								
PRICE IS RIGHT 1 C	4348	685	6.6	15.8	122	127	4.6	2.9	87								
PRICE IS RIGHT 2 C	5014	821	7.9	16.4	127	175	6.4	3.5	103								
RYAN'S HOPE A	3150	503	4.8	16.0	124	*87	3.2	2.8	82								
SALE OF THE CENTURY N	2695	390	3.7	14.5	112	*144	5.3	5.3	158								
SEARCH FOR TOMORROW N	2319	270	2.6	11.6	90	*132	4.8	5.7	169								
TODAY SHOW 1 N	2693	282	2.7	10.5	81	*101	3.7	3.8	111								
TODAY SHOW 2 N	2498	319	3.1	12.8	99	*91	3.3	3.6	108								
\$25,000 PYRAMID C	2753	438	4.2	15.9	123	*90	3.3	3.3	97								
WHEEL OF FORTUNE N	4388	694	6.6	15.8	123	187	6.8	4.3	126								
YOUNG AND THE RESTLESS C	5695	889	8.5	15.6	121	205	7.5	3.6	107								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	273	2.6	15.5	120	*55	2.0	3.1	93								
NBA PLAYOFF GAME -1 C	1136	201	1.9	17.7	137	**32	1.2	2.8	83								
NBC MAJOR LEAGUE PRE-GAME N	953	**74	0.7	7.8	60	**14	0.5	1.5	44								
SPORTSWORLD - SUN N	1233	*154	1.5	12.5	97	**14	0.5	1.1	34								
SUNDAY MORNING C	1611	305	2.9	18.9	147	**24	0.9	1.5	44								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SPOT REMOVERS

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-25

	'000	%	UNWEIGHTED
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6A. DO YOU YOURSELF USE THEM?

YES	40871	24.4	4824
NO	126856	75.6	14286

ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
'000	%	'000	%	'000	%	'000	%	

IF YOU DO

6B. WHICH BRANDS DO YOU USE?

AFTA	997	.6	701	.4	166	.1	131	.1	151
CARBONA	3554	2.1	2092	1.2	1051	.6	411	.2	481
ENERGINE	4369	2.6	2748	1.6	1262	.8	360	.2	599
GODDARD'S	1222	.7	584	.3	488	.3	151	.1	160
K2R SPOT LIFTER	14872	8.9	11465	6.8	2756	1.6	651	.4	1747
RENUZIT	4957	3.0	2963	1.8	1287	.8	707	.4	585
SPOT SHOT	2102	1.3	1328	.8	637	.4	137	.1	219
OTHER BRANDS	15140	9.0	12984	7.7	1229	.7	927	.6	1628
DO NOT KNOW	264	.2							31

	TOTAL U.S. '000	A '000	ADULTS B % DOWN	C % ACROSS	D % INDX	A '000	MALES B % DOWN	C % ACROSS	D % INDX	A '000	FEMALES B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	40871	100.0	24.4	100	14895	100.0	8.9	100	25976	100.0	15.5	100				
MALES	79263	14895	36.4	18.8	77	14895	100.0	18.8	212	**0	0.0	0.0	0				
FEMALES	88464	25976	63.6	29.4	121	**0	0.0	0.0	0	25976	100.0	29.4	190				
18 - 24	28671	5066	12.4	17.7	73	1848	12.4	6.4	73	3219	12.4	11.2	72				
25 - 34	39536	9008	22.0	22.8	94	3372	22.6	8.5	96	5636	21.7	14.3	92				
35 - 44	28978	7546	18.5	26.0	107	2812	18.9	9.7	109	4734	18.2	16.3	105				
45 - 54	22345	6122	15.0	27.4	112	2258	15.2	10.1	114	3863	14.9	17.3	112				
55 - 64	22224	6208	15.2	27.9	115	2299	15.4	10.3	116	3909	15.0	17.6	114				
65 OR OLDER	25973	6921	16.9	26.6	109	2306	15.5	8.9	100	4614	17.8	17.8	115				
18 - 34	68207	14075	34.4	20.6	85	5220	35.0	7.7	86	8855	34.1	13.0	84				
18 - 49	108058	24776	60.6	22.9	94	9287	62.3	8.6	97	15489	59.6	14.3	93				
25 - 54	90859	22675	55.5	25.0	102	8442	56.7	9.3	105	14233	54.8	15.7	101				
35 - 49	39851	10701	26.2	26.9	110	4068	27.3	10.2	115	6634	25.5	16.6	107				
50 OR OLDER	59669	16095	39.4	27.0	111	5608	37.7	9.4	106	10487	40.4	17.6	113				
GRADUATED COLLEGE	28091	8204	20.1	29.2	120	3734	25.1	13.3	150	4470	17.2	15.9	103				
ATTENDED COLLEGE	28938	7719	18.9	26.7	109	2617	17.6	9.0	102	5102	19.6	17.6	114				
GRADUATED HIGH SCHOOL	65503	15907	38.9	24.3	100	4903	32.9	7.5	84	11004	42.4	16.8	108				
DID NOT GRADUATE HIGH SCHOOL	45195	9040	22.1	20.0	82	3640	24.4	8.1	91	5400	20.8	11.9	77				
EMPLOYED MALES	56429	10521	25.7	18.6	77	10521	70.6	18.6	210	**0	0.0	0.0	0				
EMPLOYED FEMALES	43971	13336	32.6	30.3	124	**0	0.0	0.0	0	13336	51.3	30.3	196				
EMPLOYED FULL-TIME	87773	20828	51.0	23.7	97	9888	66.4	11.3	127	10940	42.1	12.5	80				
EMPLOYED PART-TIME	12627	3029	7.4	24.0	98	632	4.2	5.0	56	2397	9.2	19.0	123				
NOT EMPLOYED	67327	17013	41.6	25.3	104	4374	29.4	6.5	73	12639	48.7	18.8	121				
PROFESSIONAL/MANAGER	25845	7530	18.4	29.1	120	3513	23.6	13.6	153	4018	15.5	15.5	100				
TECH/CLERICAL/SALES	30895	7951	19.5	25.7	106	2014	13.5	6.5	73	5937	22.9	19.2	124				
PRECISION/CRAFT	12629	2415	5.9	19.1	78	2088	14.0	16.5	186	*327	1.3	2.6	17				
OTHER EMPLOYED	31031	5962	14.6	19.2	79	2907	19.5	9.4	105	3055	11.8	9.8	64				
SINGLE	35557	6507	15.9	18.3	75	2865	19.2	8.1	91	3642	14.0	10.2	66				
MARRIED	103585	27580	67.5	26.6	109	10658	71.6	10.3	116	16922	65.1	16.3	105				
DIVORCED/SEPARATED/WIDOWED	28585	6784	16.6	23.7	97	1372	9.2	4.8	54	5411	20.8	18.9	122				
PARENTS	59295	14304	35.0	24.1	99	4550	30.5	7.7	86	9754	37.6	16.4	106				
WHITE	146081	36273	88.7	24.8	102	13219	88.7	9.0	102	23054	88.8	15.8	102				
BLACK	17974	3973	9.7	22.1	91	1393	9.4	7.8	87	2580	9.9	14.4	93				
OTHER	3672	*625	1.5	17.0	70	*284	1.9	7.7	87	**342	1.3	9.3	60				
NORTHEAST-CENSUS	37005	9164	22.4	24.8	102	3350	22.5	9.1	102	5815	22.4	15.7	101				
NORTH CENTRAL	42642	9409	23.0	22.1	91	3275	22.0	7.7	86	6134	23.6	14.4	93				
SOUTH	56777	13982	34.2	24.6	101	5119	34.4	9.0	102	8863	34.1	15.6	101				
WEST	31303	8315	20.3	26.6	109	3151	21.2	10.1	113	5164	19.9	16.5	107				
NORTHEAST-MKTG.	38125	9455	23.1	24.8	102	3625	24.3	9.5	107	5830	22.4	15.3	99				
EAST CENTRAL	24794	5346	13.1	21.6	88	1936	13.0	7.8	88	3409	13.1	13.7	89				
WEST CENTRAL	28511	6683	16.4	23.4	96	2199	14.8	7.7	87	4484	17.3	15.7	102				
SOUTH	48953	12073	29.5	24.7	101	4407	29.6	9.0	101	7666	29.5	15.7	101				
PACIFIC	27344	7314	17.9	26.7	110	2728	18.3	10.0	112	4586	17.7	16.8	108				
COUNTY SIZE A	69301	18055	44.2	26.1	107	6540	43.9	9.4	106	11514	44.3	16.6	107				
COUNTY SIZE B	50633	11786	28.8	23.3	96	4291	28.8	8.5	95	7496	28.9	14.8	96				
COUNTY SIZE C	26259	6023	14.7	22.9	94	2182	14.6	8.3	94	3841	14.8	14.6	94				
COUNTY SIZE D	21534	5006	12.2	23.2	95	1882	12.6	8.7	98	3125	12.0	14.5	94				
METRO CENTRAL CITY	50014	12232	29.9	24.5	100	4588	30.8	9.2	103	7644	29.4	15.3	99				
METRO SUBURBAN	76832	19107	46.7	24.9	102	6753	45.3	8.8	99	12354	47.6	16.1	104				
NON METRO	40881	9532	23.3	23.3	96	3554	23.9	8.7	98	5978	23.0	14.6	94				
TOP 5 ADI'S	39550	10627	26.0	26.9	110	3958	26.6	10.0	113	6670	25.7	16.9	109				
TOP 10 ADI'S	54877	14171	34.7	25.8	106	5310	35.6	9.7	109	8862	34.1	16.1	104				
TOP 20 ADI'S	77516	19689	48.2	25.4	104	7210	48.4	9.3	105	12479	48.0	16.1	104				
HSGLD INC. \$50,000 OR MORE	17257	5113	12.5	29.6	122	1930	13.0	11.2	126	3183	12.3	18.4	119				
\$40,000 OR MORE	33235	9335	22.8	28.1	115	3734	25.1	11.2	127	5601	21.6	16.9	109				
\$30,000 OR MORE	59693	16543	40.5	27.7	114	6540	43.9	11.0	123	10003	38.5	16.8	108				
\$25,000 OR MORE	76275	20863	51.0	27.4	112	8128	54.6	10.7	120	12735	49.0	16.7	108				
\$20,000 - \$24,999	18607	4296	10.5	23.1	95	1530	10.3	8.2	93	2766	10.6	14.9	96				
\$15,000 - \$19,999	17175	3876	9.5	22.6	93	1272	8.5	7.4	83	2604	10.0	15.2	98				
\$10,000 - \$14,999	24569	5873	14.4	23.9	98	2218	14.9	9.0	102	3655	14.1	14.9	96				
UNDER \$10,000	31101	5963	14.6	19.2	79	1746	11.7	5.6	63	4217	16.2	13.6	88				
HOUSEHOLD OF 1 PERSON	19441	4521	11.1	23.3	95	1371	9.2	7.1	79	3150	12.1	16.2	105				
2 PEOPLE	51803	14433	35.3	27.9	114	5383	36.1	10.4	117	9050	34.8	17.5	113				
3 OR 4 PEOPLE	66933	15460	37.8	23.1	95	5946	39.9	8.9	100	9513	36.6	14.2	92				
5 OR MORE PEOPLE	29550	6456	15.8	21.8	90	2195	14.7	7.4	84	4262	16.4	14.4	93				
NO CHILD IN HSHLD	96587	24568	60.1	25.4	104	9294	62.4	9.6	108	15274	58.8	15.8	102				
CHILD(REN) UNDER 2 YRS	10844	2300	5.6	21.2	87	816	5.5	7.5	85	1484	5.7	13.7	88				
2 - 5 YEARS	26358	6299	15.4	23.9	98	1986	13.3	7.5	85	4312	16.6	16.4	106				
6 - 11 YEARS	30453	6953	17.0	22.8	94	2560	17.2	8.4	95	4392	16.9	14.4	93				
12 - 17 YEARS	36575	8226	20.1	22.5	92	2857	19.2	7.8	88	5370	20.7	14.7	95				
RESIDENCE OWNED	117770	30416	74.4	25.8	106	11039	74.1	9.4	106	19377	74.6	16.5	106				
VALUE: \$50,000 OR MORE	70166	19528	47.8	27.8	114	6920	46.5	9.9	111	12608	48.5	18.0	116				
VALUE: UNDER \$50,000	47604	10888	26.6	22.9	94	4119	27.7	8.7	97	6770	26.1	14.2	92				

		TOTAL U.S. '000	ADULTS				MALES				FEMALES							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	40871	100.0	24.4	100	14895	100.0	8.9	100	25976	100.0	15.5	100				
MAGAZINES	QUINTILE 1	34022	9760	23.9	28.7	118	3182	21.4	9.4	105	6578	25.3	19.3	125				
	QUINTILE 2	34800	9446	23.1	27.1	111	3247	21.8	9.3	105	6200	23.9	17.8	115				
	QUINTILE 3	30514	7827	19.2	25.7	105	3179	21.3	10.4	117	4648	17.9	15.2	98				
	QUINTILE 4	33324	7110	17.4	21.3	88	3109	20.9	9.3	105	4001	15.4	12.0	78				
	QUINTILE 5	35066	6727	16.5	19.2	79	2178	14.6	6.2	70	4549	17.5	13.0	84				
NEWSPAPERS	QUINTILE 1	29107	8362	20.5	28.7	118	3416	22.9	11.7	132	4946	19.0	17.0	110				
	QUINTILE 2	49095	13047	31.9	26.6	109	4602	30.9	9.4	106	8445	32.5	17.2	111				
	QUINTILE 3	23107	5917	14.5	25.6	105	1953	13.1	8.5	95	3963	15.3	17.2	111				
	QUINTILE 4	33556	7539	18.4	22.5	92	2023	13.6	6.0	68	5516	21.2	16.4	106				
	QUINTILE 5	32863	6006	14.7	18.3	75	2901	19.5	8.8	99	3105	12.0	9.4	61				
OUTDOOR	QUINTILE 1	33431	8034	19.7	24.0	99	3235	21.7	9.7	109	4799	18.5	14.4	93				
	QUINTILE 2	33478	8077	19.8	24.1	99	3102	20.8	9.3	104	4975	19.2	14.9	96				
	QUINTILE 3	33574	8640	21.1	25.7	106	3118	20.9	9.3	105	5523	21.3	16.5	106				
	QUINTILE 4	33935	7775	19.0	22.9	94	2776	18.6	8.2	92	4999	19.2	14.7	95				
	QUINTILE 5	33310	8344	20.4	25.0	103	2665	17.9	8.0	90	5680	21.9	17.1	110				
RADIO-DRIVE TIME	QUINTILE 1	33136	8149	19.9	24.6	101	2786	18.7	8.4	95	5363	20.6	16.2	105				
	QUINTILE 2	31658	7848	19.2	24.8	102	2904	19.5	9.2	103	4943	19.0	15.6	101				
	QUINTILE 3	32541	7883	19.3	24.2	99	2911	19.5	8.9	101	4971	19.1	15.3	99				
	QUINTILE 4	34247	8619	21.1	25.2	103	3331	22.4	9.7	110	5288	20.4	15.4	100				
	QUINTILE 5	36144	8372	20.5	23.2	95	2962	19.9	8.2	92	5410	20.8	15.0	97				
RADIO-MID- DAY	QUINTILE 1	45037	10756	26.3	23.9	98	3916	26.3	8.7	98	6840	26.3	15.2	98				
	QUINTILE 2	44819	10870	26.6	24.3	100	3785	25.4	8.4	95	7085	27.3	15.8	102				
	QUINTILE 3	77872	19244	47.1	24.7	101	7194	48.3	9.2	104	12050	46.4	15.5	100				
	QUINTILE 4	33763	8338	20.4	24.7	101	2813	18.9	8.3	94	5525	21.3	16.4	106				
	QUINTILE 5	33240	7928	19.4	23.9	98	2921	19.6	8.8	99	5048	19.3	15.1	97				
RADIO-TOTAL	QUINTILE 1	33405	8371	20.5	25.1	103	3022	20.3	9.0	102	5349	20.6	16.0	103				
	QUINTILE 2	34792	8607	21.1	24.7	102	3265	21.9	9.4	106	5342	20.6	15.4	99				
	QUINTILE 3	32524	7627	18.7	23.5	96	2875	19.3	8.8	100	4753	18.3	14.6	94				
	QUINTILE 4																	
	QUINTILE 5																	
TV-PRIME TIME	QUINTILE 1	33090	8041	19.7	24.3	100	3013	20.2	9.1	103	5028	19.4	15.2	98				
	QUINTILE 2	33357	8324	20.4	25.0	102	3132	21.0	9.4	106	5193	20.0	15.6	101				
	QUINTILE 3	33980	8485	20.8	25.0	102	3132	21.0	9.2	104	5353	20.6	15.8	102				
	QUINTILE 4	33854	8007	19.6	23.7	97	2681	18.0	7.9	89	5326	20.5	15.7	102				
	QUINTILE 5	33444	8013	19.6	24.0	98	2937	19.7	8.8	99	5076	19.5	15.2	98				
TV-DAYTIME	QUINTILE 1	49121	12017	29.4	24.5	100	3820	25.6	7.8	88	8197	31.6	16.7	108				
	QUINTILE 2	48823	12189	29.8	25.0	102	3566	23.9	7.3	82	8623	33.2	17.7	114				
	QUINTILE 3	69782	16665	40.8	23.9	98	7510	50.4	10.8	121	9156	35.2	13.1	85				
	QUINTILE 4	33584	8148	19.9	24.3	100	3162	21.2	9.4	106	4986	19.2	14.8	96				
	QUINTILE 5	33441	8200	20.1	24.5	101	3080	20.7	9.2	104	5120	19.7	15.3	99				
TV-TOTAL	QUINTILE 1	33505	8307	20.3	24.8	102	2888	19.4	8.6	97	5419	20.9	16.2	104				
	QUINTILE 2	33466	7962	19.5	23.8	98	2815	18.9	8.4	95	5147	19.8	15.4	99				
	QUINTILE 3	33731	8254	20.2	24.5	100	2949	19.8	8.7	98	5305	20.4	15.7	102				
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	44503	12899	31.6	29.0	119	4463	30.0	10.0	113	8436	32.5	19.0	122				
	MAGAZINE IMPERATIVE	39363	9994	24.5	25.4	104	3450	23.2	8.8	99	6544	25.2	16.6	107				
	NEWSPAPER IMPERATIVE	46441	11645	28.5	25.1	103	4598	30.9	9.9	111	7047	27.1	15.2	98				
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	33726	9178	22.5	27.2	112	3121	21.0	9.3	104	6056	23.3	18.0	116				
	MAGAZINE IMPERATIVE	52846	14627	35.8	27.7	114	4896	32.9	9.3	104	9731	37.5	18.4	119				
	OUTDOOR IMPERATIVE	52140	11305	27.7	21.7	89	4919	33.0	9.4	106	6386	24.6	12.2	79				
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	37081	10373	25.4	28.0	115	3536	23.7	9.5	107	6836	26.3	18.4	119				
	MAGAZINE IMPERATIVE	49747	14045	34.4	28.2	116	4940	33.2	9.9	112	9105	35.1	18.3	118				
	RADIO IMPERATIVE	49208	10165	24.9	20.7	85	3918	26.3	8.0	90	6247	24.0	12.7	82				
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	33103	8912	21.8	26.9	110	3309	22.2	10.0	113	5604	21.6	16.9	109				
	MAGAZINE IMPERATIVE	54575	15015	36.7	27.5	113	4946	33.2	9.1	102	10069	38.8	18.4	119				
	TELEVISION IMPERATIVE	53249	11802	28.9	22.2	91	4757	31.9	8.9	101	7045	27.1	13.2	85				
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	36255	9848	24.1	27.2	111	3837	25.8	10.6	119	6011	23.1	16.6	107				
	NEWSPAPER IMPERATIVE	55591	15260	37.3	27.5	113	5299	35.6	9.5	107	9961	38.3	17.9	116				
	OUTDOOR IMPERATIVE	48319	10212	25.0	21.1	87	3840	25.8	7.9	89	6372	24.5	13.2	85				
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	37242	10000	24.5	26.9	110	3518	23.6	9.4	106	6482	25.0	17.4	112				
	NEWSPAPER IMPERATIVE	54423	15096	36.9	27.7	114	5782	38.8	10.6	120	9314	35.9	17.1	111				
	RADIO IMPERATIVE	46650	9965	24.4	21.4	88	3496	23.5	7.5	84	6469	24.9	13.9	90				
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	35974	9703	23.7	27.0	111	3649	24.5	10.1	114	6054	23.3	16.8	109				
	NEWSPAPER IMPERATIVE	56095	15279	37.4	27.2	112	5356	36.0	9.5	108	9924	38.2	17.7	114				
	TELEVISION IMPERATIVE	47170	10186	24.9	21.6	89	3725	25.0	7.9	89	6461	24.9	13.7	88				
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	33748	8199	20.1	24.3	100	3036	20.4	9.0	101	5163	19.9	15.3	99				
	OUTDOOR IMPERATIVE	52785	13094	32.0	24.8	102	5265	35.3	10.0	112	7829	30.1	14.8	96				
	RADIO IMPERATIVE	52882	13050	31.9	24.7	101	4420	29.7	8.4	94	8630	33.2	16.3	105				
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	32030	8250	20.2	25.8	106	3401	22.8	10.6	120	4849	18.7	15.1	98				
	OUTDOOR IMPERATIVE	54626	13050	31.9	23.9	98	4677	31.4	8.6	96	8373	32.2	15.3	99				
	TELEVISION IMPERATIVE	54874	13153	32.2	24.0	98	4641	31.2	8.5	95	8512	32.8	15.5	100				
RADIO-TELEVISION: DUAL	RADIO IMPERATIVE	33386	8293	20.3	24.8	102	3134	21.0	9.4	106	5159	19.9	15.5	100				
	RADIO IMPERATIVE	53810	12822	31.4	23.8	98	4361	29.3	8.1	91	8461	32.6	15.7	102				
	TELEVISION IMPERATIVE	54023	13364	32.7	24.7	102	5156	34.6	9.5	107	8208	31.6	15.2	98				

	TOTAL U.S. '000	ADULTS				MALES				FEMALES				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	40871	100.0	24.4	100	14895	100.0	8.9	100	25976	100.0	15.5	100				
ATLANTIC MONTHLY	867	254	0.6	29.3	120	**123	0.8	14.2	160	*131	0.5	15.1	98				
BARRON'S	1580	394	1.0	24.9	102	*203	1.4	12.8	145	*191	0.7	12.1	78				
BETTER HOMES & GARDENS	22203	7102	17.4	32.0	131	974	6.5	4.4	49	6128	23.6	27.6	178				
BON APPETIT	3810	1239	3.0	32.5	133	241	1.6	6.3	71	998	3.8	26.2	169				
BUSINESS WEEK	4663	1174	2.9	25.2	103	692	4.6	14.8	167	482	1.9	10.3	67				
CAR AND DRIVER	3102	688	1.7	22.2	91	498	3.3	16.1	181	*190	0.7	6.1	40				
CBS MAGAZINE NETWORK (GROSS)	7311	1488	3.6	20.4	84	783	5.3	10.7	121	705	2.7	9.6	62				
CHANGING TIMES	3400	1195	2.9	35.1	144	532	3.6	15.6	176	663	2.6	19.5	126				
COLONIAL HOMES	1796	645	1.6	35.9	147	*96	0.6	5.3	60	549	2.1	30.6	197				
CONDE NAST MAG. PKG. (GROSS)	19924	6288	15.4	31.6	130	238	1.6	1.2	13	6051	23.3	30.4	196				
CONSUMERS DIGEST	3125	941	2.3	30.1	124	400	2.7	12.8	144	541	2.1	17.3	112				
COSMOPOLITAN	10577	3056	7.5	28.9	119	249	1.7	2.4	27	2808	10.8	26.5	171				
COUNTRY LIVING	3746	1151	2.8	30.7	126	227	1.5	6.1	68	924	3.6	24.7	159				
CUISINE	2214	786	1.9	35.5	146	*140	0.9	6.3	71	645	2.5	29.1	188				
CYCLE WORLD	2394	439	1.1	18.3	75	*279	1.9	11.7	131	**161	0.6	6.7	43				
DCI:CREATIVE IDEAS FOR LIV	3068	1182	2.9	38.5	158	*113	0.8	3.7	41	1069	4.1	34.8	225				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3496	8.6	36.6	150	623	4.2	6.5	73	2873	11.1	30.1	194				
DISCOVER	2277	588	1.4	25.8	106	*243	1.6	10.7	120	345	1.3	15.2	98				
EBONY	7187	1818	4.4	25.3	104	520	3.5	7.2	81	1298	5.0	18.1	117				
ESQUIRE	2560	600	1.5	23.4	96	199	1.3	7.8	88	401	1.5	15.7	101				
ESSENCE	3242	990	2.4	30.5	125	*174	1.2	5.4	60	816	3.1	25.2	163				
FAMILY CIRCLE	19639	6233	15.3	31.7	130	477	3.2	2.4	27	5756	22.2	29.3	189				
THE FAMILY HANDYMAN	3540	838	2.1	23.7	97	473	3.2	13.4	150	366	1.4	10.3	67				
FAMILY WEEKLY	23924	5908	14.5	24.7	101	2021	13.6	8.4	95	3887	15.0	16.2	105				
FIELD & STREAM	9883	2103	5.1	21.3	87	1313	8.8	13.3	150	789	3.0	8.0	52				
FOOD & WINE	1030	257	0.6	25.0	102	**88	0.6	8.5	96	*170	0.7	16.5	107				
FORBES	2679	716	1.8	26.7	110	365	2.5	13.6	153	351	1.4	13.1	85				
FORTUNE	2931	771	1.9	26.3	108	393	2.6	13.4	151	378	1.5	12.9	83				
GENTLEMEN'S QUARTERLY	3481	760	1.9	21.8	90	315	2.1	9.0	102	445	1.7	12.8	83				
GLAMOUR	7163	2165	5.3	30.2	124	**44	0.3	0.6	7	2121	8.2	29.6	191				
GOLF DIGEST	2355	688	1.7	29.2	120	360	2.4	15.3	172	329	1.3	14.0	90				
GOLF DIGEST/TENNIS (GROSS)	3610	1062	2.6	29.4	121	455	3.1	12.6	142	608	2.3	16.8	109				
GOLF MAGAZINE	2046	572	1.4	28.0	115	328	2.2	16.0	181	*243	0.9	11.9	77				
GOLF MAGAZINE/SKI (GROSS)	3547	976	2.4	27.5	113	532	3.6	15.0	169	445	1.7	12.5	81				
GOOD HOUSEKEEPING	20353	6820	16.7	33.5	138	515	3.5	2.5	28	6306	24.3	31.0	200				
HARPER'S BAZAAR	3362	1274	3.1	37.9	156	**81	0.5	2.4	27	1193	4.6	35.5	229				
HEALTH	2987	971	2.4	32.5	133	*160	1.1	5.4	60	812	3.1	27.2	176				
HEARST MAG CORP. BUY (GROSS)	67928	21179	51.8	31.2	128	3636	24.4	5.4	60	17543	67.5	25.8	167				
HEARST MAN POWER (GROSS)	11282	2549	6.2	22.6	93	1800	12.1	16.0	180	749	2.9	6.6	43				
HEARST WOMAN POWER (GROSS)	40514	13021	31.9	32.1	132	1017	6.8	2.5	28	12004	46.2	29.6	191				
HOUSE BEAUTIFUL	4885	1807	4.4	37.0	152	213	1.4	4.4	49	1593	6.1	32.6	211				
INC.	1308	341	0.8	26.1	107	*211	1.4	16.1	182	**130	0.5	9.9	64				
JET	6498	1601	3.9	24.6	101	465	3.1	7.2	81	1136	4.4	17.5	113				
LADIES' HOME JOURNAL	14797	4644	11.4	31.4	129	289	1.9	2.0	22	4355	16.8	29.4	190				
LHJ FAMILY GRP COMBO(GROSS)	21743	6755	16.5	31.1	127	704	4.7	3.2	36	6051	23.3	27.8	180				
LIFE	9881	2590	6.3	26.2	108	896	6.0	9.1	102	1694	6.5	17.1	111				
L.A. TIMES HOME MAGAZINE	2775	772	1.9	27.8	114	380	2.6	13.7	154	392	1.5	14.1	91				
MADEMOISELLE	4219	1328	3.2	31.5	129	**54	0.4	1.3	14	1274	4.9	30.2	195				
MC CALL'S	16422	5483	13.4	33.4	137	379	2.5	2.3	26	5104	19.6	31.1	201				
MC CALL'S/WRK MOTHER (GROSS)	17919	5920	14.5	33.0	136	426	2.9	2.4	27	5494	21.2	30.7	198				
MECHANIX ILLUSTRATED	4433	1051	2.6	23.7	97	816	5.5	18.4	207	234	0.9	5.3	34				
METROPOLITAN HOME	1504	468	1.1	31.1	128	**82	0.6	5.5	61	386	1.5	25.7	166				
MONEY	4723	1490	3.6	31.5	129	720	4.8	15.2	172	770	3.0	16.3	105				
MOTHER EARTH NEWS	2325	585	1.4	25.2	103	*195	1.3	8.4	94	391	1.5	16.8	109				
MS.	1189	359	0.9	30.2	124	**9	0.1	0.8	9	350	1.3	29.4	190				
NATIONAL ENQUIRER	18892	4726	11.6	25.0	103	1252	8.4	6.6	75	3474	13.4	18.4	119				
NATIONAL GEOGRAPHIC	22129	5960	14.6	26.9	111	2390	16.0	10.8	122	3570	13.7	16.1	104				
NATIONAL SUNDAY MAGAZINE PKG	103750	26833	65.7	25.9	106	9638	64.7	9.3	105	17195	66.2	16.6	107				
NATURAL HISTORY	1379	380	0.9	27.6	113	*121	0.8	8.8	99	*260	1.0	18.9	122				
NEW WOMAN	2289	574	1.4	25.1	103	**30	0.2	1.3	15	544	2.1	23.8	153				
NEW YORK INCLUDING CUE	1088	310	0.8	28.5	117	*104	0.7	9.6	108	*206	0.8	18.9	122				
THE NEW YORKER	2459	890	2.2	36.2	149	325	2.2	13.2	149	565	2.2	23.0	148				
NEWSWEEK	16527	4526	11.1	27.4	112	1998	13.4	12.1	136	2528	9.7	15.3	99				
THE N.Y. TIMES DAILY EDITION	2739	1088	2.7	39.7	163	445	3.0	16.2	183	643	2.5	23.5	152				
THE N.Y. TIMES MAGAZINE	4443	1597	3.9	35.9	148	640	4.3	14.4	162	957	3.7	21.5	139				
OMNI	2799	534	1.3	19.1	78	290	1.9	10.4	117	*243	0.9	8.7	56				
ON CABLE	2209	453	1.1	20.5	84	*112	0.8	5.1	57	341	1.3	15.4	100				
1001 HOME IDEAS	3959	1139	2.8	28.8	118	*256	1.7	6.5	73	883	3.4	22.3	144				
ORGANIC GARDENING	3111	792	1.9	25.5	104	257	1.7	8.3	93	535	2.1	17.2	111				
OUTDOOR LIFE	5024	1005	2.5	20.0	82	701	4.7	14.0	157	305	1.2	6.1	39				
PARADE MAGAZINE	51292	13662	33.4	26.6	109	4852	32.6	9.5	107	8809	33.9	17.2	111				

	TOTAL U.S. '000	ADULTS				MALES				FEMALES				A			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	40871	100.0	24.4	100	14895	100.0	8.9	100	25976	100.0	15.5	100				
PARENTS	5298	1448	3.5	27.3	112	*183	1.2	3.5	39	1265	4.9	23.9	154				
PENTHOUSE	5129	880	2.2	17.2	70	635	4.3	12.4	139	*246	0.9	4.8	31				
PEOPLE	21070	5702	14.0	27.1	111	1313	8.8	6.2	70	4389	16.9	20.8	135				
PLAYBOY	10562	2201	5.4	20.8	86	1512	10.2	14.3	161	689	2.7	6.5	42				
POPULAR HOT RODDING	2498	443	1.1	17.7	73	392	2.6	15.7	177	**51	0.2	2.0	13				
POPULAR MECHANICS	5887	1438	3.5	24.4	100	996	6.7	16.9	191	442	1.7	7.5	48				
POPULAR SCIENCE	4317	1013	2.5	23.5	96	656	4.4	15.2	171	357	1.4	8.3	53				
PREVENTION	5792	1971	4.8	34.0	140	379	2.5	6.5	74	1592	6.1	27.5	177				
PSYCHOLOGY TODAY	3284	936	2.3	28.5	117	184	1.2	5.6	63	753	2.9	22.9	148				
READER'S DIGEST	40046	11711	28.7	29.2	120	3511	23.6	8.8	99	8200	31.6	20.5	132				
REDBOOK	9584	3144	7.7	32.8	135	*254	1.7	2.7	30	2891	11.1	30.2	195				
ROAD & TRACK	2590	461	1.1	17.8	73	290	1.9	11.2	126	**171	0.7	6.6	43				
ROLLING STONE	3302	609	1.5	18.4	76	256	1.7	7.8	87	352	1.4	10.7	69				
RUNNER'S WORLD	1229	*310	0.8	25.2	104	*162	1.1	13.2	148	**148	0.6	12.0	78				
SATURDAY EVENING POST	2110	691	1.7	32.7	134	*182	1.2	8.6	97	508	2.0	24.1	155				
SCIENCE 84	1543	368	0.9	23.8	98	*119	0.8	7.7	87	*249	1.0	16.1	104				
SCIENCE DIGEST	1747	396	1.0	22.7	93	*244	1.6	14.0	157	*152	0.6	8.7	56				
SCIENTIFIC AMERICAN	1994	412	1.0	20.7	85	*167	1.1	8.4	94	*245	0.9	12.3	79				
SELF	3119	962	2.4	30.8	127	**43	0.3	1.4	16	919	3.5	29.5	190				
SEVENTEEN	3923	1278	3.1	32.6	134	**131	0.9	3.3	38	1146	4.4	29.2	189				
SKI	1501	405	1.0	27.0	111	*204	1.4	13.6	153	*201	0.8	13.4	86				
SMITHSONIAN	5976	1820	4.5	30.5	125	632	4.2	10.6	119	1188	4.6	19.9	128				
SOAP OPERA DIGEST	4228	1172	2.9	27.7	114	**77	0.5	1.8	21	1094	4.2	25.9	167				
SOUTHERN LIVING	6488	2314	5.7	35.7	146	510	3.4	7.9	89	1804	6.9	27.8	180				
SPORT	3500	845	2.1	24.1	99	535	3.6	15.3	172	*310	1.2	8.9	57				
THE SPORTING NEWS	2456	549	1.3	22.4	92	366	2.5	14.9	168	*183	0.7	7.5	48				
SPORTS AFIELD	3648	715	1.7	19.6	80	560	3.8	15.4	173	*155	0.6	4.2	27				
SPORTS ILLUSTRATED	14484	2961	7.2	20.4	84	1991	13.4	13.7	155	969	3.7	6.7	43				
STAR	12661	3164	7.7	25.0	103	657	4.4	5.2	58	2507	9.7	19.8	128				
SUNDAY	52799	13664	33.4	25.9	106	4984	33.5	9.4	106	8680	33.4	16.4	106				
SUNSET	3513	1229	3.0	35.0	144	*274	1.8	7.8	88	954	3.7	27.2	175				
TV GUIDE	42766	10777	26.4	25.2	103	3537	23.7	8.3	93	7241	27.9	16.9	109				
TENNIS	1254	374	0.9	29.8	122	**95	0.6	7.6	85	*279	1.1	22.2	144				
TIME	22054	5913	14.5	26.8	110	2434	16.3	11.0	124	3480	13.4	15.8	102				
TOWN & COUNTRY	1555	576	1.4	37.0	152	**108	0.7	6.9	78	468	1.8	30.1	194				
TRAVEL & LEISURE	2173	654	1.6	30.1	124	214	1.4	9.8	111	440	1.7	20.2	131				
TRUE STORY	4636	1309	3.2	28.2	116	**199	1.3	4.3	48	1110	4.3	23.9	155				
U.S. NEWS & WORLD REPORT	10253	2891	7.1	27.9	115	1422	9.5	13.7	155	1470	5.7	14.2	92				
USA TODAY	4994	1444	3.5	28.9	119	673	4.5	13.5	152	771	3.0	15.4	100				
US	3528	876	2.1	24.8	102	*217	1.5	6.2	69	659	2.5	18.7	121				
VOGUE	5424	1833	4.5	33.8	139	*97	0.7	1.8	20	1736	6.7	32.0	207				
WALL STREET JOURNAL	6292	2017	4.9	32.1	132	1074	7.2	17.1	192	943	3.6	15.0	97				
WEIGHT WATCHERS	2762	918	2.2	33.2	136	**90	0.6	3.3	37	828	3.2	30.0	194				
WOMAN'S DAY	16320	5340	13.1	32.7	134	*183	1.2	1.1	13	5157	19.9	31.6	204				
WORKING MOTHER	1496	437	1.1	29.2	120	**47	0.3	3.1	35	390	1.5	26.1	168				
WORKING WOMAN	1851	594	1.5	32.1	132	**37	0.2	2.0	23	558	2.1	30.1	195				
WORLD TENNIS	580	*197	0.5	34.0	139	**89	0.6	15.3	173	**108	0.4	18.6	120				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2827	6.9	22.8	93	1689	11.3	13.6	153	1138	4.4	9.2	59				
BLAIR INSERTS	91671	24431	59.8	26.7	109	9015	60.5	9.8	111	15417	59.4	16.8	109				
DAILY NEWSPAPERS																	
READ ANY	109190	28424	69.5	26.0	107	10445	70.1	9.6	108	17979	69.2	16.5	106				
READ ONE	89587	22940	56.1	25.6	105	8185	55.0	9.1	103	14755	56.8	16.5	106				
READ TWO OR MORE	19602	5484	13.4	28.0	115	2260	15.2	11.5	130	3224	12.4	16.4	106				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	28839	70.6	26.3	108	10385	69.7	9.5	107	18455	71.0	16.8	109				
READ ONE	95074	24562	60.1	25.8	106	8790	59.0	9.2	104	15772	60.7	16.6	107				
READ TWO OR MORE	14588	4277	10.5	29.3	120	1595	10.7	10.9	123	2682	10.3	18.4	119				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.58				30.62				27.37							
30 DAY REACH	149706	36438	89.2	24.3	100	13529	90.8	9.0	102	22909	88.2	15.3	99				
50 SHWG - 30 DAY AV FREQ	15.16	15.11				16.14				14.49							
30 DAY REACH	142406	34521	84.5	24.2	99	12839	86.2	9.0	102	21682	83.5	15.2	98				
25 SHWG - 30 DAY AV FREQ	8.23	8.20				8.63				7.94							
30 DAY REACH	131152	31869	78.0	24.3	100	12041	80.8	9.2	103	19828	76.3	15.1	98				
CABLE TV: HOME WIRED	66879	16649	40.7	24.9	102	5524	37.1	8.3	93	11125	42.8	16.6	107				
HOME NOT WIRED	100848	24221	59.3	24.0	99	9370	62.9	9.3	105	14851	57.2	14.7	95				
HAVE PAY CABLE	35024	8768	21.5	25.0	103	2966	19.9	8.5	95	5802	22.3	16.6	107				

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	40871	100.0	24.4	100	14895	100.0	8.9	100	25976	100.0	15.5	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	23475	57.4	24.6	101	9061	60.8	9.5	107	14413	55.5	15.1	97				
10:00 AM - 3:00 PM	63599	15256	37.3	24.0	98	5394	36.2	8.5	96	9862	38.0	15.5	100				
3:00 PM - 7:00 PM	72097	17510	42.8	24.3	100	7177	48.2	10.0	112	10333	39.8	14.3	93				
7:00 PM - MIDNIGHT	36670	8596	21.0	23.4	96	3439	23.1	9.4	106	5157	19.9	14.1	91				
MIDNIGHT - 6:00 AM	21908	5505	13.5	25.1	103	2157	14.5	9.8	111	3349	12.9	15.3	99				
6:00 AM - MIDNIGHT	127571	30999	75.8	24.3	100	11907	79.9	9.3	105	19092	73.5	15.0	97				
ENTIRE DAY	129239	31449	76.9	24.3	100	12055	80.9	9.3	105	19394	74.7	15.0	97				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	8114	19.9	23.9	98	3025	20.3	8.9	100	5088	19.6	15.0	97				
ALL NEWS	6062	1660	4.1	27.4	112	770	5.2	12.7	143	890	3.4	14.7	95				
AOR/PROGRESSIVE	11884	2468	6.0	20.8	85	1144	7.7	9.6	108	1324	5.1	11.1	72				
BEAUTIFUL MUSIC	11180	3241	7.9	29.0	119	1023	6.9	9.2	103	2218	8.5	19.8	128				
BLACK	4538	888	2.2	19.6	80	354	2.4	7.8	88	535	2.1	11.8	76				
CLASSICAL	3857	1099	2.7	28.5	117	560	3.8	14.5	163	539	2.1	14.0	90				
CHR/ROCK	21946	4877	11.9	22.2	91	1683	11.3	7.7	86	3194	12.3	14.6	94				
COUNTRY	27262	6576	16.1	24.1	99	2792	18.7	10.2	115	3784	14.6	13.9	90				
GOLDEN OLDIES	3339	746	1.8	22.3	92	500	3.4	15.0	169	246	0.9	7.4	48				
MOR/NOSTALGIA	10346	2498	6.1	24.1	99	1012	6.8	9.8	110	1486	5.7	14.4	93				
NEWS/TALK	8929	2392	5.9	26.8	110	1052	7.1	11.8	133	1339	5.2	15.0	97				
RELIGIOUS	5488	1476	3.6	26.9	110	520	3.5	9.5	107	958	3.7	17.4	112				
SOFT ROCK	1232	*183	0.4	14.9	61	**38	0.3	3.1	35	*146	0.6	11.9	77				
URBAN CONTEMPORARY	3184	768	1.9	24.1	99	*179	1.2	5.6	63	589	2.3	18.5	119				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1204	2.9	17.4	71	447	3.0	6.5	73	757	2.9	11.0	71				
ABC DIRECTION	5212	1418	3.5	27.2	112	629	4.2	12.1	136	789	3.0	15.1	98				
ABC ENTERTAINMENT	10385	2618	6.4	25.2	103	1143	7.7	11.0	124	1475	5.7	14.2	92				
ABC FM	4762	1155	2.8	24.3	100	357	2.4	7.5	84	798	3.1	16.8	108				
ABC INFORMATION	11339	2983	7.3	26.3	108	1113	7.5	9.8	111	1871	7.2	16.5	107				
ABC ROCK	4878	891	2.2	18.3	75	386	2.6	7.9	89	505	1.9	10.4	67				
CBS	10709	2757	6.7	25.7	106	1221	8.2	11.4	128	1537	5.9	14.4	93				
MUTUAL	10251	2610	6.4	25.5	104	971	6.5	9.5	107	1639	6.3	16.0	103				
NBC	12243	2859	7.0	23.4	96	1423	9.6	11.6	131	1436	5.5	11.7	76				
RADIO/RADIO	4606	1089	2.7	23.6	97	407	2.7	8.8	100	682	2.6	14.8	96				
RKO ONE	5148	949	2.3	18.4	76	353	2.4	6.9	77	596	2.3	11.6	75				
RKO TWO	7313	1810	4.4	24.8	102	736	4.9	10.1	113	1073	4.1	14.7	95				
THE SOURCE	5981	1295	3.2	21.7	89	522	3.5	8.7	98	774	3.0	12.9	84				
NON-WIRED : BLAIR	19329	4547	11.1	23.5	97	1844	12.4	9.5	107	2703	10.4	14.0	90				
INTERNET	27139	6671	16.3	24.6	101	2372	15.9	8.7	98	4299	16.5	15.8	102				
KATZ RADIO GROUP	36319	8766	21.4	24.1	99	3657	24.6	10.1	113	5110	19.7	14.1	91				
SUPERNET	22361	5254	12.9	23.5	96	1908	12.8	8.5	96	3346	12.9	15.0	97				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	3924	9.6	27.0	111	1040	7.0	7.2	81	2584	11.1	19.8	128				
WKDAY 9:00 AM - 1:00 PM	18688	4649	11.4	24.9	102	1003	6.7	5.4	60	3645	14.0	19.5	126				
WKDAY 1:00 PM - 4:30 PM	24061	5894	14.4	24.5	101	1205	8.1	5.0	56	4690	18.1	19.5	126				
WKDAY 4:30 PM - 7:30 PM	44079	10756	26.3	24.4	100	3795	25.5	8.6	97	6961	26.8	15.8	102				
WKDAY 7:30 PM - 8:00 PM	61979	15189	37.2	24.5	101	5290	35.5	8.5	96	9899	38.1	16.0	103				
WKDAY 11:00 PM - 11:30 PM	49084	12260	30.0	25.0	103	4422	29.7	9.0	101	7838	30.2	16.0	103				
WKDAY 11:30 PM - 1:00 AM	16560	4015	9.8	24.2	99	1566	10.5	9.5	106	2449	9.4	14.8	95				
M-SAT 8-11 PM-SUN 7-11 PM	66967	16587	40.6	24.8	102	5797	38.9	8.7	97	10789	41.5	16.1	104				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	2343	5.7	25.3	104	328	2.2	3.5	40	2015	7.8	21.7	140				
ANOTHER WORLD	N 6138	1503	3.7	24.5	100	208	1.4	3.4	38	1295	5.0	21.1	136				
AS THE WORLD TURNS	C 7707	1876	4.6	24.3	100	320	2.1	4.2	47	1556	6.0	20.2	130				
CAPITOL	C 4688	1170	2.9	25.0	102	162	1.1	3.5	39	1008	3.9	21.5	139				
CBS MORN. NEWS 1	C 2792	812	2.0	29.1	119	237	1.6	8.5	96	574	2.2	20.6	133				
CBS MORN. NEWS 2	C 2071	589	1.4	28.4	117	128	0.9	6.2	70	461	1.8	22.3	144				
DAYS OF OUR LIVES	N 8018	1931	4.7	24.1	99	309	2.1	3.9	43	1622	6.2	20.2	131				
FACTS OF LIFE - DAYTIME	N 3487	807	2.0	23.1	95	167	1.1	4.8	54	639	2.5	18.3	118				
FAMILY FEUD	A 4817	1100	2.7	22.8	94	190	1.3	3.9	44	911	3.5	18.9	122				
GENERAL HOSPITAL	A 8333	2113	5.2	25.4	104	301	2.0	3.6	41	1812	7.0	21.7	140				
GOOD MORNING, AMERICA-730 A	A 5472	1503	3.7	27.5	113	388	2.6	7.1	80	1115	4.3	20.4	132				
GOOD MORNING, AMERICA-830 A	A 3965	1136	2.8	28.7	118	229	1.5	5.8	65	906	3.5	22.8	148				
GUIDING LIGHT	C 7542	1836	4.5	24.3	100	323	2.2	4.3	48	1513	5.8	20.1	130				
ONE LIFE TO LIVE	A 6018	1472	3.6	24.5	100	229	1.5	3.8	43	1243	4.8	20.7	133				
PRESS YOUR LUCK	C 3589	826	2.0	23.0	94	206	1.4	5.7	65	619	2.4	17.2	111				
PRICE IS RIGHT 1	C 7418	1825	4.5	24.6	101	552	3.7	7.4	84	1273	4.9	17.2	111				
PRICE IS RIGHT 2	C 8276	1968	4.8	23.8	98	547	3.7	6.6	74	1421	5.5	17.2	111				
RYAN'S HOPE	A 4358	1077	2.6	24.7	101	166	1.1	3.8	43	911	3.5	20.9	135				
SALE OF THE CENTURY	N 3749	876	2.1	23.4	96	152	1.0	4.1	46	725	2.8	19.3	125				
SEARCH FOR TOMORROW	N 2884	824	2.0	28.6	117	*67	0.4	2.3	26	757	2.9	26.2	169				
TODAY SHOW 1	N 4869	1487	3.6	30.5	125	456	3.1	9.4	105	1031	4.0	21.2	137				
TODAY SHOW 2	N 4135	1144	2.8	27.7	114	280	1.9	6.8	76	864	3.3	20.9	135				
\$25,000 PYRAMID	C 4361	975	2.4	22.4	92	242	1.6	5.5	62	733	2.8	16.8	109				
WHEEL OF FORTUNE	N 6187	1521	3.7	24.6	101	234	1.6	3.8	43	1287	5.0	20.8	134				
YOUNG AND THE RESTLESS	C 8186	1759	4.3	21.5	88	359	2.4	4.4	49	1400	5.4	17.1	110				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A 4727	1141	2.8	24.1	99	611	4.1	12.9	146	530	2.0	11.2	72				
NBA PLAYOFF GAME -1	C 5127	1129	2.8	22.0	90	723	4.9	14.1	159	405	1.6	7.9	51				
NBC MAJOR LEAGUE PRE-GAME N	N 3945	862	2.1	21.9	90	607	4.1	15.4	173	*255	1.0	6.5	42				
SPORTSWORLD - SUN	N 3370	831	2.0	24.7	101	426	2.9	12.6	142	405	1.6	12.0	78				
SUNDAY MORNING	C 4200	1234	3.0	29.4	121	613	4.1	14.6	164	621	2.4	14.8	95				

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	40871	100.0	24.4	100	14895	100.0	8.9	100	25976	100.0	15.5	100				
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	13025	31.9	24.9	102	4787	32.1	9.2	103	8239	31.7	15.8	102				
NETWORK AFFILIATES - LATE	39164	9881	24.2	25.2	104	3246	21.8	8.3	93	6636	25.5	16.9	109				
INDEPENDENTS - LATE	5133	1280	3.1	24.9	102	557	3.7	10.9	122	723	2.8	14.1	91				
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 22825	5353	13.1	23.5	96	2086	14.0	9.1	103	3267	12.6	14.3	92				
ABC MONDAY NIGHT MOVIE	A 11258	2821	6.9	25.1	103	816	5.5	7.2	82	2005	7.7	17.8	115				
ABC SUNDAY NIGHT MOVIE	A 23600	6094	14.9	25.8	106	1950	13.1	8.3	93	4144	16.0	17.6	113				
ABC WORLD NEWS TONIGHT	A 12801	3267	8.0	25.5	105	1206	8.1	9.4	106	2061	7.9	16.1	104				
AFTERMASH	C 10966	2721	6.7	24.8	102	984	6.6	9.0	101	1737	6.7	15.8	102				
ALICE	C 17050	4301	10.5	25.2	104	1285	8.6	7.5	85	3016	11.6	17.7	114				
AMERICAN PARADE	C 11998	3096	7.6	25.8	106	1072	7.2	8.9	101	2024	7.8	16.9	109				
BENSON	A 19258	4916	12.0	25.5	105	1435	9.6	7.5	84	3481	13.4	18.1	117				
BLUE THUNDER	A 11478	2618	6.4	22.8	94	1046	7.0	9.1	103	1572	6.1	13.7	88				
CAGNEY & LACEY	C 18263	4464	10.9	24.4	100	1287	8.6	7.0	79	3177	12.2	17.4	112				
CBS EVENING NEWS-DEAN	C 7733	2078	5.1	26.9	110	872	5.9	11.3	127	1206	4.6	15.6	101				
CBS EVENING NEWS-RATHER	C 15653	3803	9.3	24.3	100	1673	11.2	10.7	120	2130	8.2	13.6	88				
CBS SAT. NEWS-SCHIEFFER	C 8744	2310	5.7	26.4	108	988	6.6	11.3	127	1322	5.1	15.1	98				
CBS SATURDAY NIGHT MOVIE	C 12000	2895	6.6	22.5	92	993	6.7	8.3	93	1702	6.6	14.2	92				
CBS WEDNESDAY NIGHT MOVIE	C 11522	2908	7.1	25.2	104	957	6.4	8.3	94	1952	7.5	16.9	109				
CHEERS	N 16818	4419	10.8	26.3	108	1545	10.4	9.2	103	2874	11.1	17.1	110				
DALLAS	C 37510	9851	24.1	26.3	108	2568	17.2	6.8	77	7283	28.0	19.4	125				
DIFF'RENT STROKES	N 11258	2970	7.3	26.4	108	830	5.6	7.4	83	2140	8.2	19.0	123				
DOUBLE TROUBLE	N 12248	3101	7.6	25.3	104	909	6.1	7.4	84	2193	8.4	17.9	116				
DUCK FACTORY	N 11100	2680	6.6	24.1	99	927	6.2	8.4	94	1752	6.7	15.8	102				
DUKES OF HAZZARD	C 12353	2866	7.0	23.2	95	1079	7.2	8.7	98	1787	6.9	14.5	93				
DYNASTY	A 33279	8750	21.4	26.3	108	2230	15.0	6.7	75	6520	25.1	19.6	127				
FACTS OF LIFE	N 13410	3418	8.4	25.5	105	920	6.2	6.9	77	2498	9.6	18.6	120				
FALCON CREST	C 31093	8406	20.6	27.0	111	1870	12.6	6.0	68	6536	25.2	21.0	136				
FALL GUY	A 18649	4438	10.9	23.8	98	1584	10.6	8.5	96	2854	11.0	15.3	99				
FAMILY TIES	N 13101	3167	7.7	24.2	99	896	6.0	6.8	77	2271	8.7	17.3	112				
FANTASY ISLAND	A 13069	3565	8.7	27.3	112	1024	6.9	7.8	88	2541	9.8	19.4	126				
FOULUPS, BLEEPES & BLUNDERS	A 16588	4167	10.2	25.1	103	1281	8.6	7.7	87	2885	11.1	17.4	112				
FOUR SEASONS	C 9302	2329	5.7	25.0	103	800	5.4	8.6	97	1530	5.9	16.4	106				
GIMME A BREAK	N 13955	3419	8.4	24.5	101	966	6.5	6.9	78	2453	9.4	17.6	114				
HART TO HART	A 15735	4139	10.1	26.3	108	1095	7.4	7.0	78	3044	11.7	19.3	125				
HILL STREET BLUES	N 18257	4222	10.3	23.1	95	1367	9.2	7.5	84	2854	11.0	15.6	101				
HOTEL	A 24236	6347	15.5	26.2	107	1685	11.3	7.0	78	4662	17.9	19.2	124				
JEFFERSONS	C 17010	4244	10.4	25.0	102	1341	9.0	7.9	89	2903	11.2	17.1	110				
JENNIFER SLEPT HERE	N 9397	2489	6.1	26.5	109	587	3.9	6.2	70	1902	7.3	20.2	131				
KATE & ALLIE	C 16762	4114	10.1	24.5	101	1347	9.0	8.0	90	2767	10.7	16.5	107				
KNIGHT RIDER	N 13164	3119	7.6	23.7	97	945	6.3	7.2	81	2174	8.4	16.5	107				
LOVE BOAT	A 20400	5517	13.5	27.0	111	1397	9.4	6.8	77	4120	15.9	20.2	130				
MAGNUM PI	C 22543	5364	13.1	23.8	98	1835	12.3	8.1	92	3529	13.6	15.7	101				
MAMA'S FAMILY	N 9852	2622	6.4	26.6	109	697	4.7	7.1	80	1926	7.4	19.5	126				
MASTER, THE	N 8082	1825	4.5	22.6	93	807	5.4	10.0	112	1019	3.9	12.6	81				
MATT HOUSTON	A 12881	3052	7.5	23.7	97	1091	7.3	8.5	95	1961	7.5	15.2	98				
NBC MONDAY NIGHT MOVIE	N 23889	5515	13.5	23.1	95	1872	12.6	7.8	88	3643	14.0	15.2	98				
NBC NIGHTLY NEWS	N 11156	2615	6.4	23.4	96	970	6.5	8.7	98	1645	6.3	14.7	95				
NBC NIGHTLY NEWS-SAT	N 7363	1791	4.4	24.3	100	702	4.7	9.5	107	1089	4.2	14.8	96				
NBC NIGHTLY NEWS-SUN	N 6214	1406	3.4	22.6	93	525	3.5	8.4	95	881	3.4	14.2	92				
NBC SUNDAY NIGHT MOVIE	N 17590	3964	9.7	22.5	92	1452	9.7	8.3	93	2512	9.7	14.3	92				
NEWMART	C 16740	4179	10.2	25.0	102	1346	9.0	8.0	91	2833	10.9	16.9	109				
ONE DAY AT A TIME	C 11820	3046	7.5	25.8	106	827	5.6	7.0	79	2219	8.5	18.8	121				
PEOPLE ARE FUNNY	N 9138	2375	5.8	26.0	107	848	5.7	9.3	104	1526	5.9	16.7	108				
REAL PEOPLE	N 15979	3773	9.2	23.6	97	1237	8.3	7.7	87	2537	9.8	15.9	103				
REMINGTON STEELE	N 14395	3297	8.1	22.9	94	983	6.6	6.8	77	2314	8.9	16.1	104				
RIPLEY'S BELIEVE IT - NOT	A 11362	2563	6.3	22.6	93	1080	7.3	9.5	107	1482	5.7	13.0	84				
RIPTIDE	N 13920	3010	7.4	21.6	89	1016	6.8	7.3	82	1994	7.7	14.3	92				
SCARECROW & MRS. KING	C 17571	4160	10.2	23.7	97	1163	7.8	6.6	75	2997	11.5	17.1	110				
SIMON & SIMON	C 20208	4707	11.5	23.3	96	1430	9.6	7.1	80	3277	12.6	16.2	105				
60 MINUTES	C 27668	7069	17.3	25.5	105	2698	18.1	9.8	110	4371	16.8	15.8	102				
ST. ELSEWHERE	N 13699	3372	8.3	24.6	101	1134	7.6	8.3	93	2238	8.6	16.3	105				
THREE'S COMPANY	A 20632	5163	12.6	25.0	103	1689	11.3	8.2	92	3474	13.4	16.8	109				
T.J. HOOKER	A 17136	4390	10.7	25.6	105	1473	9.9	8.6	97	2917	11.2	17.0	110				
TONIGHT SHOW	N 4963	1275	3.1	25.7	105	474	3.2	9.6	108	801	3.1	16.1	104				
TRAPPER JOHN, M.D.	C 16332	4042	9.9	24.7	102	1092	7.3	6.7	75	2950	11.4	18.1	117				
TV BLOOPERS & PRAC. JOKES	N 18881	4314	10.6	22.8	94	1706	11.5	9.0	102	2608	10.0	13.8	89				
20/20	A 18315	4748	11.6	25.9	106	1653	11.1	9.0	102	3094	11.9	16.9	109				
WEBSTER	A 18722	4713	11.5	25.2	103	1292	8.7	6.9	78	3420	13.2	18.3	118				
WORLD NEWS - SUN	A 5327	1409	3.4	26.5	109	4											

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	3554	100.0	2.1	100	4369	100.0	2.6	100	14872	100.0	8.9	100	4957	100.0	3.0	100
MALES	79263	1466	41.2	1.8	87	1896	43.4	2.4	92	5485	36.9	6.9	78	1784	36.0	2.3	76
FALES	88464	2088	58.8	2.4	111	2473	56.6	2.8	107	9387	63.1	10.6	120	3173	64.0	3.6	121
18 - 24	28671	**251	7.1	0.9	41	*290	6.6	1.0	39	1508	10.1	5.3	59	*694	14.0	2.4	82
25 - 34	39536	544	15.3	1.4	65	630	14.4	1.6	61	3501	23.5	8.9	100	578	11.7	1.5	49
35 - 44	28978	589	16.6	2.0	96	789	18.1	2.7	105	3211	21.6	11.1	125	753	15.2	2.6	88
45 - 54	22345	675	19.0	3.0	143	568	13.0	2.5	98	2337	15.7	10.5	118	921	18.6	4.1	139
55 - 64	22224	708	19.9	3.2	150	839	19.2	3.8	145	2291	15.4	10.3	116	883	17.8	4.0	134
65 OR OLDER	25973	787	22.1	3.0	143	1254	28.7	4.8	185	2024	13.6	7.8	88	1129	22.8	4.3	147
18 - 34	68207	795	22.4	1.2	55	920	21.1	1.3	52	5010	33.7	7.3	83	1272	25.7	1.9	63
18 - 49	108058	1744	49.1	1.6	76	1955	44.7	1.8	69	9468	63.7	8.8	99	2492	50.3	2.3	78
25 - 54	90859	1808	50.9	2.0	94	1987	45.5	2.2	84	9049	60.8	10.0	112	2251	45.4	2.5	84
35 - 49	39851	949	26.7	2.4	112	1035	23.7	2.6	100	4459	30.0	11.2	126	1220	24.6	3.1	104
50 OR OLDER	59669	1810	50.9	3.0	143	2414	55.3	4.0	155	5404	36.3	9.1	102	2465	49.7	4.1	140
GRADUATED COLLEGE	28091	955	26.9	3.4	160	1050	24.0	3.7	143	3411	22.9	12.1	137	779	15.7	2.8	94
ATTENDED COLLEGE	28938	645	18.1	2.2	105	1021	23.4	3.5	135	3113	20.9	10.8	121	648	13.1	2.2	76
GRADUATED HIGH SCHOOL	65503	1413	39.8	2.2	102	1479	33.9	2.3	87	5819	39.1	8.9	100	1927	38.9	2.9	100
DID NOT GRADUATE HIGH SCHOOL	45195	541	15.2	1.2	56	821	18.8	1.8	70	2530	17.0	5.6	63	1603	32.3	3.5	120
EMPLOYED MALES	56429	1052	29.6	1.9	88	1216	27.8	2.2	83	4272	28.7	7.6	85	1040	21.0	1.8	62
EMPLOYED FEMALES	43971	1072	30.2	2.4	115	967	22.1	2.2	84	5203	35.0	11.8	133	1307	26.4	3.0	101
EMPLOYED FULL-TIME	87773	1839	51.7	2.1	99	1941	44.4	2.2	85	8395	56.4	9.6	108	2086	42.1	2.4	80
EMPLOYED PART-TIME	12627	*285	8.0	2.3	107	*241	5.5	1.9	73	1080	7.3	8.6	96	**262	5.3	2.1	70
NOT EMPLOYED	67327	1430	40.2	2.1	100	2187	50.1	3.2	125	5398	36.3	8.0	90	2610	52.7	3.9	131
PROFESSIONAL/MANAGER	25845	765	21.5	3.0	140	834	19.1	3.2	124	3091	20.8	12.0	135	640	12.9	2.5	84
TECH/CLERICAL/SALES	30895	774	21.8	2.5	118	723	16.5	2.3	90	3291	22.1	10.7	120	768	15.5	2.5	84
PRECISION/CRAFT	12629	**257	7.2	2.0	96	*179	4.1	1.4	55	896	6.0	7.1	80	*263	5.3	2.1	70
OTHER EMPLOYED	31031	*329	9.3	1.1	50	447	10.2	1.4	54	2197	14.8	7.1	80	677	13.7	2.2	74
SINGLE	35557	530	14.9	1.5	70	628	14.4	1.8	68	2156	14.5	6.1	68	752	15.2	2.1	72
MARRIED	103585	2422	68.1	2.3	110	3019	69.1	2.9	112	10593	71.2	10.2	115	3363	67.8	3.2	110
DIVORCED/SEPARATED/WIDOWED	28585	601	16.9	2.1	99	723	16.5	2.5	97	2124	14.3	7.4	84	842	17.0	2.9	100
PARENTS	59295	938	26.4	1.6	75	1119	25.6	1.9	72	5517	37.1	9.3	105	1394	28.1	2.4	80
WHITE	146081	3338	93.9	2.3	108	3855	88.2	2.6	101	13545	91.1	9.3	105	4341	87.6	3.0	103
BLACK	17974	*190	5.3	1.1	50	428	9.8	2.4	91	1206	8.1	6.7	76	485	9.8	2.7	93
OTHER	3672	**26	0.7	0.7	33	**87	2.0	2.4	91	**121	0.8	3.3	37	**131	2.6	3.6	123
NORTHEAST-CENSUS	37005	1884	53.0	5.1	240	441	10.1	1.2	46	3240	21.8	8.8	99	1313	26.5	3.5	120
NORTH CENTRAL	42642	514	14.5	1.2	57	1388	31.8	3.3	125	3081	20.7	7.2	81	980	19.8	2.3	77
SOUTH	56777	1018	28.6	1.8	85	1168	26.7	2.1	79	5350	36.0	9.4	106	1888	38.1	3.3	113
WEST	31303	**138	3.9	0.4	21	1372	31.4	4.4	168	3202	21.5	10.2	115	775	15.6	2.5	84
NORTHEAST-MKTG.	38125	2029	57.1	5.3	251	482	11.0	1.3	49	3368	22.6	8.8	100	1616	32.6	4.2	143
EAST CENTRAL	24794	473	13.3	1.9	90	471	10.8	1.9	73	1830	12.3	7.4	83	776	15.7	3.1	100
WEST CENTRAL	28511	*295	8.3	1.0	49	1197	27.4	4.2	161	2278	15.3	8.0	90	520	10.5	1.8	63
SOUTH	48953	*637	17.9	1.3	61	996	22.8	2.0	78	4623	31.1	9.4	107	1350	27.2	2.8	93
PACIFIC	27344	**121	3.4	0.4	21	1223	28.0	4.5	172	2774	18.7	10.1	114	695	14.0	2.5	80
COUNTY SIZE A	69301	2232	62.8	3.2	152	2064	47.2	3.0	114	6338	42.6	9.1	103	2456	49.5	3.5	120
COUNTY SIZE B	50633	816	23.0	1.6	76	943	21.6	1.9	71	4679	31.5	9.2	104	1322	26.7	2.6	88
COUNTY SIZE C	26259	*343	9.7	1.3	62	664	15.2	2.5	97	2421	16.3	9.2	104	745	15.0	2.8	90
COUNTY SIZE D	21534	**163	4.6	0.8	36	699	16.0	3.2	125	1435	9.6	6.7	75	*434	8.8	2.0	63
METRO CENTRAL CITY	50014	830	23.4	1.7	78	1504	34.4	3.0	115	4326	29.1	8.6	98	1619	32.7	3.2	110
METRO SUBURBAN	76832	2264	63.7	2.9	139	1764	40.4	2.3	88	7165	48.2	9.3	105	2427	49.0	3.2	107
NON METRO	40881	460	12.9	1.1	53	1102	25.2	2.7	103	3382	22.7	8.3	93	911	18.4	2.2	77
TOP 5 ADI'S	39550	1449	40.8	3.7	173	1029	23.6	2.6	100	3549	23.9	9.0	101	1387	28.0	3.5	111
TOP 10 ADI'S	54877	1847	52.0	3.4	159	1503	34.4	2.7	105	4930	33.1	9.0	101	1916	38.7	3.5	111
TOP 20 ADI'S	77516	2378	66.9	3.1	145	2281	52.2	2.9	113	6965	46.8	9.0	101	2573	51.9	3.3	111
HSHLD INC. \$50,000 OR MORE	17257	713	20.1	4.1	195	795	18.2	4.6	177	2204	14.8	12.8	144	*671	13.5	3.9	133
\$40,000 OR MORE	33235	1116	31.4	3.4	158	1210	27.7	3.6	140	3869	26.0	11.6	131	1098	22.2	3.3	111
\$30,000 OR MORE	59693	1629	45.8	2.7	129	1904	43.6	3.2	122	6994	47.0	11.7	132	1822	36.8	3.1	108
\$25,000 OR MORE	76275	2023	56.9	2.7	125	2387	54.6	3.1	120	8694	58.5	11.4	129	2292	46.2	3.0	107
\$20,000 - \$24,999	18607	*352	9.9	1.9	89	543	12.4	2.9	112	1521	10.2	8.2	92	*436	8.8	2.3	77
\$15,000 - \$19,999	17175	*248	7.0	1.4	68	*241	5.5	1.4	54	1358	9.1	7.9	89	521	10.5	3.0	100
\$10,000 - \$14,999	24569	501	14.1	2.0	96	546	12.5	2.2	85	1732	11.6	7.0	80	750	15.1	3.1	100
UNDER \$10,000	31101	430	12.1	1.4	65	653	14.9	2.1	81	1567	10.5	5.0	57	958	19.3	3.1	100
HOUSEHOLD OF 1 PERSON	19441	451	12.7	2.3	109	699	16.0	3.6	138	1468	9.9	7.6	85	553	11.2	2.8	97
2 PEOPLE	51803	1455	40.9	2.8	133	1894	43.4	3.7	140	5025	33.8	9.7	109	1962	39.6	3.8	121
3 OR 4 PEOPLE	66933	1294	36.4	1.9	91	1256	28.7	1.9	72	6100	41.0	9.1	103	1658	33.4	2.5	88
5 OR MORE PEOPLE	29550	*355	10.0	1.2	57	*521	11.9	1.8	68	2280	15.3	7.7	87	*786	15.9	2.7	97
NO CHILD IN HSHLD	96587	2510	70.6	2.6	123	3065	70.2	3.2	122	8593	57.8	8.9	100	3242	65.4	3.4	111
CHILD(REN) UNDER 2 YRS	10844	**91	2.6	0.8	40	**104	2.4	1.0	37	715	4.8	6.6	74	**230	4.6	2.1	77
2 - 5 YEARS	26358	**194	5.5	0.7	35	*284	6.5	1.1	41	2378	16.0	9.0	102	*390	7.9	1.5	57
6 - 11 YEARS	30453	*395	11.1	1.3	61	*406	9.3	1.3	51	2595	17.4	8.5	96	690	13.9	2.3	77
12 - 17 YEARS	36575	657	18.5	1.8	85	879	20.1	2.4	92	3187	21.4	8.7	98	1079	21.8	3.0	100
RESIDENCE OWNED	117770	2758	77.6	2.3	111	3766	86.2	3.2	123	11259	75.7	9.6	108	3853	77.7	3.3	111
VALUE: \$50,000 OR MORE	70166	2109	59.3	3.0	142	2591	59.3	3.7	142	7797	52.4	11.1	125	2237	45.1	3.2	107
VALUE: UNDER \$50,000	47604	650	18.3	1.4	64	1174	26.9	2.5	95	3462	23.3	7.3	82	1615	32.6	3.4	111

		TOTAL U.S. '000	CARBONA				ENERGINE				K2R SPOT LIFTER				RENUZIT			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	3554	100.0	2.1	100	4369	100.0	2.6	100	14872	100.0	8.9	100	4957	100.0	3.0	100
MAGAZINES	QUINTILE 1	34022	941	26.5	2.8	131	810	18.5	2.4	91	3908	26.3	11.5	130	1231	24.8	3.6	122
	QUINTILE 2	34800	786	22.1	2.3	107	1059	24.2	3.0	117	3815	25.7	11.0	124	1297	26.2	3.7	126
	QUINTILE 3	30514	764	21.5	2.5	118	861	19.7	2.8	108	2755	18.5	9.0	102	713	14.4	2.3	79
	QUINTILE 4	33324	550	15.5	1.7	78	938	21.5	2.8	108	2417	16.3	7.3	82	788	15.9	2.4	80
	QUINTILE 5	35066	513	14.4	1.5	69	703	16.1	2.0	77	1977	13.3	5.6	64	929	18.7	2.6	90
NEWSPAPERS	QUINTILE 1	29107	1119	31.5	3.8	181	921	21.1	3.2	121	3107	20.9	10.7	120	1090	22.0	3.7	127
	QUINTILE 2	49095	1246	35.1	2.5	120	1531	35.0	3.1	120	5061	34.0	10.3	116	1559	31.5	3.2	107
	QUINTILE 3	23107	*383	10.8	1.7	78	544	12.5	2.4	90	2152	14.5	9.3	105	698	14.1	3.0	101
	QUINTILE 4	33556	548	15.4	1.6	77	666	15.2	2.0	76	2747	18.5	8.2	92	915	18.5	2.7	92
	QUINTILE 5	32863	*258	7.3	0.8	37	708	16.2	2.2	83	1805	12.1	5.5	62	694	14.0	2.1	71
OUTDOOR	QUINTILE 1	33431	784	22.1	2.3	111	674	15.4	2.0	77	3489	23.5	10.4	118	816	16.5	2.4	83
	QUINTILE 2	33478	707	19.9	2.1	100	848	19.4	2.5	97	3120	21.0	9.3	105	989	20.0	3.0	100
	QUINTILE 3	33574	778	21.9	2.3	109	840	19.2	2.5	96	3083	20.7	9.2	104	1228	24.8	3.7	124
	QUINTILE 4	33935	555	15.6	1.6	77	925	21.2	2.7	105	2407	16.2	7.1	80	795	16.0	2.3	79
	QUINTILE 5	33310	730	20.5	2.2	103	1082	24.8	3.2	125	2774	18.7	8.3	94	1130	22.8	3.4	115
RADIO-DRIVE TIME	QUINTILE 1	33136	558	15.7	1.7	79	1003	23.0	3.0	116	2789	18.8	8.4	95	1166	23.5	3.5	119
	QUINTILE 2	31658	788	22.2	2.5	117	755	17.3	2.4	92	2906	19.5	9.2	104	881	17.8	2.8	94
	QUINTILE 3	32541	745	21.0	2.3	108	804	18.4	2.5	95	2706	18.2	8.3	94	761	15.4	2.3	79
	QUINTILE 4	34247	846	23.8	2.5	117	831	19.0	2.4	93	3482	23.4	10.2	115	1074	21.7	3.1	106
	QUINTILE 5	36144	617	17.4	1.7	81	977	22.4	2.7	104	2990	20.1	8.3	93	1075	21.7	3.0	101
RADIO-MID- DAY	TERCILE 1	45037	1000	28.1	2.2	105	1189	27.2	2.6	101	4006	26.9	8.9	100	1478	29.8	3.3	111
	TERCILE 2	44819	954	26.8	2.1	100	1263	28.9	2.8	108	3651	24.5	8.1	92	1308	26.4	2.9	99
	TERCILE 3	77872	1600	45.0	2.1	97	1917	43.9	2.5	95	7215	48.5	9.3	104	2171	43.8	2.8	94
RADIO-TOTAL	QUINTILE 1	33763	564	15.9	1.7	79	977	22.4	2.9	111	2865	19.3	8.5	96	1097	22.1	3.2	110
	QUINTILE 2	33240	762	21.4	2.3	108	696	15.9	2.1	80	2859	19.2	8.6	97	1041	21.0	3.1	106
	QUINTILE 3	33408	823	23.2	2.5	116	879	20.1	2.6	101	3157	21.2	9.4	107	814	16.4	2.4	82
	QUINTILE 4	34792	883	24.8	2.5	120	937	21.4	2.7	103	3207	21.6	9.2	104	868	17.5	2.5	84
	QUINTILE 5	32524	523	14.7	1.6	76	881	20.2	2.7	104	2784	18.7	8.6	97	1137	22.9	3.5	118
TV-PRIME TIME	QUINTILE 1	33090	799	22.5	2.4	114	800	18.3	2.4	93	2929	19.7	8.9	100	1207	24.3	3.6	123
	QUINTILE 2	33357	814	22.9	2.4	115	886	20.3	2.7	102	3092	20.8	9.3	105	1079	21.8	3.2	109
	QUINTILE 3	33980	590	16.6	1.7	82	879	20.1	2.6	99	3091	20.8	9.1	103	991	20.0	2.9	99
	QUINTILE 4	33854	701	19.7	2.1	98	857	19.6	2.5	97	3002	20.2	8.9	100	930	18.8	2.7	93
	QUINTILE 5	33444	650	18.3	1.9	92	948	21.7	2.8	109	2759	18.6	8.2	93	751	15.2	2.2	76
TV-DAYTIME	TERCILE 1	49121	986	27.7	2.0	95	1265	29.0	2.6	99	4119	27.7	8.4	95	1589	32.1	3.2	109
	TERCILE 2	48823	1133	31.9	2.3	110	1338	30.6	2.7	105	4358	29.3	8.9	101	1524	30.7	3.1	106
	TERCILE 3	69782	1436	40.4	2.1	97	1766	40.4	2.5	97	6396	43.0	9.2	103	1844	37.2	2.6	89
TV-TOTAL	QUINTILE 1	33584	686	19.3	2.0	96	901	20.6	2.7	103	2742	18.4	8.2	92	1136	22.9	3.4	114
	QUINTILE 2	33441	858	24.1	2.6	121	878	20.1	2.6	101	2876	19.3	8.6	97	1180	23.8	3.5	119
	QUINTILE 3	33505	725	20.4	2.2	102	928	21.2	2.8	106	3291	22.1	9.8	111	1014	20.5	3.0	102
	QUINTILE 4	33466	605	17.0	1.8	85	719	16.5	2.1	82	3017	20.3	9.0	102	839	16.9	2.5	85
	QUINTILE 5	33731	680	19.1	2.0	95	943	21.6	2.8	107	2946	19.8	8.7	99	788	15.9	2.3	79
MAGAZINES-NEWSPAPERS: DUAL		44503	1421	40.0	3.2	151	1372	31.4	3.1	118	5212	35.0	11.7	132	1703	34.4	3.8	129
MAGAZINE IMPERATIVE		39363	582	16.4	1.5	70	950	21.7	2.4	93	3742	25.2	9.5	107	1202	24.2	3.1	103
NEWSPAPER IMPERATIVE		46441	1158	32.6	2.5	118	1370	31.4	2.9	113	3999	26.9	8.6	97	1276	25.7	2.7	93
MAGAZINES-OUTDOOR: DUAL		33726	949	26.7	2.8	133	733	16.8	2.2	83	4066	27.3	12.1	136	1025	20.7	3.0	103
MAGAZINE IMPERATIVE		52846	1219	34.3	2.3	109	1689	38.7	3.2	123	5156	34.7	9.8	110	1942	39.2	3.7	124
OUTDOOR IMPERATIVE		52140	985	27.7	1.9	89	1304	29.8	2.5	96	3948	26.5	7.6	85	1319	26.6	2.5	86
MAGAZINES-RADIO: DUAL		37081	860	24.2	2.3	109	1003	23.0	2.7	104	3736	25.1	10.1	114	1369	27.6	3.7	125
MAGAZINE IMPERATIVE		49747	1325	37.3	2.7	126	1416	32.4	2.8	109	5787	38.9	11.6	131	1686	34.0	3.4	115
RADIO IMPERATIVE		49208	811	22.8	1.6	78	1165	26.7	2.4	91	3460	23.3	7.0	79	1150	23.2	2.3	79
MAGAZINES-TELEVISION: DUAL		33103	854	24.0	2.6	122	892	20.4	2.7	103	3416	23.0	10.3	116	1315	26.5	4.0	134
MAGAZINE IMPERATIVE		54575	1335	37.6	2.4	115	1500	34.3	2.7	106	6058	40.7	11.1	125	1561	31.5	2.9	97
TELEVISION IMPERATIVE		53249	1079	30.4	2.0	96	1412	32.3	2.7	102	3693	24.8	6.9	78	1442	29.1	2.7	92
NEWSPAPERS-OUTDOOR: DUAL		36255	1086	30.6	3.0	141	943	21.6	2.6	100	4078	27.4	11.2	127	1148	23.2	3.2	107
NEWSPAPER IMPERATIVE		55591	1500	42.2	2.7	127	1865	42.7	3.4	129	5244	35.3	9.4	106	1932	39.0	3.5	118
OUTDOOR IMPERATIVE		48319	633	17.8	1.3	62	962	22.0	2.0	76	3894	26.2	8.1	91	1219	24.6	2.5	85
NEWSPAPERS-RADIO: DUAL		37242	982	27.6	2.6	124	1122	25.7	3.0	116	3581	24.1	9.6	108	1360	27.4	3.7	124
NEWSPAPER IMPERATIVE		54423	1650	46.4	3.0	143	1668	38.2	3.1	118	5905	39.7	10.9	122	1717	34.6	3.2	107
RADIO IMPERATIVE		46650	608	17.1	1.3	62	953	21.8	2.0	78	3457	23.2	7.4	84	1143	23.1	2.5	83
NEWSPAPERS-TELEVISION: DUAL		35974	1139	32.0	3.2	149	1099	25.2	3.1	117	3344	22.5	9.3	105	1428	28.8	4.0	134
NEWSPAPER IMPERATIVE		56095	1465	41.2	2.6	123	1638	37.5	2.9	112	6076	40.9	10.8	122	1628	32.8	2.9	98
TELEVISION IMPERATIVE		47170	628	17.7	1.3	63	1059	24.2	2.2	86	3563	24.0	7.6	85	1304	26.3	2.8	94
OUTDOOR-RADIO: DUAL		33748	737	20.7	2.2	103	827	18.9	2.5	94	3294	22.1	9.8	110	976	19.7	2.9	98
	OUTDOOR IMPERATIVE	52785	1291	36.3	2.4	115	1265	29.0	2.4	92	5208	35.0	9.9	111	1504</			

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL ADULTS	167727	3554	100.0	2.1	100	4369	100.0	2.6	100	14872	100.0	8.9	100	4957	100.0	3.0	100				
ATLANTIC MONTHLY	867	**33	0.9	3.8	180	**22	0.5	2.5	97	**106	0.7	12.2	138	**47	0.9	5.4	183				
BARRON'S	1580	**39	1.1	2.5	116	**40	0.9	2.5	97	**127	0.9	8.0	91	**32	0.6	2.0	69				
BETTER HOMES & GARDENS	22203	618	17.4	2.8	131	705	16.1	3.2	122	2733	18.4	12.3	139	993	20.0	4.5	151				
BON APPETIT	3810	*199	5.6	5.2	246	*149	3.4	3.9	150	368	2.5	9.7	109	**95	1.9	2.5	84				
BUSINESS WEEK	4663	*108	3.0	2.3	109	*120	2.7	2.6	99	579	3.9	12.4	140	**16	4.4	4.6	15				
CAR AND DRIVER	3102	**41	1.2	1.3	62	**84	1.9	2.7	104	332	2.2	10.7	121	**179	3.6	5.8	195				
CBS MAGAZINE NETWORK (GROSS)	7311	**82	2.3	1.1	53	**118	2.7	1.6	62	584	3.9	8.0	90	*197	4.0	2.7	91				
CHANGING TIMES	3400	*136	3.8	4.0	189	*128	2.9	3.8	145	560	3.8	16.5	186	*211	4.3	6.2	210				
COLONIAL HOMES	1796	**75	2.1	4.2	197	**52	1.2	2.9	111	*209	1.4	11.6	131	**132	2.7	7.3	249				
CONDE NAST MAG. PKG. (GROSS)	19924	704	19.8	3.5	167	381	8.7	1.9	73	2191	14.7	11.0	124	644	13.0	3.2	109				
CONSUMERS DIGEST	3125	**91	2.6	2.9	137	**73	1.7	2.3	90	368	2.5	11.8	133	**98	2.0	3.1	106				
COSMOPOLITAN	10577	308	8.7	2.9	137	*196	4.5	1.9	71	1089	7.3	10.3	116	330	6.7	3.1	106				
COUNTRY LIVING	3746	*84	2.4	2.2	106	**85	1.9	2.3	87	458	3.1	12.2	138	*245	4.9	6.5	221				
CUISINE	2214	**67	1.9	3.0	143	**93	2.1	4.2	161	394	2.6	17.8	201	**64	1.3	2.9	98				
CYCLE WORLD	2394	**8	0.2	0.3	16	**16	0.4	0.7	26	*153	1.0	6.4	72	**45	0.9	1.9	64				
DCI:CREATIVE IDEAS FOR LIV	3068	**44	1.2	1.4	68	**80	1.8	2.6	100	475	3.2	15.5	175	*163	3.3	5.3	180				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	267	7.5	2.8	132	259	5.9	2.7	104	1541	10.4	16.1	182	393	7.9	4.1	139				
DISCOVER	2277	**63	1.8	2.8	131	**60	1.4	2.6	101	*265	1.8	11.6	131	**54	1.1	2.4	80				
EBONY	7187	*111	3.1	1.5	73	*179	4.1	2.5	96	481	3.2	6.7	75	226	4.6	3.1	108				
ESQUIRE	2560	**68	1.9	2.7	125	**45	1.0	1.8	67	243	1.6	9.5	107	**62	1.3	2.4	82				
ESSENCE	3242	**65	1.8	2.0	95	**84	1.9	2.6	99	253	1.7	7.8	88	**136	2.7	4.2	142				
FAMILY CIRCLE	19639	625	17.6	3.2	150	521	11.9	2.7	102	2239	15.1	11.4	129	897	18.1	4.6	155				
THE FAMILY HANDYMAN	3540	**40	1.1	1.1	53	**81	1.9	2.3	88	415	2.8	11.7	132	**120	2.4	3.4	115				
FAMILY WEEKLY	23924	376	10.6	1.6	74	541	12.4	2.3	87	2262	15.2	9.5	107	551	11.1	2.3	78				
FIELD & STREAM	9883	**106	3.0	1.1	51	*128	2.9	1.3	50	781	5.3	7.9	89	*241	4.9	2.4	85				
FOOD & WINE	1030	**28	0.8	2.7	128	**29	0.7	2.8	108	*96	0.6	9.3	105	**28	0.6	2.7	92				
FORBES	2679	*104	2.9	3.9	183	**72	1.6	2.7	103	386	2.6	14.4	162	**78	1.6	2.9	95				
FORTUNE	2931	*138	3.9	4.7	222	**81	1.9	2.8	106	359	2.4	12.2	138	**83	1.7	2.8	96				
GENTLEMEN'S QUARTERLY	3481	**80	2.3	2.3	108	**38	0.9	1.1	42	*201	1.4	5.8	65	**79	1.6	2.3	77				
GLAMOUR	7163	*191	5.4	2.7	126	**85	1.9	1.2	46	833	5.6	11.6	131	227	4.6	3.2	107				
GOLF DIGEST	2355	**76	2.1	3.2	152	**138	3.2	5.9	225	325	2.2	13.8	156	*157	3.2	6.7	226				
GOLF DIGEST/TENNIS (GROSS)	3610	**100	2.8	2.8	131	*168	3.8	4.7	179	481	3.2	13.3	150	*216	4.4	6.0	202				
GOLF MAGAZINE	2046	**39	1.1	1.9	90	**144	3.3	7.0	270	230	1.5	11.2	127	**134	2.7	6.5	223				
GOLF MAGAZINE/SKI (GROSS)	3547	**84	2.4	2.4	112	*172	3.9	4.8	186	374	2.5	10.5	119	**152	3.1	4.3	145				
GOOD HOUSEKEEPING	20353	595	16.7	2.9	138	548	12.5	2.7	103	2693	18.1	13.2	149	832	16.8	4.1	138				
HARPER'S BAZAAR	3362	**143	4.0	4.3	201	**107	2.4	3.2	122	528	3.6	15.7	177	*136	2.7	4.0	137				
HEALTH	2987	**57	1.6	1.9	90	**83	1.9	2.8	107	333	2.2	11.1	126	*136	2.7	4.6	154				
HEARST MAG CORP. BUY (GROSS)	67928	1866	52.5	2.7	130	1739	39.8	2.6	98	8082	54.3	11.9	134	2885	58.2	4.2	144				
HEARST MAN POWER (GROSS)	11282	*164	4.6	1.5	69	253	5.8	2.2	86	1070	7.2	9.5	107	334	6.7	3.0	100				
HEARST WOMAN POWER (GROSS)	40514	1136	32.0	2.8	132	1002	22.9	2.5	95	4804	32.3	11.9	134	1620	32.7	4.0	135				
HOUSE BEAUTIFUL	4585	*146	4.1	3.0	141	*173	4.0	3.5	136	759	5.1	15.5	175	259	5.2	5.3	175				
INC.	1308	**13	0.4	1.0	47	**25	0.6	1.9	73	*139	0.9	10.6	120	**37	0.7	2.8	96				
JET	6498	**91	2.6	1.4	66	*131	3.0	2.0	77	413	2.8	6.4	72	*188	3.8	2.9	90				
LADIES' HOME JOURNAL	14797	518	14.6	3.5	165	439	10.0	3.0	114	1745	11.7	11.8	133	566	11.4	3.8	129				
LHJ FAMILY GRP COMBO(GROSS)	21743	629	17.7	2.9	137	602	13.8	2.8	106	2578	17.3	11.9	134	865	17.5	4.0	139				
LIFE	9881	*257	7.2	2.6	123	261	6.0	2.6	101	1163	7.8	11.8	133	267	5.4	2.7	92				
L.A. TIMES HOME MAGAZINE	2775	**14	0.4	0.5	24	*178	4.1	6.4	246	237	1.6	8.5	96	**91	1.8	3.3	111				
MADEMOISELLE	4219	*164	4.6	3.9	183	**72	1.6	1.7	66	435	2.9	10.3	116	*122	2.5	2.9	90				
MC CALL'S	16422	444	12.5	2.7	128	555	12.7	3.4	130	1973	13.3	12.0	135	592	11.9	3.6	120				
MC CALL'S/WRK MOTHER (GROSS)	17919	516	14.5	2.9	136	585	13.4	3.3	125	2092	14.1	11.7	132	635	12.8	3.5	121				
MECHANIX ILLUSTRATED	4433	**88	2.5	2.0	94	*155	3.5	3.5	134	426	2.9	9.6	108	*159	3.2	3.6	121				
METROPOLITAN HOME	1504	**27	0.8	1.8	85	**47	1.1	3.1	120	*196	1.3	13.0	147	**71	1.4	4.7	161				
MONEY	4723	*191	5.4	4.0	191	*180	4.1	3.8	146	565	3.8	12.0	135	*200	4.0	4.2	141				
MOTHER EARTH NEWS	2325	**51	1.4	2.2	104	**63	1.4	2.7	104	248	1.7	10.7	120	**62	1.3	2.7	90				
MS.	1189	**27	0.8	2.3	107	**47	1.1	4.0	152	*148	1.0	12.4	140	**29	0.6	2.4	80				
NATIONAL ENQUIRER	18892	312	8.8	1.7	78	456	10.4	2.4	93	1534	10.3	8.1	92	553	11.2	2.9	90				
NATIONAL GEOGRAPHIC	22129	566	15.9	2.6	121	764	17.5	3.5	133	2599	17.5	11.7	132	640	12.9	2.9	90				
NATIONAL SUNDAY MAGAZINE PKG	103750	2531	71.2	2.4	115	2895	66.3	2.8	107	10253	68.9	9.9	111	3346	67.5	3.2	100				
NATURAL HISTORY	1379	**26	0.7	1.9	89	**31	0.7	2.2	86	*159	1.1	11.5	130	**24	0.5	1.7	50				
NEW WOMAN	2289	**62	1.7	2.7	128	**25	0.6	1.1	42	*182	1.2	8.0	90	**87	1.8	3.8	120				
NEW YORK INCLUDING CUE	1088	**68	1.9	6.3	295	**7	0.2	0.6	25	*91	0.6	8.4	94	**35	0.7	3.2	100				
THE NEW YORKER	2459	*192	5.4	7.8	368	**59	1.4	2.4	92	408	2.7	16.6	187	**103	2.1	4.2	141				
NEWSWEEK	16527	457	12.9	2.8	130	489	11.2	3.0	114	1945	13.1	11.8	133	605	12.2	3.7	120				
THE N.Y. TIMES DAILY EDITION	2739	275	7.7	10.0	474	*72	1.6	2.6	101	369	2.5	13.5	152	**127	2.6	4.6	151				
THE N.Y. TIMES MAGAZINE	4443	473	13.3	10.6	502	**82	1.9	1.8	71	556	3.7	12.5	141	*149	3.0	3.4	115				
OMNI	2799	**56	1.6	2.0	94	**34	0.8	1.2	47	*244	1.6	8.7	98	**83	1.7	3.0	100				
ON CABLE	2209	**51	1.4	2.3	109	**2	0.0	0.1	3	*175	1.2	7.9	89	**75	1.5	3.4	111				
1001 HOME IDEAS	3959	**53	1.5	1.3	63	**80	1.8	2.0	78	500	3.4	12.6	142	*163	3.3	4.1	130				
ORGANIC GARDENING	3111	**49	1.4	1.6	74	*98	2.2	3.2	121	286	1.9	9.2	104	*153	3.1	4.9	161				
OUTDOOR LIFE	5024	**31	0.9	0.6	29	*121	2.8	2.4	92	352	2.4	7.0	79	*143	2.9	2.8					

	TOTAL U.S. '000	CARBONA				ENERGTIME				K2R				SPOT LIFTER				RENUZIT			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	3554	100.0	2.1	100	4369	100.0	2.6	100	14872	100.0	8.9	100	4957	100.0	3.0	100				
PARENTS	5298	**62	1.7	1.2	55	**87	2.0	1.6	63	446	3.0	8.4	95	*168	3.4	3.2	107				
PENTHOUSE	5129	**34	1.0	0.7	31	**49	1.1	1.0	37	420	2.8	8.2	92	**67	1.4	1.3	44				
PEOPLE	21070	509	14.3	2.4	114	453	10.4	2.1	83	2234	15.0	10.6	120	735	14.8	3.5	118				
PLAYBOY	10562	*212	6.0	2.0	95	*193	4.4	1.8	70	976	6.6	9.2	104	*199	4.0	1.9	64				
POPULAR HOT RODDING	2498	**16	0.5	0.6	30	**40	0.9	1.6	61	*223	1.5	8.9	101	**98	2.0	3.9	133				
POPULAR MECHANICS	5887	**88	2.5	1.5	71	*157	3.6	2.7	102	650	4.4	11.0	125	*201	4.1	3.4	116				
POPULAR SCIENCE	4317	**73	2.1	1.7	80	*154	3.5	3.6	137	491	3.3	11.4	128	*169	3.4	3.9	132				
PREVENTION	5792	*160	4.5	2.8	130	*182	4.2	3.1	121	675	4.5	11.7	131	315	6.4	5.4	184				
PSYCHOLOGY TODAY	3284	**93	2.6	2.8	134	**75	1.7	2.3	88	314	2.1	9.6	108	*109	2.2	3.3	112				
READER'S DIGEST	40046	1028	28.9	2.6	121	1114	25.5	2.8	107	4483	30.1	11.2	126	1438	29.0	3.6	122				
REDBOOK	9584	233	6.6	2.4	115	259	5.9	2.7	104	1023	6.9	10.7	120	458	9.2	4.8	162				
ROAD & TRACK	2590	**26	0.7	1.0	47	**87	2.0	3.4	129	*177	1.2	6.8	77	**58	1.2	2.2	76				
ROLLING STONE	3302	**52	1.5	1.6	74	**33	0.8	1.0	38	*249	1.7	7.5	85	*15	0.3	0.5	15				
RUNNER'S WORLD	1229	**5	0.1	0.4	19	*16	0.4	1.3	50	**50	0.3	4.1	46	**11	0.2	0.9	30				
SATURDAY EVENING POST	2110	**53	1.5	2.5	119	**55	1.3	2.6	100	287	1.9	13.6	153	*108	2.2	5.1	173				
SCIENCE 84	1543	**7	0.2	0.5	21	**46	1.1	3.0	114	*261	1.8	16.9	191	**29	0.6	1.9	64				
SCIENCE DIGEST	1747	**38	1.1	2.2	103	**36	0.8	2.1	79	*131	0.9	7.5	85	**13	0.3	0.7	25				
SCIENTIFIC AMERICAN	1994	**87	2.4	4.4	206	**48	1.1	2.4	92	*195	1.3	9.8	110	*76	1.5	3.8	129				
SELF	3119	**111	3.1	3.6	168	**42	1.0	1.3	52	291	2.0	9.3	105	**92	1.9	2.9	100				
SEVENTEEN	3923	**81	2.3	2.1	97	**95	2.2	2.4	93	387	2.6	9.9	111	*161	3.2	4.1	139				
SKI	1501	**45	1.3	3.0	141	**28	0.6	1.9	72	*144	1.0	9.6	108	**18	0.4	1.2	41				
SMITHSONIAN	5976	246	6.9	4.1	194	353	8.1	5.9	227	842	5.7	14.1	159	*123	2.5	2.1	70				
SOAP OPERA DIGEST	4228	**102	2.9	2.4	114	**56	1.3	1.3	51	397	2.7	9.4	106	*109	2.2	2.6	87				
SOUTHERN LIVING	6488	*222	6.2	3.4	161	*179	4.1	2.8	106	1066	7.2	16.4	185	*230	4.6	3.5	120				
SPORT	3500	**94	2.6	2.7	127	**129	3.0	3.7	141	*218	1.5	6.2	70	**86	1.7	2.5	83				
THE SPORTING NEWS	2456	**72	2.0	2.9	138	**44	1.0	1.8	69	*190	1.3	7.7	87	**93	1.9	3.8	128				
SPORTS AFIELD	3648	**39	1.1	1.1	50	**60	1.4	1.6	63	290	1.9	7.9	90	*120	2.4	3.3	111				
SPORTS ILLUSTRATED	14484	393	11.1	2.7	128	357	8.2	2.5	95	1258	8.5	8.7	98	340	6.9	2.3	79				
STAR	12661	*207	5.8	1.6	77	*189	4.3	1.5	57	969	6.5	7.7	86	479	9.7	3.8	128				
SUNDAY	52799	1623	45.7	3.1	145	1459	33.4	2.8	106	5163	34.7	9.8	110	1976	39.9	3.7	127				
SUNSET	3513	**22	0.6	0.6	30	347	7.9	9.9	379	543	3.7	15.5	174	*113	2.3	3.2	109				
TV GUIDE	42766	774	21.8	1.8	85	929	21.3	2.2	83	3804	25.6	8.9	100	1492	30.1	3.5	118				
TENNIS	1254	**24	0.7	1.9	90	*330	0.7	2.4	92	*156	1.0	12.4	140	*59	1.2	4.7	159				
TIME	22054	710	20.0	3.2	152	559	12.8	2.5	97	2492	16.8	11.3	127	805	16.2	3.7	124				
TOWN & COUNTRY	1555	*110	3.1	7.1	334	**65	1.5	4.2	160	*194	1.3	12.5	141	*119	2.4	7.7	259				
TRAVEL & LEISURE	2173	**48	1.4	2.2	104	**70	1.6	3.2	124	267	1.8	12.3	139	*81	1.6	3.7	126				
TRUE STORY	4636	**50	1.4	1.1	51	**61	1.4	1.3	51	*277	1.9	6.0	67	*236	4.8	5.1	172				
U.S. NEWS & WORLD REPORT	10353	298	8.4	2.9	136	309	7.1	3.0	115	1238	8.3	12.0	135	346	7.0	3.3	113				
USA TODAY	4994	*262	7.4	5.2	248	*147	3.4	2.9	113	565	3.8	11.3	128	*199	4.0	4.0	135				
US	3528	**39	1.1	1.1	52	**62	1.4	1.8	67	279	1.9	7.9	89	*95	1.9	2.7	91				
VOGUE	5424	*238	6.7	4.4	207	*183	4.2	3.4	130	633	4.3	11.7	132	*203	4.1	3.7	127				
WALL STREET JOURNAL	6292	252	7.1	4.0	189	274	6.3	4.4	167	834	5.6	13.3	149	*168	3.4	2.7	90				
WEIGHT WATCHERS	2762	*100	2.8	3.6	171	*41	0.9	1.5	57	*238	1.6	8.6	97	*88	1.8	3.2	108				
WOMAN'S DAY	16320	516	14.5	3.2	149	512	11.7	3.1	120	2120	14.3	13.0	147	690	13.9	4.2	143				
WORKING MOTHER	1496	**72	2.0	4.8	227	*330	0.7	2.0	77	*119	0.8	8.0	90	*43	0.9	2.9	97				
WORKING WOMAN	1851	**59	1.7	3.2	150	*52	1.2	2.8	108	*222	1.5	12.0	135	*63	1.3	3.4	115				
WORLD TENNIS	580	**13	0.4	2.2	106	*3	0.1	0.5	20	*58	0.4	10.0	113	*62	1.3	10.7	362				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	*233	6.6	1.9	89	384	8.8	3.1	119	1114	7.5	9.0	101	478	9.6	3.9	130				
BLAIR INSERTS	91671	2539	71.4	2.8	131	2685	61.5	2.9	112	9228	62.0	10.1	114	3034	61.2	3.3	112				
DAILY NEWSPAPERS																					
READ ANY	109190	2821	79.4	2.6	122	3152	72.1	2.9	111	10568	71.1	9.7	109	3538	71.4	3.2	110				
READ ONE	89587	2148	60.4	2.4	113	2432	55.7	2.7	104	8449	56.8	9.4	106	2856	57.6	3.2	108				
READ TWO OR MORE	19602	674	19.0	3.4	162	720	16.5	3.7	141	2119	14.2	10.8	122	681	13.7	3.5	118				
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	109661	2770	77.9	2.5	119	3048	69.8	2.8	107	11013	74.1	10.0	113	3473	70.1	3.2	107				
READ ONE	95074	2100	59.1	2.2	104	2577	59.0	2.7	104	9369	63.0	9.9	111	2940	59.3	3.1	105				
READ TWO OR MORE	14588	671	18.9	4.6	217	471	10.8	3.2	124	1643	11.0	11.3	127	533	10.8	3.7	124				
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	28.80	31.77				25.46				32.73				25.60							
30 DAY REACH	149706	3162	89.0	2.1	100	3815	87.3	2.5	98	13261	89.2	8.9	100	4404	88.8	2.9	100				
50 SHWG - 30 DAY AV FREQ	15.16	16.76				14.11				17.15				13.76							
30 DAY REACH	142406	3006	84.6	2.1	100	3457	79.1	2.4	93	12686	85.3	8.9	100	4108	82.9	2.9	98				
25 SHWG - 30 DAY AV FREQ	8.23	9.02				7.69				9.23				7.53							
30 DAY REACH	131152	2802	78.8	2.1	101	3162	72.4	2.4	93	11860	79.7	9.0	102	3748	75.6	2.9	97				
CABLE TV: HOME WIRED	66879	1261	35.5	1.9	89	1691	38.7	2.5	97	6486	43.6	9.7	109	2047	41.3	3.1	104				
HOME NOT WIRED	100848	2293	64.5	2.3	107	2679	61.3	2.7	102	8387	56.4	8.3	94	2910	58.7	2.9	98				
HAVE PAY CABLE	35024	684	19.2	2.0	92	757	17.3	2.2	83	3880	26.1	11.1	125	1138	23.0	3.2	110				

	TOTAL U.S. '000	A '000	CARBONA B % ACROSS DOWN	D % INDX	A '000	ENERGINE B % ACROSS DOWN	D % INDX	A '000	K2R SPOT LIFTER B % ACROSS DOWN	D % INDX	A '000	RENUZIT B % ACROSS DOWN	D % INDX
TOTAL ADULTS	167727	3554	100.0	2.1 100	4369	100.0	2.6 100	14872	100.0	8.9 100	4957	100.0	3.0 100
RADIO AVG. DAILY (M-F) CUME													
6:00 AM - 10:00 AM	95620	2152	60.6	2.3 106	2463	56.4	2.6 99	8437	56.7	8.8 100	2850	57.5	3.0 101
10:00 AM - 3:00 PM	63599	1394	39.2	2.2 103	1768	40.5	2.8 107	5542	37.3	8.7 98	1915	38.6	3.0 102
3:00 PM - 7:00 PM	72097	1472	41.4	2.0 96	1847	42.3	2.6 98	6519	43.8	9.0 102	2073	41.8	2.9 97
7:00 PM - MIDNIGHT	36670	688	19.4	1.9 89	822	18.8	2.2 86	2969	20.0	8.1 91	979	19.7	2.7 90
MIDNIGHT - 6:00 AM	21908	334	9.4	1.5 72	484	11.1	2.2 85	1991	13.4	9.1 102	617	12.4	2.8 95
6:00 AM - MIDNIGHT	127571	2798	78.7	2.2 104	3251	74.4	2.5 98	11328	76.2	8.9 100	3634	73.3	2.8 96
ENTIRE DAY	129239	2853	80.3	2.2 104	3283	75.1	2.5 98	11551	77.7	8.9 101	3647	73.6	2.8 95
AVG DAILY M-F CUME: 6AM-MDNT													
FORMATS: ADULT CONTEMPORARY	34009	653	18.4	1.9 91	848	19.4	2.5 96	2992	20.1	8.8 99	925	18.7	2.7 92
ALL NEWS	8062	240	6.8	4.0 187	*160	3.7	2.6 101	589	4.0	9.7 110	*179	3.6	3.0 100
AOR/PROGRESSIVE	11884	*200	5.6	1.7 79	*159	3.6	1.3 51	898	6.0	7.6 85	260	5.2	2.2 74
BEAUTIFUL MUSIC	11180	379	10.7	3.4 160	272	6.2	2.4 93	1390	9.3	12.4 140	456	9.2	4.1 138
BLACK	4538	**41	1.2	0.9 43	**76	1.7	1.7 64	263	1.8	5.8 65	**120	2.4	2.6 89
CLASSICAL	3857	*136	3.8	3.5 166	*184	4.2	4.8 183	443	3.0	11.5 130	*177	3.6	4.6 155
CHR/ROCK	21946	377	10.6	1.7 81	403	9.2	1.8 70	1818	12.2	8.3 93	503	10.1	2.3 78
COUNTRY	27262	501	14.1	1.8 87	782	17.9	2.9 110	2314	15.6	8.5 96	766	15.5	2.8 95
GOLDEN OLDIES	3339	**69	1.9	2.1 98	**70	1.6	2.1 80	*268	1.8	8.0 91	**138	2.8	4.1 140
MOR/NOSTALGIA	10346	295	8.3	2.9 135	277	6.3	2.7 103	956	6.4	9.2 104	311	6.3	3.0 102
NEWS/TALK	8929	300	8.4	3.4 159	395	9.0	4.4 170	850	5.7	9.5 107	256	5.2	2.9 97
RELIGIOUS	5488	*138	3.9	2.5 119	*158	3.6	2.9 111	394	2.6	7.2 81	*284	5.7	5.2 175
SOFT ROCK	1232	**11	0.3	0.9 42	**17	0.4	1.4 53	**55	0.4	4.5 50	**27	0.5	2.2 74
URBAN CONTEMPORARY	3184	**84	2.4	2.6 125	**75	1.7	2.4 90	181	1.2	5.7 64	**87	1.8	2.7 92
WIRED NETWORKS:													
ABC CONTEMPORARY	6911	**90	2.5	1.3 61	**92	2.1	1.3 51	440	3.0	6.4 72	*140	2.8	2.0 69
ABC DIRECTION	5212	*174	4.9	3.3 158	*99	2.3	1.9 73	411	2.8	7.9 89	*168	3.4	3.2 100
ABC ENTERTAINMENT	10385	345	9.7	3.3 157	265	6.1	2.6 98	1009	6.8	9.7 110	*242	4.9	2.3 79
ABC FM	4762	**74	2.1	1.6 73	**68	1.6	1.4 55	388	2.6	8.1 92	**72	1.5	1.5 53
ABC INFORMATION	11339	319	9.0	2.8 133	466	10.7	4.1 158	1026	6.9	9.0 102	299	6.0	2.6 89
ABC ROCK	4878	**70	2.0	1.4 68	**76	1.7	1.6 60	355	2.4	7.3 82	**107	2.2	2.2 74
CBS	10709	274	7.7	2.6 121	432	9.9	4.0 155	847	5.7	7.9 89	430	8.7	4.0 130
MUTUAL	10251	*236	6.6	2.3 109	349	8.0	3.4 131	929	6.2	9.1 102	419	8.5	4.1 133
NBC	12243	245	6.9	2.0 94	307	7.0	2.5 96	969	6.5	7.9 89	477	9.6	3.9 133
RADIORADIO	4606	**102	2.9	2.2 105	**60	1.4	1.3 50	504	3.4	10.9 123	**95	1.9	2.1 70
RKO ONE	5148	**48	1.4	0.9 44	**62	1.4	1.2 46	344	2.3	6.7 75	**112	2.3	2.2 70
RKO TWO	7313	*169	4.8	2.3 109	*175	4.0	2.4 92	725	4.9	9.9 112	*152	3.1	2.1 70
THE SOURCE	5981	**99	2.8	1.7 78	**68	1.6	1.1 44	441	3.0	7.4 83	*158	3.2	2.6 89
NON-WIRED: BLAIR	19329	303	8.5	1.6 74	502	11.5	2.6 100	1614	10.9	8.4 94	463	9.3	2.4 89
INTERNET	27139	601	16.9	2.2 105	564	12.9	2.1 80	2445	16.4	9.0 102	821	16.6	3.0 100
KATZ RADIO GROUP	36319	848	23.9	2.3 110	1007	23.0	2.8 106	3321	22.3	9.1 103	999	20.2	2.8 99
SUPERNET	22361	432	12.2	1.9 91	508	11.6	2.3 87	1948	13.1	8.7 98	683	13.8	3.1 100
TELEVISION AVG. HALF HOUR													
WKDAY 7:00 AM - 9:00 AM	14532	387	10.9	2.7 126	397	9.1	2.7 105	1413	9.5	9.7 110	591	11.9	4.1 133
WKDAY 9:00 AM - 1:00 PM	18688	372	10.5	2.0 94	475	10.9	2.5 98	1543	10.4	8.3 93	631	12.7	3.4 111
WKDAY 1:00 PM - 4:30 PM	24061	502	14.1	2.1 98	577	13.2	2.4 92	2030	13.6	8.4 95	733	14.8	3.0 110
WKDAY 4:30 PM - 7:30 PM	44079	1042	29.3	2.4 112	1254	28.7	2.8 109	3661	24.6	8.3 94	1535	31.0	3.5 111
WKDAY 7:30 PM - 8:00 PM	61979	1324	37.3	2.1 101	1729	39.6	2.8 107	5335	35.9	8.6 97	2064	41.6	3.3 111
WKDAY 11:00 PM - 11:30 PM	49084	1132	31.9	2.3 109	1405	32.2	2.9 110	4523	30.4	9.2 104	1507	30.4	3.1 110
WKDAY 11:30 PM - 1:00 AM	16560	345	9.7	2.1 98	419	9.6	2.5 97	1508	10.1	9.1 103	485	9.8	2.9 99
M-SAT 8-11 PM-SUN 7-11 PM	66967	1507	42.4	2.3 106	1714	39.2	2.6 98	6119	41.1	9.1 103	2176	43.9	3.2 111
MKDY DAYTIME NTKW 7AM-4:30PM													
ALL MY CHILDREN	A 9269	225	6.3	2.4 115	216	4.9	2.3 89	746	5.0	8.0 91	284	5.7	3.1 100
ANOTHER WORLD	N 6138	*136	3.8	2.2 105	*121	2.8	2.0 76	492	3.3	8.0 90	249	5.0	4.1 133
AS THE WORLD TURNS	C 7707	*100	2.8	1.3 61	218	5.0	2.8 109	667	4.5	8.7 98	143	2.9	1.9 66
CAPITOL	C 4688	**50	1.4	1.1 50	*71	1.6	1.5 58	419	2.8	8.9 101	*101	2.0	2.2 74
CBS MORN. NEWS 1	C 2792	*87	2.4	3.1 147	*103	2.4	3.7 142	301	2.0	10.8 122	*136	2.7	4.9 166
CBS MORN. NEWS 2	C 2071	*76	2.1	3.7 173	*74	1.7	3.6 137	211	1.4	10.2 115	*85	1.7	4.1 133
DAYS OF OUR LIVES	N 8018	172	4.8	2.1 101	197	4.5	2.5 94	708	4.8	8.8 100	319	6.4	4.0 133
FACTS OF LIFE - DAYTIME	N 3487	*64	1.8	1.8 87	*99	2.3	2.8 109	305	2.1	8.7 99	*104	2.1	3.0 100
FAMILY FEUD	A 4817	*98	2.8	2.0 96	*106	2.4	2.2 84	302	2.0	6.3 71	*155	3.1	3.2 100
GENERAL HOSPITAL	A 8333	182	5.1	2.2 103	204	4.7	2.4 94	794	5.3	9.5 107	255	5.1	3.1 100
GOOD MORNING, AMERICA-730 A	A 5472	130	3.7	2.4 112	177	4.1	3.2 124	574	3.9	10.5 118	148	3.0	2.7 99
GOOD MORNING, AMERICA-830 A	A 3965	122	3.4	3.1 145	112	2.6	2.8 108	456	3.1	11.5 130	161	3.2	4.1 133
GUIDING LIGHT	C 7542	120	3.4	1.6 75	127	2.9	1.7 65	774	5.2	10.3 116	157	3.2	2.1 74
ONE LIFE TO LIVE	A 6018	*81	2.3	1.3 64	164	3.8	2.7 105	508	3.4	8.4 95	189	3.8	3.1 100
PRESS YOUR LUCK	C 3589	*79	2.2	2.2 104	119	2.7	3.3 127	255	1.7	7.1 80	152	3.1	4.2 144
PRICE IS RIGHT 1	C 7418	135	3.8	1.8 86	175	4.0	2.4 91	513	3.4	6.9 78	284	5.7	3.8 133
PRICE IS RIGHT 2	C 8276	124	3.5	1.5 71	212	4.9	2.6 98	570	3.8	6.9 78	308	6.2	3.7 122
RYAN'S HOPE	A 4358	*97	2.7	2.2 105	*107	2.4	2.5 94	398	2.7	9.1 103	*159	3.2	3.6 122
SALE OF THE CENTURY	N 3749	*42	1.2	1.1 53	105	2.4	2.8 108	248	1.7	6.6 75	110	2.2	2.9 99
SEARCH FOR TOMORROW	N 2884	**62	1.7	2.1 101	*86	2.0	3.0 114	300	2.0	10.4 117	*121	2.4	4.2 144
TODAY SHOW 1	N 4869	155	4.4	3.2 150	125	2.9	2.6 99	546	3.7	11.2 126	294	5.9	6.0 200
TODAY SHOW 2	N 4135	130	3.7	3.1 148	137	3.1	3.3 127	368	2.5	8.9 100	181	3.7	4.4 144
\$25,000 PYRAMID	C 4361	*84	2.4	1.9 91	120	2.7	2.8 106	276	1.9	6.3 71	154	3.1	3.5 111
WHEEL OF FORTUNE	N 6187	113	3.2	1.8 86	192	4.4	3.1 119	487	3.3	7.9 89	262	5.3	4.2 144
YOUNG AND THE RESTLESS	C 8186	*80	2.3	1.0 46	121	2.8	1.5 57	660	4.4	8.1 91	164	3.3	2.0 66
WEEKEND DAYTIME NTKW PRE 6PM													
ABC WIDE WORLD-SPORTS SAT A	4727	*67	1.9	1.4 67	134	3.1	2.8 109	432	2.9	9.1 103	168	3.4	3.6 122
NBA PLAYOFF GAME -1	C 5127	*66	1.9	1.3 61	113	2.6	2.2 85	391	2.6	7.6 86	111	2.2	2.2 74
NBC MAJOR LEAGUE PRE-GAME N	3945	**48	1.4	1.2 57	**55	1.3	1.4 54	247	1.7	6.3 71	*195	3.9	4.9 166
SPORTSWORLD - SUN	N 3370	*67	1.9	2.0 94	*79	1.8	2.3 90	243	1.6	7.2 81	*116	2.3	3.4 111
SUNDAY MORNING	C 4200	*142	4.0	3.4 160	*93	2.1	2.2 85	516	3.5	12.3 139	*231	4.7	5.5 188

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	3554	100.0	2.1	100	4369	100.0	2.6	100	14872	100.0	8.9	100	4957	100.0	3.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1271	35.8	2.4	115	1722	39.4	3.3	126	4275	28.7	8.2	92	1894	38.2	3.6	123
NETWORK AFFILIATES - LATE	39164	915	25.7	2.3	110	1153	26.4	2.9	113	3717	25.0	9.5	107	1234	24.9	3.2	107
INDEPENDENTS - LATE	5133	135	3.8	2.6	124	157	3.6	3.1	117	416	2.8	8.1	91	187	3.8	3.6	123
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	535	15.1	2.3	111	517	11.8	2.3	87	1985	13.3	8.7	98	613	12.4	2.7	91
ABC MONDAY NIGHT MOVIE	A 11258	285	8.0	2.5	119	435	10.0	3.9	148	769	6.5	8.6	97	342	6.9	3.0	103
ABC SUNDAY NIGHT MOVIE	A 23600	490	13.8	2.1	98	649	14.9	2.8	106	2158	14.5	9.1	103	697	14.1	3.0	100
ABC WORLD NEWS TONIGHT	A 12801	331	9.3	2.6	122	443	10.1	3.5	133	1138	7.7	8.9	100	505	10.2	3.9	133
AFTERMASH	C 10966	*248	7.0	2.3	107	262	6.0	2.4	92	1004	6.8	9.2	103	424	8.6	3.9	131
ALICE	C 17050	337	9.5	2.0	93	410	9.4	2.4	92	1569	10.6	9.2	104	649	13.1	3.8	129
AMERICAN PARADE	C 11998	276	7.8	2.3	109	469	10.7	3.9	150	1090	7.3	9.1	102	476	9.6	4.0	134
BENSON	A 19258	366	10.3	1.9	90	646	14.8	3.4	129	1771	11.9	9.2	104	729	14.7	3.8	128
BLUE THUNDER	A 11478	*195	5.5	1.7	80	315	7.2	2.7	105	955	6.4	8.3	94	368	7.4	3.2	108
CAGNEY & LACEY	C 18263	512	14.4	2.8	132	478	10.9	2.6	100	1687	11.3	9.2	104	514	10.4	2.8	95
CBS EVENING NEWS-DEAN	C 7733	207	5.8	2.7	126	256	5.9	3.3	127	742	5.0	9.6	108	334	6.7	4.3	146
CBS EVENING NEWS-RATHER	C 15653	346	9.7	2.2	104	473	10.8	3.0	116	1323	8.9	8.5	95	599	12.1	3.8	129
CBS SAT. NEWS-SCHIEFFER	C 8744	207	5.8	2.4	112	249	5.7	2.8	109	697	4.7	8.0	90	321	6.5	3.7	124
CBS SATURDAY NIGHT MOVIE	C 12000	195	5.5	1.6	77	298	6.8	2.5	95	973	6.5	8.1	91	372	7.5	3.1	105
CBS WEDNESDAY NIGHT MOVIE	C 11522	299	8.4	2.6	122	359	8.2	3.1	120	990	6.7	8.6	97	387	7.8	3.4	114
CHEERS	N 16818	433	12.2	2.6	122	367	8.4	2.2	84	1808	12.2	10.8	121	526	10.6	3.1	106
DALLAS	C 37510	836	23.5	2.2	105	927	21.2	2.5	95	3605	24.2	9.6	108	1240	25.0	3.3	112
DIFF'RENT STROKES	N 11258	*220	6.2	2.0	92	386	8.8	3.4	132	981	6.6	8.7	98	420	8.5	3.7	126
DOUBLE TROUBLE	N 12248	*212	6.0	1.7	82	305	7.0	2.5	96	1134	7.6	9.3	104	421	8.5	3.4	116
DUCK FACTORY	N 11100	237	6.7	2.1	101	261	6.0	2.4	90	1048	7.0	9.4	106	356	7.2	3.2	109
DUKES OF HAZZARD	C 12353	197	5.5	1.6	75	285	6.5	2.3	89	970	6.5	7.9	89	334	6.7	2.7	91
DYNASTY	A 33279	746	21.0	2.2	106	807	18.5	2.4	93	3090	20.8	9.3	105	1048	21.1	3.1	107
FACTS OF LIFE	N 13410	*199	5.6	1.5	70	327	7.5	2.4	94	1312	8.8	9.8	110	413	8.3	3.1	104
FALCON CREST	C 31093	665	18.7	2.1	101	829	19.0	2.7	102	3127	21.0	10.1	113	1151	23.2	3.7	125
FALL GUY	A 18649	318	8.9	1.7	80	491	11.2	2.6	101	1636	11.0	8.8	99	557	11.2	3.0	101
FAMILY TIES	N 13101	262	7.4	2.0	94	340	7.8	2.6	100	1255	8.4	9.6	108	383	7.7	2.9	99
FANTASY ISLAND	A 13069	278	7.8	2.1	100	365	8.4	2.8	107	1234	8.3	9.4	106	483	9.7	3.7	125
FOULUPS,BLEEPS & BLUNDERS	A 16588	343	9.7	2.1	98	510	11.7	3.1	118	1445	9.7	8.7	98	479	9.7	2.9	98
FOUR SEASONS	C 9302	*174	4.9	1.9	88	*255	5.8	2.7	105	852	5.7	9.2	103	408	8.2	4.4	148
GIMME A BREAK	N 13955	321	9.0	2.3	109	399	9.1	2.9	110	1295	8.7	9.3	105	494	10.0	3.5	120
HART TO HART	A 15735	374	10.5	2.4	112	465	10.6	3.0	113	1530	10.3	9.7	110	498	10.0	3.2	107
HILL STREET BLUES	N 18257	501	14.1	2.7	130	401	9.3	2.2	86	1771	11.9	9.7	109	520	10.5	2.8	96
HOTEL	A 24236	517	14.5	2.1	101	744	17.0	3.1	118	2118	14.2	8.7	99	816	16.5	3.4	114
JEFFERSONS	C 17010	350	9.8	2.1	97	361	8.3	2.1	81	1518	10.2	8.9	101	718	14.5	4.2	143
JENNIFER SLEPT HERE	N 9397	*229	6.4	2.4	115	292	6.7	3.1	119	801	5.4	8.5	96	319	6.4	3.4	115
KATE & ALLIE	C 16762	350	9.8	2.1	99	447	10.2	2.7	102	1615	10.9	9.6	109	483	9.7	2.9	98
KNIGHT RIDER	N 13164	244	6.9	1.9	87	328	7.5	2.5	96	1134	7.6	8.6	97	377	7.6	2.9	97
LOVE BOAT	A 20400	572	16.1	2.8	132	570	13.0	2.8	107	1796	12.1	8.8	99	789	15.9	3.9	131
MAGNUM PI	C 22543	471	13.3	2.1	99	628	14.4	2.8	107	2052	13.8	9.1	103	717	14.5	3.2	108
MAMA'S FAMILY	N 9852	293	8.2	3.0	140	342	7.8	3.5	133	899	6.0	9.1	103	339	6.8	3.4	116
MASTER, THE	N 8082	*129	3.6	1.6	75	191	4.4	2.4	91	760	5.1	9.4	106	216	4.4	2.7	90
MATT HOUSTON	A 12881	229	6.4	1.8	84	330	7.6	2.6	98	1171	7.9	9.1	103	316	6.4	2.5	83
NBC MONDAY NIGHT MOVIE	N 23889	450	12.7	1.9	89	504	11.5	2.1	81	2098	14.1	8.8	99	693	14.0	2.9	98
NBC NIGHTLY NEWS	N 11156	293	8.2	2.6	124	300	6.9	2.7	103	868	5.8	7.8	88	435	8.8	3.9	132
NBC NIGHTLY NEWS-SAT	N 7363	281	7.9	3.8	180	225	5.1	3.1	117	490	3.3	6.7	75	313	6.3	4.3	144
NBC NIGHTLY NEWS-SUN	N 6214	*202	5.7	3.3	153	*127	2.9	2.0	78	358	2.4	5.8	65	294	5.9	4.7	160
NBC SUNDAY NIGHT MOVIE	N 17590	352	9.9	2.0	94	312	7.1	1.8	68	1726	11.6	9.8	111	518	10.4	2.9	100
NEW HART	C 16740	389	10.9	2.3	110	471	10.8	2.8	108	1589	10.7	9.5	107	466	9.4	2.8	94
ONE DAY AT A TIME	C 11820	243	6.8	2.1	97	313	7.2	2.6	102	1016	6.8	8.6	97	434	8.8	3.7	124
PEOPLE ARE FUNNY	N 9138	*206	5.8	2.3	106	320	7.3	3.5	134	824	5.5	9.0	102	261	5.3	2.9	97
REAL PEOPLE	N 15979	280	7.9	1.8	83	367	8.4	2.3	88	1318	8.9	8.2	93	510	10.3	3.2	108
REMINGTON STEELE	N 14395	359	10.1	2.5	118	246	5.6	1.7	66	1160	7.8	8.1	91	353	7.1	2.5	83
RIPLEY'S BELIEVE IT - NOT	A 11362	223	6.3	2.0	93	320	7.3	2.8	108	875	5.9	7.7	87	357	7.2	3.1	106
RIPTIDE	N 13920	240	6.8	1.7	81	236	5.4	1.7	65	1039	7.0	7.5	84	392	7.9	2.8	95
SCARECROW & MRS. KING	C 17571	340	9.6	1.9	91	426	9.8	2.4	93	1500	10.1	8.5	96	566	11.4	3.2	109
SIMON & SIMON	C 20208	353	9.9	1.7	82	531	12.2	2.6	101	1801	12.1	8.9	101	498	10.0	2.5	83
60 MINUTES	C 27668	659	18.5	2.4	112	827	18.9	3.0	115	2593	17.4	9.4	106	1118	22.6	4.0	137
ST. ELSEWHERE	N 13699	294	8.3	2.1	101	388	8.9	2.8	109	1416	9.5	10.3	117	351	7.1	2.6	87
THREE'S COMPANY	A 20632	355	10.0	1.7	81	718	16.4	3.5	134	1824	12.3	8.8	100	663	13.4	3.2	109
T.J. HOOKER	A 17136	334	9.4	1.9	92	470	10.8	2.7	105	1487	10.0	8.7					

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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IN-BOWL TOILET BOWL CLEANERS

BASE = FEMALE HOMEOWNERS (80986)

QUESTIONNAIRE PAGE H-20

		'000	%	UNWEIGHTED					
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?									
	YES	40971	50.6	4809					
	NO	40015	49.4	4626					
		ALL		SOLE		PRIMARY		SECONDARY	
		'000	%	'000	%	'000	%	'000	%
									UNWEIGHTED
IF YES									
1B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BOWLENE GRANULAR		369	.5	91	.1	110	.1	169	.2
DEPENDO		747	.9	351	.4	283	.3	114	.1
LYSOL TOILET BOWL CLEANER		13785	17.0	9825	12.1	3304	4.1	656	.8
SANI-FLUSH GRANULAR		8637	10.7	4418	5.5	3261	4.0	958	1.2
SANI-FLUSH LIQUID		5633	7.0	3092	3.8	1854	2.3	687	.8
SNO-BOL LIQUID		2613	3.2	1528	1.9	722	.9	363	.4
VANISH GRANULAR		7738	9.6	3754	4.6	2969	3.7	1015	1.3
VANISH LIQUID		6533	8.1	3691	4.6	2087	2.6	755	.9
OTHER BRANDS		6558	8.1	4705	5.8	1172	1.4	681	.8
DO NOT KNOW		281	.3						29

		'000	%	UNWEIGHTED	
1C. ABOUT HOW MANY BOTTLES, CANS OR CONTAINERS OF IN-BOWL TOILET BOWL CLEANER WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?					
SIX OR MORE	H	1003	1.2	124	
FIVE	H	549	.7	64	
FOUR	H	969	1.2	126	
THREE	H	2145	2.6	246	
TWO	H	6652	8.2	755	
ONE	M	13461	16.6	1514	
LESS THAN ONE	L	14737	18.2	1808	
NONE	L	1455	1.8	172	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	40971	100.0	50.6	100	11318	100.0	14.0	100	13461	100.0	16.6	100	16192	100.0	20.0	100
18 - 24	9282	3642	8.9	39.2	78	970	8.6	10.5	75	1074	8.0	11.6	70	1599	9.9	17.2	86
25 - 34	19072	8898	21.7	46.7	92	2688	23.7	14.1	101	2693	20.0	14.1	85	3517	21.7	18.4	92
35 - 44	14591	7828	19.1	53.6	106	2205	19.5	15.1	108	3006	22.3	20.6	124	2616	16.2	17.9	90
45 - 54	11345	6057	14.8	53.4	106	1880	16.6	16.6	119	1811	13.5	16.0	96	2366	14.6	20.9	104
55 - 64	11635	6064	14.8	52.1	103	1566	13.8	13.5	96	2111	15.7	18.1	109	2387	14.7	20.5	103
65 OR OLDER	15061	8482	20.7	56.3	111	2009	17.8	13.3	95	2766	20.5	18.4	110	3707	22.9	24.6	123
18 - 34	28354	12541	30.6	44.2	87	3658	32.3	12.9	92	3767	28.0	13.3	80	5115	31.6	18.0	90
18 - 49	48339	23259	56.8	48.1	95	6747	59.6	14.0	100	7639	56.7	15.8	95	8873	54.8	18.4	92
25 - 54	45008	22783	55.6	50.6	100	6773	59.8	15.0	108	7511	55.8	16.7	100	8499	52.5	18.9	94
35 - 49	19985	10719	26.2	53.6	106	3089	27.3	15.5	111	3872	28.8	19.4	117	3758	23.2	18.8	94
50 OR OLDER	32647	17712	43.2	54.3	107	4571	40.4	14.0	100	5822	43.3	17.8	107	7319	45.2	22.4	112
GRADUATED COLLEGE	11155	5524	13.5	49.5	98	1185	10.5	10.6	76	1783	13.2	16.0	96	2556	15.8	22.9	115
ATTENDED COLLEGE	13682	6808	16.6	49.8	98	1819	16.1	13.3	95	2078	15.4	15.2	91	2912	18.0	21.3	106
GRADUATED HIGH SCHOOL	33880	17846	43.6	52.7	104	4665	41.2	13.8	99	6362	47.3	18.8	113	6819	42.1	20.1	101
DID NOT GRADUATE HIGH SCHOOL	22270	10794	26.3	48.5	96	3649	32.2	16.4	117	3239	24.1	14.5	88	3906	24.1	17.5	88
EMPLOYED	40306	20048	48.9	49.7	98	5246	46.4	13.0	93	6796	50.5	16.9	101	8006	49.4	19.9	99
EMPLOYED FULL-TIME	32850	16306	39.8	49.6	98	4277	37.8	13.0	93	5625	41.8	17.1	103	6404	39.6	19.5	98
EMPLOYED PART-TIME	7456	3742	9.1	50.2	99	970	8.6	13.0	93	1171	8.7	15.7	94	1601	9.9	21.5	107
NOT EMPLOYED	40680	20923	51.1	51.4	102	6071	53.6	14.9	107	6665	49.5	16.4	99	8186	50.6	20.1	101
PROFESSIONAL/MANAGER	10392	5509	13.4	53.0	105	1132	10.0	10.9	78	1734	12.9	16.7	100	2643	16.3	25.4	127
TECH/CLERICAL/SALES	17574	8275	20.2	47.1	93	2191	19.4	12.5	89	2900	21.5	16.5	99	3184	19.7	18.1	91
PRECISION/CRAFT	985	588	1.4	59.7	118	**138	1.2	14.0	100	**241	1.8	24.5	147	**209	1.3	21.2	106
OTHER EMPLOYED	11354	5676	13.9	50.0	99	1786	15.8	15.7	113	1921	14.3	16.9	102	1969	12.2	17.3	87
SINGLE	9863	4417	10.8	44.8	89	1231	10.9	12.5	89	1325	9.8	13.4	81	1861	11.5	18.9	94
MARRIED	51375	26489	64.7	51.6	102	7410	65.5	14.4	103	8994	66.8	17.5	105	10085	62.3	19.6	98
DIVORCED/SEPARATED/WIDOWED	19748	10065	24.6	51.0	101	2677	23.7	13.6	97	3143	23.3	15.9	96	4246	26.2	21.5	108
PARENTS	32590	15897	38.8	48.8	96	5101	45.1	15.7	112	5537	41.1	17.0	102	5259	32.5	16.1	81
WHITE	70416	35645	87.0	50.6	100	9016	79.7	12.8	92	11911	88.5	16.9	102	14717	90.9	20.9	105
BLACK	8778	4570	11.2	52.1	103	2058	18.2	23.4	168	1362	10.1	15.5	93	1151	7.1	13.1	66
OTHER	1791	*756	1.8	42.2	83	**244	2.2	13.6	97	**188	1.4	10.5	63	**324	2.0	18.1	90
NORTHEAST-CENSUS	17786	8382	20.5	47.1	93	2378	21.0	13.4	96	2736	20.3	15.4	93	3268	20.2	18.4	92
NORTH CENTRAL	20741	12555	30.6	60.5	120	3474	30.7	16.7	120	4071	30.2	19.6	118	5010	30.9	24.2	121
SOUTH	27775	13418	32.7	48.3	95	4038	35.7	14.5	104	4682	34.8	16.9	101	4698	29.0	16.9	85
WEST	14683	6616	16.1	45.1	89	1427	12.6	9.7	70	1973	14.7	13.4	81	3216	19.9	21.9	110
NORTHEAST-MKTG.	17961	8122	19.8	45.2	89	2459	21.7	13.7	98	2842	21.1	15.8	95	2821	17.4	15.7	79
EAST CENTRAL	11885	7274	17.8	61.2	121	2123	18.8	17.9	128	2505	18.6	21.1	127	2646	16.3	22.3	111
WEST CENTRAL	14090	8415	20.5	59.7	118	2145	19.0	15.2	109	2738	20.3	19.4	117	3531	21.8	25.1	125
SOUTH	24081	11458	28.0	47.6	94	3366	29.7	14.0	100	3761	27.9	15.6	94	4331	26.7	18.0	90
PACIFIC	12969	5702	13.9	44.0	87	1225	10.8	9.4	68	1614	12.0	12.4	75	2863	17.7	22.1	110
COUNTY SIZE A	32439	15610	38.1	48.1	95	4560	40.3	14.1	101	5024	37.3	15.5	93	6027	37.2	18.6	93
COUNTY SIZE B	24915	12622	30.8	50.7	100	3301	29.2	13.2	95	4147	30.8	16.6	100	5175	32.0	20.8	104
COUNTY SIZE C	12930	6611	16.1	51.1	101	1610	14.2	12.5	89	2448	18.2	18.9	114	2553	15.8	19.7	99
COUNTY SIZE D	10703	6128	15.0	57.3	113	1847	16.3	17.3	123	1843	13.7	17.2	104	2437	15.1	22.8	114
METRO CENTRAL CITY	24518	11394	27.8	46.5	92	3086	27.3	12.6	90	3476	25.8	14.2	85	4832	29.8	19.7	99
METRO SUBURBAN	35919	18242	44.5	50.8	100	4916	43.4	13.7	98	6093	45.3	17.0	102	7233	44.7	20.1	101
NON METRO	20549	11335	27.7	55.2	109	3315	29.3	16.1	115	3893	28.9	18.9	114	4127	25.5	20.1	100
TOP 5 ADI'S	18341	8597	21.0	46.9	93	2627	23.2	14.3	102	2629	19.5	14.3	86	3341	20.6	18.2	91
TOP 10 ADI'S	25378	11997	29.3	47.3	93	3529	31.2	13.9	100	3783	28.1	14.9	90	4685	28.9	18.5	92
TOP 20 ADI'S	36488	17966	43.9	49.2	97	5037	44.5	13.8	99	5624	41.8	15.4	93	7306	45.1	20.0	100
HSGLD INC. \$50,000 OR MORE	6612	3356	8.2	50.8	100	804	7.1	12.2	87	1199	8.9	18.1	109	1354	8.4	20.5	102
\$40,000 OR MORE	12659	6450	15.7	51.0	101	1528	13.5	12.1	86	2173	16.1	17.2	103	2749	17.0	21.7	109
\$30,000 OR MORE	24698	12753	31.1	51.6	102	3324	29.4	13.5	96	4196	31.2	17.0	102	5233	32.3	21.2	106
\$25,000 OR MORE	32077	16754	40.9	52.2	103	4343	38.4	13.5	97	5543	41.2	17.3	104	6868	42.4	21.4	107
\$20,000 - \$24,999	9144	4711	11.5	51.5	102	1044	9.2	11.4	82	1814	13.5	18.8	119	1853	11.4	20.3	101
\$15,000 - \$19,999	8728	4046	9.9	46.4	92	1021	9.0	11.7	84	1438	10.7	16.5	99	1587	9.8	18.2	91
\$10,000 - \$14,999	12562	6398	15.6	50.9	101	1897	16.8	15.1	108	2128	15.8	16.9	102	2372	14.6	18.9	94
UNDER \$10,000	18475	9063	22.1	49.1	97	3014	26.6	16.3	117	2538	18.9	13.7	83	3511	21.7	19.0	95
HOUSEHOLD OF 1 PERSON	11987	6249	15.3	52.1	103	1210	10.7	10.1	72	1642	12.2	13.7	82	3397	21.0	28.3	142
2 PEOPLE	26577	13411	32.7	50.5	100	3307	29.2	12.4	89	4423	32.9	16.6	100	5681	35.1	21.4	107
3 OR 4 PEOPLE	30617	15679	38.3	51.2	101	4714	41.7	15.4	110	5484	40.7	17.9	108	5481	33.9	17.9	90
5 OR MORE PEOPLE	11804	5631	13.7	47.7	94	2087	18.4	17.7	127	1912	14.2	16.2	97	1632	10.1	13.8	69
NO CHILD IN HSHLD	46165	23818	58.1	51.6	102	5784	51.1	12.5	90	7453	55.4	16.1	97	10581	65.3	22.9	115
CHILD(REN) UNDER 2 YRS	5325	2593	6.3	48.7	96	834	7.4	15.7	112	836	6.2	15.7	94	923	5.7	17.3	87
2 - 5 YEARS	14221	6563	16.0	46.2	91	2122	18.7	14.9	107	2195	16.3	15.4	93	2246	13.9	15.8	79
6 - 11 YEARS	15117	7495	18.3	49.6	98	2615	23.1	17.3	124	2553	19.0	16.9	102	2328	14.4	15.4	77
12 - 17 YEARS	16611	8181	20.0	49.3	97	2779	24.6	16.7	120	3028	22.5	18.2	110	2374	14.7	14.3	71
RESIDENCE OWNED	55884	30063	73.4	53.8	106	7830	69.2	14.0	100	10491	77.9	18.8	113	11742	72.5	21.0	105
VALUE: \$50,000 OR MORE	31744	16578	40.5	52.2	103	4304	38.0	13.6	97	5537	41.1	17.4	105	6737	41.6	21.2	106
VALUE: UNDER \$50,000	24140	13485	32.9	55.9	110	3526	31.2	14.6	105	4954	36.8	20.5	123	5005	30.9	20.7	104

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	40971	100.0	50.6	100	11318	100.0	14.0	100	13461	100.0	16.6	100	16192	100.0	20.0	100
MAGAZINES	QUINTILE 1	15799	8473	20.7	53.6	106	2351	20.8	14.9	106	2957	22.0	18.7	113	3165	19.5	20.0	100
	QUINTILE 2	17259	8884	21.7	51.5	102	2356	20.8	13.7	98	3070	22.8	17.8	107	3458	21.4	20.0	100
	QUINTILE 3	13545	6871	16.8	50.7	100	1846	16.3	13.6	98	2270	16.9	16.8	101	2755	17.0	20.3	102
	QUINTILE 4	15133	7476	18.2	49.4	98	2119	18.7	14.0	100	2298	17.1	15.2	91	3059	18.9	20.2	101
	QUINTILE 5	19250	9267	22.6	48.1	95	2645	23.4	13.7	98	2866	21.3	14.9	90	3755	23.2	19.5	98
NEWSPAPERS	QUINTILE 1	12413	6710	16.4	54.1	107	1893	16.7	15.3	109	2225	16.5	17.9	108	2592	16.0	20.9	104
	QUINTILE 2	24116	12902	31.5	53.5	106	3567	31.5	14.8	106	4523	33.6	18.8	113	4812	29.7	20.0	100
	QUINTILE 3	11261	5821	14.2	51.7	102	1601	14.1	14.2	102	1689	12.5	15.0	90	2531	15.6	22.5	111
	QUINTILE 4	20255	9968	24.3	49.2	97	2582	22.8	12.7	91	3295	24.5	16.3	98	4091	25.3	20.2	101
	QUINTILE 5	12940	5570	13.6	43.0	85	1674	14.8	12.9	93	1731	12.9	13.4	80	2165	13.4	16.7	84
OUTDOOR	QUINTILE 1	14852	6736	16.4	45.4	90	1665	14.7	11.2	80	2528	18.8	17.0	102	2543	15.7	17.1	86
	QUINTILE 2	15725	8332	20.3	53.0	105	2194	19.4	14.0	100	2755	20.5	17.5	105	3383	20.9	21.5	108
	QUINTILE 3	16330	8715	21.3	53.4	105	2436	21.5	14.9	107	2735	20.3	16.7	101	3544	21.9	21.7	109
	QUINTILE 4	16744	8479	20.7	50.6	100	2568	22.7	15.3	110	2655	19.7	15.9	95	3257	20.1	19.5	97
	QUINTILE 5	17334	8709	21.3	50.2	99	2455	21.7	14.2	101	2789	20.7	16.1	97	3465	21.4	20.0	100
RADIO-DRIVE TIME	QUINTILE 1	15911	8455	20.6	53.1	105	2510	22.2	15.8	113	2911	21.6	18.3	110	3034	18.7	19.1	95
	QUINTILE 2	14837	7532	18.4	50.8	100	2120	18.7	14.3	102	2673	19.9	18.0	108	2739	16.9	18.5	92
	QUINTILE 3	15339	7622	18.6	49.7	98	1968	17.4	12.8	92	2518	18.7	16.4	99	3136	19.4	20.4	102
	QUINTILE 4	16723	8177	20.0	48.9	97	2262	20.0	13.5	97	2614	19.4	15.6	94	3302	20.4	19.7	99
	QUINTILE 5	18176	9185	22.4	50.5	100	2458	21.7	13.5	97	2745	20.4	15.1	91	3981	24.6	21.9	110
RADIO-MID- DAY	TERCILE 1	21020	10831	26.4	51.5	102	2991	26.4	14.2	102	3623	26.9	17.2	104	4218	26.0	20.1	100
	TERCILE 2	21610	11399	27.8	52.7	104	3389	29.9	15.7	112	3664	27.2	17.0	102	4347	26.8	20.1	101
	TERCILE 3	38355	18740	45.7	48.9	97	4938	43.6	12.9	92	6175	45.9	16.1	97	7628	47.1	19.9	99
RADIO-TOTAL	QUINTILE 1	15988	8482	20.7	53.1	105	2559	22.6	16.0	115	2966	22.0	18.6	112	2957	18.3	18.5	93
	QUINTILE 2	15626	7837	19.1	50.2	99	2118	18.7	13.6	97	2496	18.5	16.0	96	3223	19.9	20.6	103
	QUINTILE 3	16723	8438	20.6	50.5	100	2402	21.2	14.4	103	2857	21.2	17.1	103	3180	19.6	19.0	95
	QUINTILE 4	16342	8194	20.0	50.1	99	2116	18.7	12.9	93	2560	19.0	15.7	94	3518	21.7	21.5	108
	QUINTILE 5	16306	8020	19.6	49.2	97	2123	18.8	13.0	93	2583	19.2	15.8	95	3314	20.5	20.3	102
TV-PRIME TIME	QUINTILE 1	15953	8484	20.7	53.2	105	2341	20.7	14.7	105	3043	22.6	19.1	115	3100	19.1	19.4	97
	QUINTILE 2	16137	8166	19.9	50.6	100	2226	19.7	13.8	99	2454	18.2	15.2	91	3487	21.5	21.6	108
	QUINTILE 3	16420	8405	20.5	51.2	101	2270	20.1	13.8	99	2993	22.2	18.2	110	3143	19.4	19.1	96
	QUINTILE 4	16687	8130	19.8	48.7	96	2323	20.5	13.9	100	2569	19.1	15.4	93	3239	20.0	19.4	97
	QUINTILE 5	15789	7786	19.0	49.3	97	2159	19.1	13.7	98	2404	17.9	15.2	92	3223	19.9	20.4	102
TV-DAYTIME	TERCILE 1	27736	14070	34.3	50.7	100	4296	38.0	15.5	111	4573	34.0	16.5	99	5201	32.1	18.8	94
	TERCILE 2	26489	13633	33.3	51.5	102	3697	32.7	14.0	100	4678	34.8	17.7	106	5259	32.5	19.9	99
	TERCILE 3	26761	13268	32.4	49.6	98	3325	29.4	12.4	89	4211	31.3	15.7	95	5732	35.4	21.4	107
TV-TOTAL	QUINTILE 1	16345	8414	20.5	51.5	102	2564	22.7	15.7	112	2992	22.2	18.3	110	2858	17.7	17.5	87
	QUINTILE 2	16447	9023	22.0	54.9	108	2582	22.8	15.7	112	2865	21.3	17.4	105	3576	22.1	21.7	109
	QUINTILE 3	15980	7761	18.9	48.6	96	2134	18.9	13.4	96	2523	18.7	15.8	95	3105	19.2	19.4	97
	QUINTILE 4	15887	7975	19.5	50.2	99	1965	17.4	12.4	89	2704	20.1	17.0	102	3306	20.4	20.8	104
	QUINTILE 5	16326	7798	19.0	47.8	94	2074	18.3	12.7	91	2377	17.7	14.6	88	3348	20.7	20.5	103
MAGAZINES-NEWSPAPERS: DUAL		20721	11302	27.6	54.5	108	3069	27.1	14.8	106	3898	29.0	18.8	113	4336	26.8	20.9	105
MAGAZINE IMPERATIVE		19186	9341	22.8	48.7	96	2417	21.4	12.6	90	3128	23.2	16.3	98	3796	23.4	19.8	99
NEWSPAPER IMPERATIVE		21899	11337	27.7	51.8	102	3288	29.1	15.0	107	3710	27.6	16.9	102	4339	26.8	19.8	99
MAGAZINES-OUTDOOR: DUAL		15451	8293	20.2	53.7	106	2086	18.4	13.5	97	3075	22.8	19.9	120	3132	19.3	20.3	101
MAGAZINE IMPERATIVE		25953	13477	32.9	51.9	103	3865	34.1	14.9	107	4416	32.8	17.0	102	5196	32.1	20.0	100
OUTDOOR IMPERATIVE		24400	11555	28.2	47.4	94	3174	28.0	13.0	93	3672	27.3	15.0	91	4709	29.1	19.3	97
MAGAZINES-RADIO: DUAL		18049	9672	23.6	53.6	106	2624	23.2	14.5	104	3489	25.9	19.3	116	3560	22.0	19.7	99
MAGAZINE IMPERATIVE		23571	12134	29.6	51.5	102	3211	28.4	13.6	97	3998	29.7	17.0	102	4924	30.4	20.9	104
RADIO IMPERATIVE		23278	11587	28.3	49.8	98	3471	30.7	14.9	107	3523	26.2	15.1	91	4593	28.4	19.7	99
MAGAZINES-TELEVISION: DUAL		15459	8397	20.5	54.3	107	2465	21.8	15.9	114	3020	22.4	19.5	118	2913	18.0	18.8	94
MAGAZINE IMPERATIVE		25829	12842	31.3	49.7	98	3209	28.4	12.4	89	4290	31.9	16.6	100	5344	33.0	20.7	103
TELEVISION IMPERATIVE		26039	13077	31.9	50.2	99	3778	33.4	14.5	104	4058	30.1	15.6	94	5241	32.4	20.1	101
NEWSPAPERS-OUTDOOR: DUAL		16605	8957	21.9	53.9	107	2221	19.6	13.4	96	3277	24.3	19.7	119	3459	21.4	20.8	104
NEWSPAPER IMPERATIVE		26834	14417	35.2	53.7	106	4268	37.7	15.9	114	4515	33.5	16.8	101	5634	34.8	21.0	105
OUTDOOR IMPERATIVE		23346	10824	26.4	46.4	92	3008	26.6	12.9	92	3450	25.6	14.8	89	4366	27.0	18.7	94
NEWSPAPERS-RADIO: DUAL		17133	9319	22.7	54.4	108	2711	24.0	15.8	113	3175	23.6	18.5	111	3433	21.2	20.0	100
NEWSPAPER IMPERATIVE		25892	13562	33.1	52.4	104	3720	32.9	14.4	103	4445	33.0	17.2	103	5397	33.3	20.8	104
RADIO IMPERATIVE		23167	11265	27.5	48.6	96	3158	27.9	13.6	98	3606	26.8	15.6	94	4501	27.8	19.4	97
NEWSPAPERS-TELEVISION: DUAL		17159	9324	22.8	54.3	107	2704	23.9	15.8	113	3181	23.6	18.5	112	3440	21.2	20.0	100
NEWSPAPER IMPERATIVE		26214	13517	33.0	51.6	102	3607	31.9	13.8	98	4439	33.0	16.9	102	5472	33.8	20.9	104
TELEVISION IMPERATIVE		23412	11655	28.4	49.8	98	3432	30.3	14.7	105	3811	28.3	16.3	98	4412	27.2	18.8</	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	40971	100.0	50.6	100	11318	100.0	14.0	100	13461	100.0	16.6	100	16192	100.0	20.0	100
ATLANTIC MONTHLY	415	*244	0.6	58.8	116	**98	0.9	23.6	169	**22	0.2	5.3	32	**125	0.8	30.1	151
BARRON'S	453	*233	0.6	51.4	102	**50	0.4	11.0	79	**45	0.3	9.9	60	**138	0.9	30.5	152
BETTER HOMES & GARDENS	16256	8943	21.8	55.0	109	2477	21.9	15.2	109	2879	21.4	17.7	107	3587	22.2	22.1	110
BON APPETIT	2535	1245	3.0	49.1	97	294	2.6	11.6	83	405	3.0	16.0	96	546	3.4	21.5	108
BUSINESS WEEK	1278	735	1.8	57.5	114	*170	1.5	13.3	95	*193	1.4	15.1	91	372	2.3	29.1	146
CAR AND DRIVER	378	*148	0.4	39.2	77	**21	0.2	5.6	40	**66	0.5	17.5	105	**61	0.4	16.1	81
CBS MAGAZINE NETWORK (GROSS)	1498	747	1.8	49.9	99	293	2.6	19.6	140	*177	1.3	11.8	71	*277	1.7	18.5	92
CHANGING TIMES	1505	882	2.2	58.6	116	*217	1.9	14.4	103	*243	1.8	16.1	97	421	2.6	28.0	140
COLONIAL HOMES	1231	647	1.6	52.6	104	*118	1.0	9.6	69	*228	1.7	18.5	111	301	1.9	24.5	122
CONDE NAST MAG. PKG. (GROSS)	14146	7290	17.8	51.5	102	2166	19.1	15.3	110	2271	16.9	16.1	97	2853	17.6	20.2	101
CONSUMERS DIGEST	1323	750	1.8	56.7	112	*156	1.4	11.8	84	*327	2.4	24.7	149	267	1.6	20.2	101
COSMOPOLITAN	7102	3577	8.7	50.4	100	1012	8.9	14.2	102	1418	10.5	20.0	120	1147	7.1	16.2	81
COUNTRY LIVING	2481	1347	3.3	54.3	107	296	2.6	11.9	85	499	3.7	20.1	121	552	3.4	22.2	111
CUISINE	1472	745	1.8	50.6	100	*199	1.8	13.5	97	*280	2.1	19.0	114	266	1.6	18.1	90
CYCLE WORLD	425	*228	0.6	53.6	106	**63	0.6	14.8	106	**84	0.6	19.8	119	**81	0.5	19.1	95
DCI:CREATIVE IDEAS FOR LIV	2510	1326	3.2	52.8	104	394	3.5	15.7	112	574	4.3	22.9	138	358	2.2	14.3	71
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3438	8.4	51.4	102	878	7.8	13.1	94	1340	10.0	20.0	120	1220	7.5	18.2	91
DISCOVER	894	406	1.0	45.4	90	**58	0.5	6.5	46	*184	1.4	20.6	124	*163	1.0	18.2	91
EBONY	3507	1928	4.7	55.0	109	900	8.0	25.7	184	595	4.4	17.0	102	433	2.7	12.3	62
ESQUIRE	1083	635	1.5	58.6	116	260	2.3	24.0	172	*184	1.4	17.0	102	*191	1.2	17.6	88
ESSENCE	1830	1038	2.5	56.7	112	478	4.2	26.1	187	311	2.3	17.0	102	250	1.5	13.7	68
FAMILY CIRCLE	15930	8678	21.2	54.5	108	2386	21.1	15.0	107	3074	22.8	19.3	116	3218	19.9	20.2	101
THE FAMILY HANDYMAN	1126	619	1.5	55.0	109	*177	1.6	15.7	112	*224	1.7	19.9	120	*218	1.3	19.4	97
FAMILY WEEKLY	11468	6073	14.8	53.0	105	1832	16.2	16.0	114	1803	13.4	15.7	95	2438	15.1	21.3	106
FIELD & STREAM	2234	1188	2.9	53.2	105	409	3.6	18.3	131	341	2.5	15.3	92	438	2.7	19.6	98
FOOD & WINE	579	341	0.8	58.9	116	**78	0.7	13.5	96	**115	0.9	19.9	119	*148	0.9	25.6	128
FORBES	728	402	1.0	55.2	109	**104	0.9	14.3	102	**80	0.6	11.0	66	*217	1.3	29.8	149
FORTUNE	906	502	1.2	55.4	110	*95	0.8	10.5	75	**94	0.7	10.4	62	*313	1.9	34.5	173
GENTLEMEN'S QUARTERLY	791	343	0.8	43.4	86	*146	1.3	18.5	132	**55	0.4	7.0	42	*141	0.9	17.8	89
GLAMOUR	5265	2726	6.7	51.8	102	774	6.8	14.7	105	947	7.0	18.0	108	1005	6.2	19.1	95
GOLF DIGEST	636	297	0.7	46.7	92	**97	0.9	15.3	109	**109	0.8	17.1	103	**90	0.6	14.2	71
GOLF DIGEST/TENNIS (GROSS)	1186	573	1.4	48.3	96	*186	1.6	15.7	112	*178	1.3	15.0	90	*210	1.3	17.7	89
GOLF MAGAZINE	441	*169	0.4	38.3	76	**34	0.3	7.7	55	**66	0.5	15.0	90	**69	0.4	15.6	78
GOLF MAGAZINE/SKI (GROSS)	922	372	0.9	40.3	80	**95	0.8	10.3	74	**116	0.9	12.6	76	*161	1.0	17.5	87
GOOD HOUSEKEEPING	16487	9042	22.1	54.8	108	2360	20.9	14.3	102	3200	23.8	19.4	117	3482	21.5	21.1	106
HARPER'S BAZAAR	2423	1350	3.3	55.7	110	377	3.3	15.6	111	393	2.9	16.2	98	580	3.6	23.9	120
HEALTH	1994	1235	3.0	61.9	122	454	4.0	22.8	163	360	2.7	18.1	109	421	2.6	21.1	106
HEARST MAG CORP. BUY (GROSS)	44101	23623	57.7	53.6	106	6422	56.7	14.6	104	8364	62.1	19.0	114	8837	54.6	20.0	100
HEARST MAN POWER (GROSS)	1993	1177	2.9	59.1	117	426	3.8	21.4	153	345	2.6	17.3	104	406	2.5	20.4	102
HEARST WOMAN POWER (GROSS)	31274	16847	41.1	53.9	106	4559	40.3	14.6	104	6145	45.7	19.6	118	6143	37.9	19.6	98
HOUSE BEAUTIFUL	3623	1740	4.2	48.0	95	483	4.3	13.3	95	577	4.3	15.9	96	680	4.2	18.8	94
INC.	283	*178	0.4	62.9	124	**40	0.4	14.1	101	**33	0.2	11.7	70	**105	0.6	37.1	186
JET	2928	1674	4.1	57.2	113	817	7.2	27.9	200	459	3.4	17.7	94	398	2.5	13.6	68
LADIES' HOME JOURNAL	11918	6548	16.0	54.9	109	1762	15.6	14.8	106	2357	17.5	19.8	119	2429	15.0	20.4	102
LHJ FAMILY GRP COMBO(GROSS)	16764	9265	22.6	55.3	109	2609	23.1	15.6	111	3255	24.2	19.4	117	3401	21.0	20.3	101
LIFE	4254	2068	5.0	48.6	96	676	6.0	15.9	114	673	5.0	15.8	95	719	4.4	16.9	85
L.A. TIMES HOME MAGAZINE	1145	571	1.4	49.9	99	**100	0.9	8.7	62	*158	1.2	13.8	83	313	1.9	27.3	137
MADEMOISELLE	2884	1549	3.8	53.7	106	389	3.4	13.5	97	446	3.3	15.5	93	715	4.4	24.8	124
MC CALL'S	13460	7315	17.9	54.3	107	1998	17.7	14.8	106	2502	18.6	18.6	112	2815	17.4	20.9	105
MC CALL'S/WRK MOTHER (GROSS)	14606	7851	19.2	53.8	106	2196	19.4	15.0	108	2692	20.0	18.4	111	2962	18.3	20.3	101
MECHANIX ILLUSTRATED	772	460	1.1	59.6	118	**121	1.1	15.7	112	*152	1.1	19.7	118	*188	1.2	24.4	122
METROPOLITAN HOME	967	632	1.5	65.4	129	*130	1.1	13.4	96	*181	1.3	18.7	113	322	2.0	33.3	167
MONEY	1588	989	2.4	62.3	123	*265	2.3	16.7	119	246	1.8	15.5	93	478	3.0	30.1	151
MOTHER EARTH NEWS	1002	471	1.1	47.0	93	**77	0.7	7.7	55	*199	1.5	19.9	119	*195	1.2	19.5	97
MS.	825	409	1.0	49.6	98	*146	1.3	17.7	127	*116	0.9	14.1	85	*146	0.9	17.7	89
NATIONAL ENQUIRER	10336	5664	13.8	54.8	108	1709	15.1	16.5	118	1930	14.3	18.7	112	2025	12.5	19.6	98
NATIONAL GEOGRAPHIC	9597	4869	11.9	50.7	100	1062	9.4	11.1	79	1499	11.1	15.6	94	2308	14.3	24.0	120
NATIONAL SUNDAY MAGAZINE PKG	49558	25939	63.3	52.3	103	7189	63.5	14.5	104	8569	63.7	17.3	104	10181	62.9	20.5	103
NATURAL HISTORY	573	255	0.6	44.5	88	**48	0.4	8.4	60	**108	0.8	18.8	113	*99	0.6	17.3	86
NEW WOMAN	1699	864	2.1	50.9	101	250	2.2	14.7	105	220	1.6	12.9	78	394	2.4	23.2	116
NEW YORK INCLUDING CUE	443	*125	0.3	28.2	56	**43	0.4	9.7	69	**27	0.2	6.1	37	**55	0.3	12.4	62
THE NEW YORKER	1270	620	1.5	48.8	96	*136	1.2	10.7	77	*236	1.8	18.6	112	248	1.5	19.5	98
NEWSWEEK	6277	3100	7.6	49.4	98	714	6.3	11.4	81	1009	7.5	16.1	97	1378	8.5	22.0	110
THE N.Y. TIMES DAILY EDITION	1205	506	1.2	42.0	83	*148	1.3	12.3	88	*135	1.0	11.2	67	224	1.4	18.6	93
THE N.Y. TIMES MAGAZINE	2081	881	2.2	42.3	84	*207	1.8	9.9	71	326	2.4	15.7	94	349	2.2	16.8	84
OMNI	788	332	0.8	42.1	83	**104	0.9	13.2	94	**87	0.6	11.0	66	*141	0.9	17.9	89
ON CABLE	1158	629	1.5	54.3	107	*206	1.8	17.8	127	*216	1.6	18.7	112	*207	1.3	17.9	89
1001 HOME IDEAS	2852	1482	3.6	52.0	103	392	3.5	13.7	98	539	4.0	18.9	114	551	3.4	19.3	97
ORGANIC GARDENING	1658	889	2.2	53.6	106	*238	2.1	14.4	103	331	2.5	20.0	120	321	2.0	19.4	97
OUTDOOR LIFE	896	588	1.4	65.6	130	*178	1.6	19.9	142	*185	1.4	20.6	124	*226	1.4	25.2	126
PARADE MAGAZINE	24275	12717	31.0	52.4	104	3432	30.3	14.1	101	4494	33.4	18.5	111	4790	29.6	19.7	99

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	40971	100.0	50.6	100	11318	100.0	14.0	100	13461	100.0	16.6	100	16192	100.0	20.0	100
PARENTS	3845	2021	4.9	52.6	104	638	5.6	16.6	119	673	5.0	17.5	105	710	4.4	18.5	92
PENTHOUSE	831	442	1.1	53.2	105	*168	1.5	20.2	145	*156	1.2	18.8	113	*119	0.7	14.3	72
PEOPLE	11645	6063	14.8	52.1	103	1729	15.3	14.8	106	2252	16.7	19.3	116	2083	12.9	17.9	89
PLAYBOY	2006	1054	2.6	52.5	104	324	2.9	16.2	116	343	2.5	17.1	103	388	2.4	19.3	97
POPULAR HOT RODDING	297	*159	0.4	53.5	106	*46	0.4	15.5	111	*29	0.2	9.8	59	*84	0.5	28.3	141
POPULAR MECHANICS	1018	634	1.5	62.3	123	*271	2.4	26.6	190	*183	1.4	18.0	108	*180	1.1	17.7	88
POPULAR SCIENCE	878	435	1.1	49.5	98	*189	0.8	10.1	73	*175	1.3	19.9	120	*171	1.1	19.5	97
PREVENTION	3913	2162	5.3	55.3	109	481	4.2	12.3	88	632	4.7	16.2	97	1049	6.5	26.8	134
PSYCHOLOGY TODAY	1710	829	2.0	48.5	96	*259	2.3	15.1	108	240	1.8	14.0	84	330	2.0	19.3	97
READER'S DIGEST	22204	11803	28.8	53.2	105	2859	25.3	12.9	92	4142	30.8	18.7	112	4802	29.7	21.6	108
REDBOOK	7684	4228	10.3	55.0	109	1188	10.5	15.5	111	1526	11.3	19.9	119	1513	9.3	19.7	98
ROAD & TRACK	410	*170	0.4	41.5	82	*43	0.4	10.5	75	*46	0.3	11.2	68	*81	0.5	19.8	99
ROLLING STONE	969	504	1.2	52.0	103	*136	1.2	14.0	100	*202	1.5	20.8	125	166	1.0	17.1	86
RUNNER'S WORLD	298	*135	0.3	45.3	90	*34	0.3	11.4	82	*22	0.2	7.4	44	*80	0.5	26.8	134
SATURDAY EVENING POST	1169	692	1.7	59.2	117	*157	1.4	13.4	96	282	2.1	24.1	145	252	1.6	21.6	108
SCIENCE 84	587	282	0.7	48.0	95	*77	0.7	13.1	94	*81	0.6	13.8	83	*124	0.8	21.1	106
SCIENCE DIGEST	482	258	0.6	53.5	106	*44	0.4	9.1	65	*107	0.8	22.2	134	*107	0.7	22.2	111
SCIENTIFIC AMERICAN	594	306	0.7	51.5	102	*48	0.4	8.1	58	*80	0.6	13.5	81	*179	1.1	30.1	151
SELF	2089	1057	2.6	50.6	100	340	3.0	16.3	116	366	2.7	17.5	105	352	2.2	16.9	84
SEVENTEEN	2411	1253	3.1	52.0	103	438	3.9	18.2	130	314	2.3	13.0	78	501	3.1	20.8	104
SKI	480	*203	0.5	42.3	84	*61	0.5	12.7	91	*51	0.4	10.6	64	*91	0.6	19.0	95
SMITHSONIAN	2760	1404	3.4	50.9	101	240	2.1	8.7	62	474	3.5	17.2	103	690	4.3	25.0	125
SOAP OPERA DIGEST	3013	1506	3.7	50.0	99	552	4.9	18.3	131	480	3.6	15.9	96	474	2.9	15.7	79
SOUTHERN LIVING	4184	2111	5.2	50.5	100	484	4.3	11.6	83	765	5.7	18.3	110	862	5.3	20.6	103
SPORT	559	297	0.7	53.1	105	*98	0.9	17.5	125	*93	0.7	16.6	100	*106	0.7	19.0	95
THE SPORTING NEWS	436	*190	0.5	43.6	86	*67	0.6	15.4	110	*43	0.3	9.9	59	*80	0.5	18.3	92
SPORTS AFIELD	493	286	0.7	58.0	115	*110	1.0	22.3	160	*56	0.4	11.4	68	*120	0.7	24.3	122
SPORTS ILLUSTRATED	2758	1379	3.4	50.0	99	453	4.0	16.4	118	419	3.1	15.2	91	507	3.1	18.4	92
STAR	7456	4167	10.2	55.9	110	1330	11.8	17.8	128	1388	10.3	18.6	112	1449	8.9	19.4	97
SUNDAY	24936	13175	32.2	52.8	104	3654	32.3	14.7	105	4415	32.8	17.7	107	5106	31.5	20.5	102
SUNSET	2124	1072	2.6	50.5	100	*261	2.3	12.3	88	*243	1.8	11.4	69	568	3.5	26.7	134
TV GUIDE	21661	10757	26.3	49.7	98	3036	26.8	14.0	100	3838	28.5	17.7	107	3883	24.0	17.9	90
TENNIS	550	*276	0.7	50.2	99	*89	0.8	16.2	116	*69	0.5	12.5	75	*119	0.7	21.6	108
TIME	8880	4394	10.7	49.5	98	1380	12.2	15.5	111	1409	10.5	15.9	95	1604	9.9	18.1	90
TOWN & COUNTRY	917	450	1.1	49.1	97	*127	1.1	13.8	99	*151	1.1	16.5	99	*172	1.1	18.8	94
TRAVEL & LEISURE	972	514	1.3	52.9	105	*178	1.6	18.3	131	*183	1.4	18.8	113	*153	0.9	15.7	79
TRUE STORY	3356	1805	4.4	53.8	106	673	5.9	20.1	143	622	4.6	18.5	112	510	3.1	15.2	76
U.S. NEWS & WORLD REPORT	3410	1759	4.3	51.6	102	432	3.8	12.7	91	608	4.5	17.8	107	720	4.4	21.1	106
USA TODAY	1759	1016	2.5	57.8	114	*256	2.3	14.6	104	323	2.4	18.4	110	436	2.7	24.8	124
US	1873	950	2.3	50.7	100	260	2.3	13.9	99	336	2.5	17.9	108	354	2.2	18.9	95
VOGUE	3909	1958	4.8	50.1	99	663	5.9	17.0	121	513	3.8	13.1	79	782	4.8	20.0	100
WALL STREET JOURNAL	1886	941	2.3	49.9	99	*203	1.8	10.8	77	277	2.1	14.7	88	461	2.8	24.4	122
WEIGHT WATCHERS	2120	1217	3.0	57.4	113	322	2.8	15.2	109	505	3.8	23.8	143	390	2.4	18.4	92
WOMAN'S DAY	14172	7765	19.0	54.8	108	2118	18.7	14.9	107	2725	20.2	19.2	116	2923	18.1	20.6	103
WORKING MOTHER	1146	536	1.3	46.8	92	198	1.7	17.3	124	*190	1.4	16.6	100	*148	0.9	12.9	65
WORKING WOMAN	1322	678	1.7	51.3	101	*192	1.7	14.5	104	*199	1.5	15.1	91	287	1.8	21.7	109
WORLD TENNIS	*163	*78	0.2	47.9	95	*27	0.2	16.6	119	*5	0.0	3.1	18	*46	0.3	28.2	141
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1357	3.3	53.6	106	349	3.1	13.8	99	460	3.4	18.2	109	548	3.4	21.6	108
BLAIR INSERTS	43657	22796	55.6	52.2	103	6146	54.3	14.1	101	7794	57.9	17.9	107	8855	54.7	20.3	101
DAILY NEWSPAPERS																	
READ ANY	51633	27300	66.6	52.9	105	7516	66.4	14.4	104	9127	67.8	17.7	106	10657	65.8	20.6	103
READ ONE	43463	22809	55.7	52.5	104	6253	55.2	14.4	103	7615	56.6	17.5	105	8942	55.2	20.6	103
READ TWO OR MORE	8170	4491	11.0	55.0	109	1263	11.2	15.5	111	1512	11.2	18.5	111	1715	10.6	21.0	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	27702	67.6	52.6	104	7618	67.3	14.5	103	9268	68.9	17.6	106	10816	66.8	20.5	103
READ ONE	46126	24156	59.0	52.4	104	6723	59.4	14.6	104	7941	59.0	17.2	104	9492	58.6	20.6	103
READ TWO OR MORE	6552	3545	8.7	54.1	107	895	7.9	13.7	98	1327	9.9	20.3	122	1324	8.2	20.2	101
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.08				24.23				28.06				25.73			
30 DAY REACH	71455	35919	87.7	50.3	99	9916	87.6	13.9	99	11830	87.9	16.6	100	14173	87.5	19.8	99
50 SHWG - 30 DAY AV FREQ	14.56	13.73				12.74				14.69				13.62			
30 DAY REACH	67742	34163	83.4	50.4	100	9451	83.5	14.0	100	11308	84.0	16.7	100	13404	82.8	19.8	99
25 SHWG - 30 DAY AV FREQ	7.94	7.44				6.95				7.95				7.35			
30 DAY REACH	62117	31491	76.9	50.7	100	8636	76.3	13.9	99	10457	77.7	16.8	101	12398	76.6	20.0	100
CABLE TV: HOME WIRED	32077	16741	40.9	52.2	103	4512	39.9	14.1	101	5915	43.9	18.4	111	6314	39.0	19.7	98
HOME NOT WIRED	48909	24229	59.1	49.5	98	6805	60.1	13.9	100	7547	56.1	15.4	93	9877	61.0	20.2	101
HAVE PAY CABLE	15935	8435	20.6	52.9	105	2447	21.6	15.4	110	2991	22.2	18.8	113	2997	18.5	18.8	94

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL FEMALE HOMEMAKERS	80986	40971	100.0	50.6	100	11318	100.0	14.0	100	13461	100.0	16.6	100	16192	100.0	20.0	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	22469	54.8	51.2	101	6123	54.1	13.9	100	7613	56.6	17.3	104	8733	53.9	19.9	99	
10:00 AM - 3:00 PM	30659	16022	39.1	52.3	103	4626	40.9	15.1	108	5177	38.5	16.9	102	6220	38.4	20.3	101	
3:00 PM - 7:00 PM	31045	15543	37.9	50.1	99	4305	38.0	13.9	99	5286	39.3	17.0	102	5952	36.8	19.2	96	
7:00 PM - MIDNIGHT	15767	7924	19.3	50.3	99	2242	19.8	14.2	102	2652	19.7	16.8	101	3030	18.7	19.2	96	
MIDNIGHT - 6:00 AM	9120	4832	11.8	53.0	105	1346	11.9	14.8	106	1628	12.1	17.9	107	1858	11.5	20.4	102	
6:00 AM - MIDNIGHT	58527	29917	73.0	51.1	101	8376	74.0	14.3	102	9963	74.0	17.0	102	11579	71.5	19.8	99	
ENTIRE DAY	59311	30356	74.1	51.2	101	8524	75.3	14.4	103	10063	74.8	17.0	102	11769	72.7	19.8	99	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	8813	21.5	54.5	108	2273	20.1	14.1	101	3165	23.5	19.6	118	3375	20.8	20.9	104	
ALL NEWS	2256	1067	2.6	47.3	93	253	2.2	11.2	80	373	2.8	16.5	99	440	2.7	19.5	98	
AOR/PROGRESSIVE	3874	1683	4.1	43.4	86	491	4.3	12.7	91	508	3.8	13.1	79	684	4.2	17.7	88	
BEAUTIFUL MUSIC	5660	2718	6.6	48.0	95	729	6.4	12.9	92	1015	7.5	17.9	108	974	6.0	17.2	86	
BLACK	2204	1194	2.9	54.2	107	503	4.4	22.8	163	321	2.4	14.6	88	370	2.3	16.8	84	
CLASSICAL	1418	673	1.6	47.5	94	*171	1.5	12.1	86	*188	1.4	13.3	80	315	1.9	22.2	111	
CHR/ROCK	9538	4373	10.7	45.8	91	1154	10.2	12.1	87	1489	11.1	15.6	94	1730	10.7	18.1	91	
COUNTRY	12648	6928	16.9	54.8	108	1920	17.0	15.2	109	2379	17.7	18.8	113	2628	16.2	20.8	104	
GOLDEN OLDIES	1191	463	1.1	38.9	77	*141	1.2	11.8	85	*137	1.0	11.5	69	*185	1.1	15.5	78	
MOR/NOSTALGIA	4757	2668	6.5	56.1	111	653	5.8	13.7	98	846	6.3	17.8	107	1169	7.2	24.6	123	
NEWS/TALK	3863	2030	5.0	52.5	104	591	5.2	15.3	109	667	5.0	17.3	104	772	4.8	20.0	100	
RELIGIOUS	3084	1574	3.8	51.0	101	358	3.2	11.6	83	424	3.1	13.7	83	792	4.9	25.7	128	
SOFT ROCK	521	*190	0.5	36.5	72	**77	0.7	14.8	106	**18	0.1	3.5	21	**95	0.6	18.2	91	
URBAN CONTEMPORARY	1585	756	1.8	47.7	94	400	3.5	25.2	181	*226	1.7	14.3	86	*130	0.8	8.2	41	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	1543	3.8	47.3	94	556	4.9	17.0	122	539	4.0	16.5	99	447	2.8	13.7	69	
ABC DIRECTION	2316	1292	3.2	55.8	110	364	3.2	15.7	112	515	3.8	22.2	134	413	2.6	17.8	89	
ABC ENTERTAINMENT	4834	2417	5.9	50.0	99	708	6.3	14.6	105	823	6.1	17.0	102	886	5.5	18.3	92	
ABC FM	2202	1089	2.7	49.5	98	297	2.6	13.5	97	342	2.5	15.5	93	449	2.8	20.4	102	
ABC INFORMATION	5425	3013	7.4	55.5	110	660	5.8	12.2	87	1063	7.9	19.6	118	1291	8.0	23.8	119	
ABC ROCK	1677	747	1.8	44.5	88	*214	1.9	12.8	91	*272	2.0	16.2	98	261	1.6	15.6	78	
CBS	4430	2368	5.8	53.5	106	555	4.9	12.5	90	844	6.3	19.1	115	969	6.0	21.9	109	
MUTUAL	4992	2928	7.1	58.7	116	794	7.0	15.9	114	1011	7.5	20.3	122	1124	6.9	22.5	113	
NBC	4679	2644	6.5	56.5	112	600	5.3	12.8	92	898	6.7	19.2	115	1147	7.1	24.5	123	
RADIO RADIO	1994	997	2.4	50.0	99	324	2.9	16.2	116	340	2.5	17.1	103	333	2.1	16.7	84	
RKO ONE	2298	1158	2.8	50.4	100	314	2.8	13.7	98	397	2.9	17.3	104	447	2.8	19.5	97	
RKO TWO	3311	1766	4.3	53.3	105	487	4.3	14.7	105	687	5.1	20.7	125	592	3.7	17.9	89	
THE SOURCE	2114	945	2.3	44.7	88	251	2.2	11.9	85	336	2.5	15.9	96	358	2.2	16.9	85	
NON-WIRED : BLAIR	8654	4323	10.6	50.0	99	1285	11.4	14.8	106	1374	10.2	15.9	96	1665	10.3	19.2	96	
INTERNET	12025	6036	14.7	50.2	99	1756	15.5	14.6	104	2041	15.2	17.0	102	2238	13.8	18.6	93	
KATZ RADIO GROUP	15359	7839	19.1	51.0	101	2080	18.4	13.5	97	2720	20.2	17.7	107	3040	18.8	19.8	99	
SUPERNET	10628	5449	13.3	51.3	101	1434	12.7	13.5	97	1894	14.1	17.8	107	2121	13.1	20.0	100	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	4388	10.7	50.7	100	1263	11.2	14.6	104	1438	10.7	16.6	100	1687	10.4	19.5	97	
MKDAY 9:00 AM - 1:00 PM	12163	6212	15.2	51.1	101	1933	17.1	15.9	114	2124	15.8	17.5	105	2155	13.3	17.7	89	
MKDAY 1:00 PM - 4:30 PM	16150	8238	20.1	51.0	101	2599	23.0	16.1	115	2712	20.1	16.8	101	2927	18.1	18.1	91	
MKDAY 4:30 PM - 7:30 PM	22463	11677	28.5	52.0	103	3351	29.6	14.9	107	3870	28.7	17.2	104	4455	27.5	19.8	99	
MKDAY 7:30 PM - 8:00 PM	31795	16340	39.9	51.4	102	4488	39.7	14.1	101	5424	40.3	17.1	103	6428	39.7	20.2	101	
MKDAY 11:00 PM - 11:30 PM	23977	12693	31.0	52.9	105	3544	31.3	14.8	106	4307	32.0	18.0	108	4841	29.9	20.2	101	
MKDAY 11:30 PM - 1:00 AM	7703	4216	10.3	54.7	108	1224	10.8	15.9	114	1360	10.1	17.7	106	1633	10.1	21.2	106	
M-SAT 8-11 PM+SUN 7-11 PM	33800	17443	42.6	51.6	102	4796	42.4	14.2	102	5864	43.6	17.3	104	6783	41.9	20.1	100	
MKDY DAYTIME NTKM 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	3403	8.3	52.0	103	1169	10.3	17.9	128	1024	7.6	15.7	94	1210	7.5	18.5	93
ANOTHER WORLD	N	4620	2498	6.1	54.1	107	790	7.0	17.1	122	769	5.7	16.6	100	939	5.8	20.3	102
AS THE WORLD TURNS	C	5614	2713	6.6	48.3	96	853	7.5	15.2	109	895	6.6	15.9	96	966	6.0	17.2	86
CAPITOL	C	3396	1626	4.0	47.9	95	552	4.9	16.3	116	552	4.1	16.3	98	523	3.2	15.4	77
CBS MORN. NEWS 1	C	1446	785	1.9	54.3	107	241	2.1	16.7	119	257	1.9	17.8	107	288	1.8	19.9	100
CBS MORN. NEWS 2	C	1207	585	1.4	48.5	96	134	1.2	11.1	79	190	1.4	15.7	95	261	1.6	21.6	108
DAYS OF OUR LIVES	N	5877	3219	7.9	54.8	108	914	8.1	15.6	111	1027	7.6	17.5	105	1279	7.9	21.8	109
FACTS OF LIFE - DAYTIME	N	2290	1170	2.9	51.1	101	415	3.7	18.1	130	373	2.8	16.3	98	382	2.4	16.7	83
FAMILY FEUD	A	3023	1556	3.8	51.5	102	496	4.4	16.4	117	599	4.4	19.8	119	461	2.8	15.2	76
GENERAL HOSPITAL	A	6097	2898	7.1	47.5	94	1009	8.9	16.5	118	1007	7.5	16.5	99	882	5.4	14.5	72
GOOD MORNING, AMERICA-730 A	A	3515	1869	4.6	53.2	105	506	4.5	14.4	103	621	4.6	17.7	106	741	4.6	21.1	105
GOOD MORNING, AMERICA-830 A	A	2818	1609	3.9	57.1	113	482	4.3	17.1	122	536	4.0	19.0	114	592	3.7	21.0	105
GUIDING LIGHT	C	5339	2536	6.2	47.5	94	788	7.0	14.8	106	868	6.4	16.3	9				

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	TOTAL U.S. '000	LYSOL				SANI-FLUSH				LIQUID				SNO-BOL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	13785	100.0	17.0	100	8637	100.0	10.7	100	5633	100.0	7.0	100	2613	100.0	3.2	100
18 - 24	9282	1144	8.3	12.3	72	703	8.1	7.6	71	*478	8.5	5.1	74	**99	3.8	1.1	33
25 - 34	19072	3000	21.8	15.7	92	2161	25.0	11.3	106	1007	17.9	5.3	76	647	24.8	3.4	105
35 - 44	14591	2492	18.1	17.1	100	1572	18.2	10.8	101	1003	17.8	6.9	99	*434	16.6	3.0	92
45 - 54	11345	1988	14.4	17.5	103	1139	13.2	10.0	94	878	15.6	7.7	111	*464	17.8	4.1	127
55 - 64	11635	2124	15.4	18.3	107	1326	15.4	11.4	107	906	16.1	7.8	112	*425	16.3	3.7	113
65 OR OLDER	15061	3038	22.0	20.2	119	1736	20.1	11.5	108	1361	24.2	9.0	130	544	20.8	3.6	112
18 - 34	28354	4144	30.1	14.6	86	2864	33.2	10.1	95	1485	26.4	5.2	75	746	28.5	2.6	82
18 - 49	48339	7439	54.0	15.4	90	5081	58.8	10.5	99	2955	52.5	6.1	88	1471	56.3	3.0	94
25 - 54	45008	7479	54.3	16.6	98	4872	56.4	10.8	101	2887	51.3	6.4	92	1545	59.1	3.4	106
35 - 49	19985	3296	23.9	16.5	97	2217	25.7	11.1	104	1470	26.1	7.4	106	724	27.7	3.6	112
50 OR OLDER	32647	6345	46.0	19.4	114	3556	41.2	10.9	102	2677	47.5	8.2	118	1143	43.7	3.5	109
GRADUATED COLLEGE	11155	1860	13.5	16.7	98	1457	16.9	13.1	122	631	11.2	5.7	81	**243	9.3	2.2	68
ATTENDED COLLEGE	13682	2163	15.7	15.8	93	1620	18.8	11.8	111	830	14.7	6.1	87	*288	11.0	2.1	65
GRADUATED HIGH SCHOOL	33880	5984	43.4	17.7	104	3637	42.1	10.7	101	2388	42.4	7.0	101	1316	50.4	3.9	120
DID NOT GRADUATE HIGH SCHOOL	22270	3779	27.4	17.0	100	1924	22.3	8.6	81	1783	31.7	8.0	115	766	29.3	3.4	107
EMPLOYED	40306	6605	47.9	16.4	96	4200	48.6	10.4	98	2339	41.5	5.8	83	1225	46.9	3.0	94
EMPLOYED FULL-TIME	32850	5441	39.5	16.6	97	3380	39.1	10.3	96	2026	36.0	6.2	89	944	36.1	2.9	89
EMPLOYED PART-TIME	7456	1164	8.4	15.6	92	819	9.5	11.0	103	*313	5.6	4.2	60	**280	10.7	3.8	116
NOT EMPLOYED	40680	7179	52.1	17.6	104	4438	51.4	10.9	102	3294	58.5	8.1	116	1388	53.1	3.4	106
PROFESSIONAL/MANAGER	10392	1866	13.5	18.0	105	1331	15.4	12.8	120	*584	10.4	5.6	81	**272	10.4	2.6	81
TECH/CLERICAL/SALES	17574	2615	19.0	14.9	87	1741	20.2	9.9	93	754	13.4	4.3	62	*512	19.6	2.9	90
PRECISION/CRAFT	985	**241	1.7	24.5	144	**135	1.6	13.7	129	*334	0.6	3.5	50	**24	0.9	2.4	76
OTHER EMPLOYED	11354	1883	13.7	16.6	97	993	11.5	8.7	82	967	17.2	8.5	122	*416	15.9	3.7	114
SINGLE	9863	1530	11.1	15.5	91	960	11.1	9.7	91	606	10.8	6.1	88	*328	12.6	3.3	103
MARRIED	51375	8849	64.2	17.2	101	5666	65.6	11.0	103	3307	58.7	6.4	93	1645	63.0	3.2	99
DIVORCED/SEPARATED/WIDOWED	19748	3406	24.7	17.2	101	2011	23.3	10.2	95	1720	30.5	8.7	125	640	24.5	3.2	100
PARENTS	32590	5034	36.5	15.4	91	3320	38.4	10.2	96	2105	37.4	6.5	93	1086	41.6	3.3	103
WHITE	70416	11509	83.5	16.3	96	7958	92.1	11.3	106	4499	79.9	6.4	92	2301	88.1	3.3	101
BLACK	8778	1990	14.4	22.7	133	600	6.9	6.8	64	1060	18.8	12.1	174	*303	11.6	3.5	107
OTHER	1791	**286	2.1	16.0	94	**80	0.9	4.5	42	**74	1.3	4.1	59	**9	0.3	0.5	16
NORTHEAST-CENSUS	17786	2969	21.5	16.7	98	2206	25.5	12.4	116	977	17.3	5.5	79	*261	10.0	1.5	45
NORTH CENTRAL	20741	3465	25.1	16.7	98	3053	35.3	14.7	138	1621	28.8	7.8	112	1403	53.7	6.8	210
SOUTH	27775	5265	38.2	19.0	111	2181	25.3	7.9	74	2308	41.0	8.3	119	697	26.7	2.5	78
WEST	14683	2086	15.1	14.2	83	1198	13.9	8.2	77	727	12.9	5.0	71	**252	9.6	1.7	53
NORTHEAST-MKTG.	17961	3145	22.8	17.5	103	1861	21.5	10.4	97	1053	18.7	5.9	84	*242	9.3	1.3	42
EAST CENTRAL	11885	1740	12.6	14.6	86	1821	21.1	15.3	144	927	16.5	7.8	112	975	37.3	8.2	254
WEST CENTRAL	14090	2388	17.3	16.9	100	2171	25.1	15.4	144	1103	19.6	7.8	113	668	25.6	4.7	147
SOUTH	24081	4583	33.2	19.0	112	1778	20.6	7.4	69	1967	34.9	8.2	117	*495	18.9	2.1	64
PACIFIC	12969	1928	14.0	14.9	87	1006	11.6	7.8	73	582	10.3	4.5	65	**233	8.9	1.8	56
COUNTY SIZE A	32439	5516	40.0	17.0	100	3277	37.9	10.1	95	2209	39.2	6.8	98	1092	41.8	3.4	104
COUNTY SIZE B	24915	4231	30.7	17.0	100	2769	32.1	11.1	104	1615	28.7	6.5	93	604	23.1	2.4	75
COUNTY SIZE C	12930	2257	16.4	17.5	103	1370	15.9	10.6	99	911	16.2	7.0	101	*719	10.7	2.2	67
COUNTY SIZE D	10703	1780	12.9	16.6	98	1222	14.1	11.4	107	897	15.9	8.4	120	638	24.4	6.0	185
METRO CENTRAL CITY	24518	3949	28.6	16.1	95	2270	26.3	9.3	87	1645	29.2	6.7	96	626	24.0	2.6	79
METRO SUBURBAN	35919	6139	44.5	17.1	100	4113	47.6	11.5	107	2385	42.3	6.6	95	1085	41.5	3.0	94
NON METRO	20549	3697	26.8	18.0	106	2255	26.1	11.0	103	1603	28.5	7.8	112	902	34.5	4.4	136
TOP 5 ADI'S	18341	3128	22.7	17.1	100	1771	20.5	9.7	91	1067	18.9	5.8	84	*516	19.7	2.8	87
TOP 10 ADI'S	25378	4545	33.0	17.9	105	2375	27.5	9.4	88	1584	28.1	6.2	90	726	27.8	2.9	89
TOP 20 ADI'S	36488	6329	45.9	17.3	102	3831	44.4	10.5	98	2448	43.5	6.7	96	1185	45.4	3.2	101
HSGLD INC. \$50,000 OR MORE	6612	1173	8.5	17.7	104	*576	6.7	8.7	82	*477	8.5	7.2	104	**201	7.7	3.0	94
\$40,000 OR MORE	12659	2251	16.3	17.8	104	1295	15.0	10.2	96	713	12.7	5.6	81	**403	15.4	3.2	99
\$30,000 OR MORE	24698	4167	30.2	16.9	99	2959	34.3	12.0	112	1528	27.1	6.2	89	777	29.7	3.1	98
\$25,000 OR MORE	32077	5542	40.2	17.3	102	3773	43.7	11.8	110	1899	33.7	5.9	85	939	35.9	2.9	91
\$20,000 - \$24,999	9144	1717	12.5	18.8	110	889	10.3	9.7	91	*447	7.9	4.9	70	*331	12.7	3.6	112
\$15,000 - \$19,999	8728	1262	9.2	14.5	85	936	10.8	10.7	101	642	11.4	7.4	106	*171	6.5	2.0	61
\$10,000 - \$14,999	12562	1874	13.6	14.9	88	1271	14.7	10.1	95	1166	20.7	9.3	133	505	19.3	4.0	125
UNDER \$10,000	18475	3389	24.6	18.3	108	1768	20.5	9.6	90	1479	26.3	8.0	115	667	25.5	3.6	112
HOUSEHOLD OF 1 PERSON	11987	2098	15.2	17.5	103	1307	15.1	10.9	102	1022	18.1	8.5	123	409	15.7	3.4	106
2 PEOPLE	26577	4505	32.7	17.0	100	2969	34.4	11.2	105	1818	32.3	6.8	98	768	29.4	2.9	90
3 OR 4 PEOPLE	30617	5246	38.1	17.1	101	3162	36.6	10.3	97	1831	32.5	6.0	86	1095	41.9	3.6	111
5 OR MORE PEOPLE	11804	1935	14.0	16.4	96	1199	13.9	10.2	95	963	17.1	8.2	117	*342	13.1	2.9	90
NO CHILD IN HSHLD	46165	8260	59.9	17.9	105	5073	58.7	11.0	103	3281	58.2	7.1	102	1494	57.2	3.2	100
CHILD(REN) UNDER 2 YRS	5325	820	5.9	15.4	90	*625	7.2	11.7	110	*430	7.6	8.1	116	**58	2.2	1.1	34
2 - 5 YEARS	14221	2105	15.3	14.8	87	1417	16.4	10.0	93	920	16.3	6.5	93	*476	18.2	3.3	104
6 - 11 YEARS	15117	2445	17.7	16.2	95	1616	18.7	10.7	100	1108	19.7	7.3	105	598	22.9	4.0	123
12 - 17 YEARS	16611	2621	19.0	15.8	93	1586	18.4	9.5	90	1103	19.6	6.6	95	519	19.9	3.1	97
RESIDENCE OWNED	55884	9943	72.1	17.8	105	6601	76.4	11.8	111	4139	73.5	7.4	106	2030	77.7	3.6	113
VALUE: \$50,000 OR MORE	31744	5743	41.7	18.1	106	3724	43.1	11.7	110	1903	33.8	6.0	86	1001	38.3	3.2	98
VALUE: UNDER \$50,000	24140	4200	30.5	17.4	102	2877	33.3	11.9	112	2237	39.7	9.3	133	1028	39.3	4.3	132

IN-BOWL TOILET BOWL CLEANERS: BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	LYSOL				SANI-FLUSH				GRANULAR				SANI-FLUSH LIQUID				SNO-BOL LIQUID			
			TOILET	BOWL	CLEANER		A	B	C	D	A	B	C	D	A	B	C	D				
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX				
TOTAL FEMALE HOMEOWNERS			80986	13785	100.0	17.0	100	8637	100.0	10.7	100	5633	100.0	7.0	100	2613	100.0	3.2	100			
MAGAZINES	QUINTILE 1	15799	3252	23.6	20.6	121	1888	21.9	12.0	112	1272	22.6	8.1	116	*421	16.1	2.7	83				
	QUINTILE 2	17259	2822	20.5	16.4	96	1991	23.1	11.5	108	1279	22.7	7.4	107	645	24.7	3.7	116				
	QUINTILE 3	13545	1979	14.4	14.6	86	1555	18.0	11.5	108	733	13.0	5.4	78	*485	18.6	3.6	111				
	QUINTILE 4	15133	2354	17.1	15.6	91	1612	18.7	10.7	100	941	16.7	6.2	89	*456	17.5	3.0	93				
	QUINTILE 5	19250	3377	24.5	17.5	103	1590	18.4	8.3	77	1409	25.0	7.3	105	607	23.2	3.2	98				
NEWSPAPERS	QUINTILE 1	12413	2445	17.7	19.7	116	1647	19.1	13.3	124	865	15.4	7.0	100	*477	18.3	3.8	119				
	QUINTILE 2	24116	4291	31.1	17.8	105	2752	31.9	11.4	107	1744	31.0	7.2	104	816	31.2	3.4	105				
	QUINTILE 3	11261	1907	13.8	16.9	99	1300	15.1	11.5	108	971	17.2	8.6	124	*235	9.0	2.1	65				
	QUINTILE 4	20255	3351	24.3	16.5	97	1839	21.3	9.1	85	1235	21.9	6.1	88	600	23.0	3.0	92				
	QUINTILE 5	12940	1791	13.0	13.8	81	1100	12.7	8.5	80	818	14.5	6.3	91	*485	18.6	3.7	116				
OUTDOOR	QUINTILE 1	14852	2141	15.5	14.4	85	1618	18.7	10.9	102	822	14.6	5.5	80	514	19.7	3.5	107				
	QUINTILE 2	15725	2625	19.0	16.7	98	1915	22.2	12.2	114	1061	18.8	6.7	97	499	19.1	3.2	98				
	QUINTILE 3	16330	2890	21.0	17.7	104	1780	20.6	10.9	102	1342	23.8	8.2	118	470	18.0	2.9	89				
	QUINTILE 4	16744	3225	23.4	19.3	113	1571	18.2	9.4	88	1291	22.9	7.7	111	503	19.2	3.0	93				
	QUINTILE 5	17334	2904	21.1	16.8	98	1753	20.3	10.1	95	1116	19.8	6.4	93	628	24.0	3.6	112				
RADIO-DRIVE TIME	QUINTILE 1	15911	2686	19.5	16.9	99	2047	23.7	12.9	121	1130	20.1	7.1	102	561	21.5	3.5	109				
	QUINTILE 2	14837	2236	16.2	15.1	89	1571	18.2	10.6	99	978	17.4	6.6	95	601	23.0	4.1	126				
	QUINTILE 3	15339	2516	18.3	16.4	96	1832	21.2	11.9	112	919	16.3	6.0	86	*446	17.1	2.9	90				
	QUINTILE 4	16723	3208	23.3	19.2	113	1519	17.6	9.1	85	1175	20.9	7.0	101	483	18.5	2.9	90				
	QUINTILE 5	18176	3139	22.8	17.3	101	1668	19.3	9.2	86	1430	25.4	7.9	113	522	20.0	2.9	89				
RADIO-MID- DAY	TERCILE 1	21020	3624	26.3	17.2	101	2680	31.0	12.7	120	1433	25.4	6.8	98	757	29.0	3.6	112				
	TERCILE 2	21610	3791	27.5	17.5	103	2470	28.6	11.4	107	1633	29.0	7.6	109	732	28.0	3.4	105				
	TERCILE 3	38355	6369	46.2	16.6	98	3487	40.4	9.1	85	2566	45.6	6.7	96	1124	43.0	2.9	91				
RADIO-TOTAL	QUINTILE 1	15988	2721	19.7	17.0	100	1985	23.0	12.4	116	1159	20.6	7.2	104	607	23.2	3.8	118				
	QUINTILE 2	15626	2435	17.7	15.6	92	1947	22.5	12.5	117	998	17.7	6.4	92	467	17.9	3.0	93				
	QUINTILE 3	16723	2945	21.4	17.6	103	1887	21.8	11.3	106	1109	19.7	6.6	95	605	23.2	3.6	112				
	QUINTILE 4	16342	2868	20.8	17.5	103	1322	15.3	8.1	76	1193	21.2	7.3	105	526	20.1	3.2	100				
	QUINTILE 5	16306	2816	20.4	17.3	101	1497	17.3	9.2	86	1174	20.8	7.2	104	408	15.6	2.5	78				
TV-PRIME TIME	QUINTILE 1	15953	3113	22.6	19.5	115	1984	23.0	12.4	117	1263	22.4	7.9	114	588	22.5	3.7	114				
	QUINTILE 2	16137	2784	20.2	17.3	101	1604	18.6	9.9	93	1022	18.1	6.3	91	540	20.7	3.3	104				
	QUINTILE 3	16420	2845	20.6	17.3	102	1640	19.0	10.0	94	1217	21.6	7.4	107	520	19.9	3.2	98				
	QUINTILE 4	16687	2597	18.8	15.6	91	1808	20.9	10.8	102	1273	22.6	7.6	110	594	22.7	3.6	110				
	QUINTILE 5	15789	2447	17.8	15.5	91	1602	18.5	10.1	95	858	15.2	5.4	78	*372	14.2	2.4	73				
TV-DAYTIME	TERCILE 1	27736	5038	36.5	18.2	107	3112	36.0	11.2	105	2216	39.3	8.0	115	890	34.1	3.2	99				
	TERCILE 2	26489	4578	33.2	17.3	102	2655	30.7	10.0	94	1925	34.2	7.3	104	907	34.7	3.4	106				
	TERCILE 3	26761	4168	30.2	15.6	92	2871	33.2	10.7	101	1491	26.5	5.6	80	816	31.2	3.0	95				
TV-TOTAL	QUINTILE 1	16345	3118	22.6	19.1	112	1747	20.2	10.7	100	1414	25.1	8.7	124	642	24.6	3.9	122				
	QUINTILE 2	16447	3258	23.6	19.8	116	1914	22.2	11.6	109	1209	21.5	7.4	106	529	20.2	3.2	100				
	QUINTILE 3	15980	2548	18.5	15.9	94	1558	18.0	9.7	91	1246	22.1	7.8	112	438	16.8	2.7	85				
	QUINTILE 4	15887	2345	17.0	14.8	87	1851	21.4	11.7	109	936	16.6	5.9	85	*461	17.6	2.9	90				
	QUINTILE 5	16326	2516	18.3	15.4	91	1567	18.1	9.6	90	828	14.7	5.1	73	542	20.7	3.3	103				
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	3996	29.0	19.3	113	2540	29.4	12.3	115	1621	28.8	7.8	112	703	26.9	3.4	105				
	NEWSPAPER IMPERATIVE	19186	3058	22.2	15.9	94	2008	23.2	10.5	98	1364	24.2	7.1	102	523	20.0	2.7	84				
	MAGAZINE IMPERATIVE	21899	3698	26.8	16.9	99	2541	29.4	11.6	109	1546	27.4	7.1	101	712	27.2	3.3	101				
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	2571	18.7	16.6	98	2092	24.2	13.5	127	1156	20.5	7.5	108	465	17.8	3.0	93				
	MAGAZINE IMPERATIVE	25953	4915	35.7	18.9	111	2740	31.7	10.6	99	1884	33.4	7.3	104	876	33.5	3.4	105				
	OUTDOOR IMPERATIVE	24400	3623	26.3	14.8	87	2414	27.9	9.9	93	1420	25.2	5.8	84	831	31.8	3.4	106				
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	3188	23.1	17.7	104	2244	26.0	12.4	117	1294	23.0	7.2	103	561	21.5	3.1	96				
	MAGAZINE IMPERATIVE	23571	4196	30.4	17.8	105	2578	29.8	10.9	103	1712	30.4	7.3	104	732	28.0	3.1	96				
	RADIO IMPERATIVE	23278	3648	26.5	15.7	92	2741	31.7	11.8	110	1439	25.5	6.2	89	835	32.0	3.6	111				
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	3177	23.0	20.6	121	1853	21.5	12.0	112	1277	22.7	8.3	119	518	19.8	3.4	104				
	MAGAZINE IMPERATIVE	25829	3979	28.9	15.4	91	2921	33.8	11.3	106	1602	28.4	6.2	89	786	30.1	3.0	94				
	TELEVISION IMPERATIVE	26039	4498	32.6	17.3	101	2600	30.1	10.0	94	1918	34.0	7.4	106	887	33.9	3.4	106				
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	2886	20.9	17.4	102	2252	26.1	13.6	127	1179	20.9	7.1	102	554	21.2	3.3	103				
	NEWSPAPER IMPERATIVE	26834	5245	38.0	19.5	115	2945	34.1	11.0	103	2071	36.8	7.7	111	881	33.7	3.3	102				
	OUTDOOR IMPERATIVE	23346	3412	24.8	14.6	86	2202	25.5	9.4	88	1464	26.0	6.3	90	668	25.6	2.9	89				
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	3051	22.1	17.8	105	2254	26.1	13.2	123	1181	21.0	6.9	99	657	25.1	3.8	119				
	NEWSPAPER IMPERATIVE	25892	4757	34.5	18.4	108	2882	33.4	11.1	104	1908	33.9	7.4	106	806	30.8	3.1	96				
	RADIO IMPERATIVE	23167	3611	26.2	15.6	92	2578	29.8	11.1	104	1530	27.2	6.6	95	716	27.4	3.1	96				
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	3251	23.6	18.9	111	2076	24.0	12.1	113	1306	23.2	7.6	109	558	21.4	3.3	101				
	NEWSPAPER IMPERATIVE	26214	4402	31.9	16.8	99	3155	36.5	12.0	113	1725	30.6	6.6	95	832	31.8	3.2	98				
	TELEVISION IMPERATIVE	23412	4285	31.1	18.3	108	2256	26.1	9.6	90	1906	33.8	8.1	117	760	29.1	3.2	101				
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	2462	17.9	16.1	95	2053	23.8	13.4	126	976	17.3	6.4	92	577	22.1	3.8	117				
	OUTDOOR IMPERATIVE	24901	4052	29.4	16.3	96	2489	28.8	10.0	94	1703	30.2	6.8	98	723	27.7	2.9	90				
	RADIO IMPERATIVE	26492	4647																			

	TOTAL U.S. '000	LYSOL				SANI-FLUSH GRANULAR				SANI-FLUSH LIQUID				SNO-BOL LIQUID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	13785	100.0	17.0	100	8637	100.0	10.7	100	5633	100.0	7.0	100	2613	100.0	3.2	100
ATLANTIC MONTHLY	415	**95	0.7	22.9	134	**93	1.1	22.4	210	**3	0.1	0.7	10	**4	0.2	1.0	30
BARRON'S	453	**141	1.0	31.1	183	**28	0.3	6.2	58	**47	0.8	10.4	149	**2	0.1	0.4	14
BETTER HOMES & GARDENS	16256	3220	23.4	19.8	116	1962	22.7	12.1	113	1318	23.4	8.1	117	492	18.8	3.0	94
BON APPETIT	2535	497	3.6	19.6	115	*268	3.1	10.6	99	*178	3.2	7.0	101	*73	2.8	2.9	89
BUSINESS WEEK	1278	*295	2.1	23.1	136	*147	1.7	11.5	108	*71	1.3	5.6	80	*62	2.4	4.9	150
CAR AND DRIVER	378	**79	0.6	20.9	123	**65	0.8	17.2	161	**7	0.1	1.9	27	**0	0.0	0.0	0
CBS MAGAZINE NETWORK (GROSS)	1498	*235	1.7	15.7	92	*164	1.9	10.9	103	*131	2.3	8.7	126	*59	2.3	3.9	122
CHANGING TIMES	1505	238	1.7	15.8	93	*232	2.7	15.4	145	*79	1.4	5.2	75	*76	2.9	5.0	157
COLONIAL HOMES	1231	*170	1.2	13.8	81	*172	2.0	14.0	131	*96	1.7	7.8	112	*61	2.3	5.0	154
CONDE NAST MAG. PKG. (GROSS)	14146	2549	18.5	18.0	106	1375	15.9	9.7	91	1093	19.4	7.7	111	349	13.4	2.5	76
CONSUMERS DIGEST	1323	*190	1.4	14.4	84	*193	2.2	14.6	137	*106	1.9	8.0	115	*17	0.7	1.3	40
COSMOPOLITAN	7102	1207	8.8	17.0	100	686	7.9	9.7	91	590	10.5	8.3	119	*284	10.9	4.0	124
COUNTRY LIVING	2481	464	3.4	18.7	110	313	3.6	12.6	118	*181	3.2	7.3	105	*113	4.3	4.6	141
CUISINE	1472	*244	1.8	16.6	97	*153	1.8	10.4	97	*154	2.7	10.5	150	*68	2.6	4.6	143
CYCLE WORLD	425	**55	0.4	12.9	76	**29	0.3	6.8	64	*47	0.8	11.1	159	*52	2.0	12.2	379
DCI:CREATIVE IDEAS FOR LIV	2510	360	2.6	14.3	84	*258	3.0	10.3	96	*191	3.4	7.6	109	*104	4.0	4.1	128
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1159	8.4	17.3	102	722	8.4	10.8	101	511	9.1	7.6	110	*167	6.4	2.5	77
DISCOVER	894	*155	1.1	17.3	102	*95	1.1	10.6	100	*56	1.0	6.3	90	*10	0.4	1.1	35
EBONY	3507	798	5.8	22.8	134	317	3.7	9.0	85	439	7.8	12.5	180	*141	5.4	4.0	125
ESQUIRE	1083	*205	1.5	18.9	111	*99	1.1	9.1	86	*142	2.5	13.1	189	*15	0.6	1.4	43
ESSENCE	1830	361	2.6	19.7	116	*137	1.6	7.5	70	275	4.9	15.0	216	*48	1.8	2.6	81
FAMILY CIRCLE	15930	2936	21.3	18.4	108	1991	23.1	12.5	117	1243	22.1	7.8	112	560	21.4	3.5	109
THE FAMILY HANDYMAN	1126	*209	1.5	18.6	109	*126	1.5	11.2	105	*99	1.8	8.8	126	*16	0.6	1.4	44
FAMILY WEEKLY	11468	2000	14.5	17.4	102	1210	14.0	10.6	99	825	14.6	7.2	103	349	13.4	3.0	94
FIELD & STREAM	2234	379	2.7	17.0	100	*289	3.3	12.9	121	*163	2.9	7.3	105	*80	3.1	3.6	111
FOOD & WINE	579	*88	0.6	15.2	89	*114	1.3	19.7	185	*58	1.0	10.0	144	*14	0.5	2.4	75
FORBES	728	*214	1.6	29.4	173	*68	0.8	9.3	88	*42	0.7	5.8	83	*34	1.3	4.7	145
FORTUNE	906	*278	2.0	30.7	180	*75	0.9	8.3	78	*78	1.4	8.6	124	*10	0.4	1.1	34
GENTLEMEN'S QUARTERLY	791	*108	0.8	13.7	80	*73	0.8	9.2	87	*58	1.0	7.3	105	*2	0.1	0.3	8
GLAMOUR	5265	809	5.9	15.4	90	569	6.6	10.8	101	447	7.9	8.5	122	*143	5.5	2.7	84
GOLF DIGEST	636	**86	0.6	13.5	79	**39	0.5	6.1	57	*51	0.9	8.0	115	*25	1.0	3.9	122
GOLF DIGEST/TENNIS (GROSS)	1186	*174	1.3	14.7	86	*129	1.5	10.9	102	*100	1.8	8.4	121	*28	1.1	2.4	73
GOLF MAGAZINE	441	**38	0.3	8.6	51	**39	0.5	8.8	83	*6	0.1	1.4	20	*2	0.1	0.5	14
GOLF MAGAZINE/SKI (GROSS)	922	**95	0.7	10.3	61	*64	0.7	6.9	65	*16	0.3	1.7	25	*9	0.3	1.0	30
GOOD HOUSEKEEPING	16487	3074	22.3	18.6	110	2251	26.1	13.7	128	1205	21.4	7.3	105	517	19.8	3.1	97
HARPER'S BAZAAR	2423	505	3.7	20.8	122	359	4.2	14.8	139	*166	2.9	6.9	98	*86	3.3	3.5	110
HEALTH	1994	415	3.0	20.8	122	327	3.8	16.4	154	*169	3.0	8.5	122	*44	1.7	2.2	68
HEARST MAG CORP. BUY (GROSS)	44101	8063	58.5	18.3	107	5513	63.8	12.5	117	3396	60.3	7.7	111	1418	54.3	3.2	100
HEARST MAN POWER (GROSS)	1993	321	2.3	16.1	95	418	4.8	21.0	197	*160	2.8	8.0	115	*49	1.9	2.5	76
HEARST WOMAN POWER (GROSS)	31274	5751	41.7	18.4	108	3761	43.5	12.0	113	2468	43.8	7.9	113	1006	38.5	3.2	100
HOUSE BEAUTIFUL	3623	676	4.9	18.7	110	359	4.2	9.9	93	266	4.7	7.3	106	*56	2.1	1.5	48
INC.	283	*81	0.6	28.6	168	*56	0.6	19.8	186	*14	0.2	4.9	71	*6	0.2	2.1	66
JET	2928	727	5.3	24.8	146	249	2.9	8.5	80	376	6.7	12.8	185	*113	4.3	3.9	120
LADIES' HOME JOURNAL	11918	2149	15.6	18.0	106	1404	16.3	11.8	110	868	15.4	7.3	105	288	11.0	2.4	75
LHJ FAMILY GRP COMBO(GROSS)	16764	3039	22.0	18.1	107	2082	24.1	12.4	116	1242	22.0	7.4	107	429	16.4	2.6	79
LIFE	4254	783	5.7	18.4	108	433	5.0	10.2	95	385	6.8	9.1	130	*88	3.4	2.1	64
L.A. TIMES HOME MAGAZINE	1145	*213	1.5	18.6	109	*129	1.5	11.3	106	*95	1.7	8.3	119	*10	0.4	0.9	27
MADEMOISELLE	2884	594	4.3	20.6	121	283	3.3	9.8	92	*201	3.6	7.0	100	*52	2.0	1.8	56
MC CALL'S	13460	2495	18.1	18.5	109	1642	19.0	12.2	114	929	16.5	6.9	99	370	14.2	2.7	85
MC CALL'S/WRK MOTHER (GROSS)	14606	2684	19.5	18.4	108	1749	20.3	12.0	112	1025	18.2	7.0	101	382	14.6	2.6	81
MECHANIX ILLUSTRATED	772	*104	0.8	13.5	79	*169	2.0	21.9	205	*88	1.6	11.4	164	*19	0.7	2.5	76
METROPOLITAN HOME	967	*188	1.4	19.4	114	*249	2.9	25.7	241	*57	1.0	5.9	85	*14	0.5	1.4	45
MONEY	1588	385	2.8	24.2	142	*241	2.8	15.2	142	*107	1.9	6.7	97	*64	2.4	4.0	125
MOTHER EARTH NEWS	1002	*119	0.9	11.9	70	*135	1.6	13.5	126	*70	1.2	7.0	100	*38	1.5	3.8	118
MS.	825	*117	0.8	14.2	83	*46	0.5	5.6	52	*87	1.5	10.5	152	*19	0.7	2.3	71
NATIONAL ENQUIRER	10336	1905	13.8	18.4	108	1226	14.2	11.9	111	912	16.2	8.8	127	503	19.2	4.9	151
NATIONAL GEOGRAPHIC	9597	1573	11.4	16.4	96	1140	13.2	11.9	111	545	9.7	5.7	82	290	11.1	3.0	94
NATIONAL SUNDAY MAGAZINE PKG	49558	8703	63.1	17.6	103	5725	66.3	11.6	108	3550	63.0	7.2	103	1649	63.1	3.3	103
NATURAL HISTORY	573	*125	0.9	21.8	128	*20	0.2	3.5	33	*32	0.6	5.6	80	*52	2.0	9.1	281
NEW WOMAN	1699	322	2.3	19.0	111	*141	1.6	8.3	78	*111	2.0	6.5	94	*26	1.0	1.5	47
NEW YORK INCLUDING CUE	443	*52	0.4	11.7	69	*36	0.4	8.1	76	*20	0.4	4.5	65	*2	0.1	0.5	14
THE NEW YORKER	1270	*241	1.7	19.0	111	*143	1.7	11.3	106	*77	1.4	6.1	87	*40	1.5	3.1	98
NEWSWEEK	6277	1256	9.1	20.0	118	749	8.7	11.9	112	477	8.5	7.6	109	*129	4.9	2.1	64
THE N.Y. TIMES DAILY EDITION	1205	*214	1.6	17.8	104	*127	1.5	10.5	99	*91	1.6	7.6	109	*22	0.8	1.8	57
THE N.Y. TIMES MAGAZINE	2081	343	2.5	16.5	97	*268	3.1	12.9	121	*137	2.4	6.6	95	*19	0.7	0.9	28
OMNI	788	*98	0.7	12.4	73	*102	1.2	12.9	121	*18	0.3	2.3	33	*7	0.3	0.9	28
ON CABLE	1158	*226	1.6	19.5	115	*145	1.7	12.5	117	*40	0.7	3.5	50	*42	1.6	3.6	112
1001 HOME IDEAS	2852	474	3.4	16.6	98	351	4.1	12.3	115	*206	3.7	7.2	104	*98	3.8	3.4	106
ORGANIC GARDENING	1658	*243	1.8	14.7	86	*171	2.0	10.3	97	*145	2.6	8.7	126	*95	3.6	5.7	178
OUTDOOR LIFE	896	*197	1.4	22.0	129	*184	2.1	20.5	193	*66	1.2	7.4	106	*26	1.0	2.9	90
PARADE MAGAZINE	24275	4351	31.6	17.9	105	3017	34.9	12.4	117	1607	28.5	6.6	95	773	29.6	3.2	99

	TOTAL U.S. '000	LYSOL				SANI-FLUSH				LIQUID				SNO-BOL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS	
TOTAL FEMALE HOMEMAKERS	80986	13785	100.0	17.0	100	8637	100.0	10.7	100	5633	100.0	7.0	100	2613	100.0	3.2	100
PARENTS	3845	671	4.9	17.5	103	521	6.0	13.6	127	306	5.4	8.0	114	**81	3.1	2.1	65
PENTHOUSE	831	**159	1.2	19.1	112	**105	1.2	12.6	118	**61	1.1	7.3	106	**55	0.2	0.6	19
PEOPLE	11645	2331	16.9	20.0	118	1317	15.2	11.3	106	675	12.0	5.8	83	395	15.1	3.4	105
PLAYBOY	2006	478	3.5	23.8	140	*162	1.9	8.1	76	*105	1.9	5.2	75	**32	1.2	1.6	49
POPULAR HOT RODDING	297	**54	0.4	18.2	107	**41	0.5	13.8	129	**13	0.2	4.4	63	**7	0.3	2.4	73
POPULAR MECHANICS	1018	**156	1.1	15.3	90	*243	2.8	23.9	224	**111	2.0	10.9	157	**20	0.8	2.0	61
POPULAR SCIENCE	878	**99	0.7	11.3	66	**92	1.1	10.5	98	**77	1.4	8.8	126	**25	1.0	2.8	88
PREVENTION	3913	600	4.4	15.3	90	449	5.2	11.5	108	341	6.1	8.7	125	**188	7.2	4.8	149
PSYCHOLOGY TODAY	1710	294	2.1	17.2	101	234	2.7	13.7	128	**100	1.8	5.8	84	**35	1.3	2.0	63
READER'S DIGEST	22204	3952	28.7	17.8	105	2717	31.5	12.2	115	1597	28.4	7.2	103	801	30.7	3.6	112
REDBOOK	7684	1470	10.7	19.1	112	824	9.5	10.7	101	674	12.0	8.8	126	206	7.9	2.7	83
ROAD & TRACK	410	**16	0.1	3.9	23	**40	0.5	9.8	91	**40	0.7	9.8	140	**4	0.2	1.0	30
ROLLING STONE	969	*108	0.8	11.1	65	*103	1.2	10.6	100	*85	1.5	8.8	126	**20	0.8	2.1	64
RUNNER'S WORLD	298	**45	0.3	15.1	89	**62	0.7	20.8	195	**0	0.0	0.0	0	**1	0.0	0.3	10
SATURDAY EVENING POST	1169	229	1.7	19.6	115	*195	2.3	16.7	156	*129	2.3	11.0	159	**64	2.4	5.5	170
SCIENCE 84	587	**115	0.8	19.6	115	**77	0.9	13.1	123	**31	0.6	5.3	76	**9	0.3	1.5	48
SCIENCE DIGEST	482	**86	0.6	17.8	105	**83	1.0	17.2	161	**23	0.4	4.8	69	**14	0.5	2.9	90
SCIENTIFIC AMERICAN	594	**128	0.9	21.5	127	**81	0.9	13.6	128	**26	0.5	4.4	63	**9	0.3	1.5	47
SELF	2089	373	2.7	17.9	105	*200	2.3	9.6	90	*163	2.9	7.8	112	**38	1.5	1.8	56
SEVENTEEN	2411	448	3.2	18.6	109	*249	2.9	10.3	97	*269	4.8	11.2	160	**49	1.9	2.0	63
SKI	480	**57	0.4	11.9	70	**25	0.3	5.2	49	**10	0.2	2.1	30	**7	0.3	1.5	45
SMITHSONIAN	2760	430	3.1	15.6	92	424	4.9	15.4	144	*193	3.4	7.0	101	**74	2.8	2.7	83
SOAP OPERA DIGEST	3013	654	4.7	21.7	128	293	3.4	9.7	91	254	4.5	8.4	121	**48	1.8	1.6	49
SOUTHERN LIVING	4184	799	5.8	19.1	112	465	5.4	11.1	104	320	5.7	7.6	110	**63	2.4	1.5	47
SPORT	559	**116	0.8	20.8	122	**37	0.4	6.6	62	**71	1.3	12.7	183	**0	0.0	0.0	0
THE SPORTING NEWS	436	**92	0.7	21.1	124	**63	0.7	14.4	135	**7	0.1	1.6	23	**1	0.0	0.2	7
SPORTS AFIELD	493	**80	0.6	16.2	95	**91	1.1	18.5	173	**26	0.5	5.3	76	**15	0.6	3.0	94
SPORTS ILLUSTRATED	2758	452	3.3	16.4	96	296	3.4	10.7	101	*250	4.4	9.1	130	**39	1.5	1.4	44
STAR	7456	1314	9.5	17.6	104	902	10.4	12.1	113	775	13.8	10.4	149	318	12.2	4.3	132
SUNDAY	24936	4391	31.9	17.6	103	3045	35.3	12.2	115	1904	33.8	7.6	110	1032	39.5	4.1	128
SUNSET	2124	321	2.3	15.1	89	*165	1.9	7.8	73	**103	1.8	4.8	70	**20	0.8	0.9	29
TV GUIDE	21661	3784	27.5	17.5	103	2012	23.3	9.3	87	1716	30.5	7.9	114	605	23.2	2.8	87
TENNIS	550	**88	0.6	16.0	94	**91	1.1	16.5	155	**50	0.9	9.1	131	**3	0.1	0.5	17
TIME	8880	1612	11.7	18.2	107	1003	11.6	11.3	106	771	13.7	8.7	125	289	11.1	3.3	101
TOWN & COUNTRY	917	*173	1.3	18.9	111	**118	1.4	12.9	121	**44	0.8	4.8	69	**42	1.6	4.6	142
TRAVEL & LEISURE	972	*178	1.3	18.3	108	*163	1.9	16.8	157	**100	1.8	10.3	148	**18	0.7	1.9	57
TRUE STORY	3356	590	4.3	17.6	103	291	3.4	8.7	81	379	6.7	11.3	162	*187	7.2	5.6	173
U.S. NEWS & WORLD REPORT	3410	637	4.6	18.7	110	433	5.0	12.7	119	285	5.1	8.4	120	**111	4.2	3.3	101
USA TODAY	1759	449	3.3	25.5	150	*316	3.7	18.0	168	*126	2.2	7.2	103	**25	1.0	1.4	44
US	1873	368	2.7	19.6	115	*222	2.6	11.9	111	*132	2.3	7.0	101	**25	1.0	1.3	41
VOGUE	3909	772	5.6	19.7	116	322	3.7	8.2	77	281	5.0	7.2	103	**116	4.4	3.0	92
MALL STREET JOURNAL	1886	387	2.8	20.5	121	*187	2.2	9.9	93	*97	1.7	5.1	74	**28	1.1	1.5	46
WEIGHT WATCHERS	2120	391	2.8	18.4	108	*332	3.8	15.7	147	*178	3.2	8.4	121	*71	2.7	3.3	104
WOMAN'S DAY	14172	2603	18.9	18.4	108	1758	20.4	12.4	116	1038	18.4	7.3	105	478	18.3	3.4	105
WORKING MOTHER	1146	*190	1.4	16.6	97	**107	1.2	9.3	88	*95	1.7	8.3	119	**11	0.4	1.0	30
WORKING WOMAN	1322	271	2.0	20.5	120	*161	1.9	12.2	114	*83	1.5	6.3	90	**15	0.6	1.1	35
WORLD TENNIS	*163	**18	0.1	11.0	65	**29	0.3	17.8	167	**18	0.3	11.0	159	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2532	430	3.1	17.0	100	312	3.6	12.3	116	*135	2.4	5.3	77	**45	1.7	1.8	55
BLAIR INSERTS	43657	7727	56.1	17.7	104	5168	59.8	11.8	111	3063	54.4	7.0	101	1472	56.3	3.4	105
DAILY NEWSPAPERS																	
READ ANY	51633	9390	68.1	18.2	107	5838	67.6	11.3	106	3756	66.7	7.3	105	1660	63.5	3.2	100
READ ONE	43463	7679	55.7	17.7	104	4910	56.8	11.3	106	3155	56.0	7.3	104	1362	52.1	3.1	97
READ TWO OR MORE	8170	1711	12.4	20.9	123	928	10.7	11.4	107	601	10.7	7.4	106	298	11.4	3.6	113
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	9193	66.7	17.5	103	6193	71.7	11.8	110	3786	67.2	7.2	103	1709	65.4	3.2	101
READ ONE	46126	7889	57.2	17.1	100	5206	60.3	11.3	106	3355	59.6	7.3	105	1398	53.5	3.0	94
READ TWO OR MORE	6552	1304	9.5	19.9	117	988	11.4	15.1	141	431	7.7	6.6	95	311	11.9	4.7	147
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	25.20				27.28				24.32				29.59			
30 DAY REACH	71455	12101	87.8	16.9	99	7697	89.1	10.8	101	4935	87.6	6.9	99	2268	86.8	3.2	98
50 SHWG - 30 DAY AV FREQ	14.56	13.22				14.46				12.60				16.04			
30 DAY REACH	67742	11542	83.7	17.0	100	7265	84.1	10.7	101	4763	84.6	7.0	101	2087	79.9	3.1	95
25 SHWG - 30 DAY AV FREQ	7.94	7.15				7.89				6.75				8.63			
30 DAY REACH	62117	10641	77.2	17.1	101	6660	77.1	10.7	101	4431	78.7	7.1	103	1946	74.5	3.1	97
CABLE TV: HOME WIRED	32077	5463	39.6	17.0	100	3654	42.3	11.4	107	2283	40.5	7.1	102	1015	38.8	3.2	98
HOME NOT WIRED	48909	8322	60.4	17.0	100	4984	57.7	10.2	96	3350	59.5	6.8	98	1598	61.2	3.3	101
HAVE PAY CABLE	15935	2874	20.8	18.0	106	1697	19.6	10.6	100	1090	19.4	6.8	98	*549	21.0	3.4	107

	TOTAL U.S. '000	LYSOL				SANI-FLUSH				GRANULAR				SANI-FLUSH LIQUID				SNO-BOL LIQUID			
		TOILET	BOWL	CLEANER																	
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%			
		DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN			
		ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS			
		INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX			
TOTAL FEMALE HOMEMAKERS	80986	13785	100.0	17.0	100	8637	100.0	10.7	100	5633	100.0	7.0	100	2613	100.0	3.2	100				
RADIO AVG. DAILY (M-F) CUME																					
6:00 AM - 10:00 AM	43921	7169	52.0	16.3	96	4989	57.8	11.4	107	2938	52.2	6.7	96	1503	57.5	3.4	106				
10:00 AM - 3:00 PM	30659	5240	38.0	17.1	100	3832	44.4	12.5	117	2132	37.8	7.0	100	1082	41.4	3.5	109				
3:00 PM - 7:00 PM	31045	5019	36.4	16.2	95	3591	41.6	11.6	108	1925	34.2	6.2	89	1069	40.9	3.4	107				
7:00 PM - MIDNIGHT	15767	2461	17.9	15.6	92	1726	20.0	10.9	103	1099	19.5	7.0	100	560	21.4	3.6	110				
MIDNIGHT - 6:00 AM	9120	1576	11.4	17.3	102	1048	12.1	11.5	108	555	9.9	6.1	87	260	10.0	2.9	88				
6:00 AM - MIDNIGHT	58527	9695	70.3	16.6	97	6641	76.9	11.3	106	3995	70.9	6.8	98	2027	77.6	3.5	107				
ENTIRE DAY	59311	9892	71.8	16.7	98	6686	77.4	11.3	106	4048	71.9	6.8	98	2062	78.9	3.5	108				
AVG DAILY M-F CUME: 6AM-MDNT																					
FORMATS: ADULT CONTEMPORARY	16172	2751	20.0	17.0	100	2022	23.4	12.5	117	1019	18.1	6.3	91	649	24.8	4.0	124				
ALL NEWS	2256	406	2.9	18.0	106	245	2.8	10.9	102	*157	2.8	7.0	100	**65	2.5	2.9	89				
AOR/PROGRESSIVE	3874	595	4.3	15.4	90	420	4.9	10.8	102	*174	3.1	4.5	65	**109	4.2	2.8	87				
BEAUTIFUL MUSIC	5660	1028	7.5	18.2	107	519	6.0	9.2	86	377	6.7	6.7	96	*197	7.5	3.5	108				
BLACK	2204	472	3.4	21.4	126	*159	1.8	7.2	68	255	4.5	11.6	166	**105	4.0	4.8	148				
CLASSICAL	1418	*219	1.6	15.4	91	*184	2.1	13.0	122	**84	1.5	5.9	85	**41	1.6	2.9	90				
CHR/ROCK	9538	1383	10.0	14.5	85	1032	11.9	10.8	101	508	9.0	5.3	77	*278	10.6	2.9	90				
COUNTRY	12648	2163	15.7	17.1	100	1523	17.6	12.0	113	922	16.4	7.3	105	551	21.1	4.4	135				
GOLDEN OLDIES	1191	*172	1.2	14.4	85	**66	0.8	5.5	52	**74	1.3	6.2	89	**17	0.7	1.4	44				
MOR/NOSTALGIA	4757	744	5.4	15.6	92	718	8.3	15.1	142	409	7.3	8.6	124	*189	7.2	4.0	123				
NEWS/TALK	3863	621	4.5	16.1	94	433	5.0	11.2	105	290	5.1	7.5	108	*133	5.1	3.4	107				
RELIGIOUS	3084	478	3.5	15.5	91	300	3.5	9.7	91	244	4.3	7.9	114	**68	2.6	2.2	68				
SOFT ROCK	521	**51	0.4	9.8	58	**95	1.1	18.2	171	**15	0.3	2.9	41	**11	0.4	2.1	65				
URBAN CONTEMPORARY	1585	357	2.6	22.5	132	**128	1.5	8.1	76	**78	1.4	4.9	71	**69	2.6	4.4	135				
WIRED NETWORKS:																					
ABC CONTEMPORARY	3261	421	3.1	12.9	76	373	4.3	11.4	107	*171	3.0	5.2	75	**99	3.8	3.0	94				
ABC DIRECTION	2316	492	3.6	21.2	125	196	2.3	8.5	79	*148	2.6	6.4	92	**114	4.4	4.9	153				
ABC ENTERTAINMENT	4834	829	6.0	17.1	101	531	6.1	11.0	103	*264	4.7	5.5	79	*163	6.2	3.4	105				
ABC FM	2202	430	3.1	19.5	115	*161	1.9	7.3	69	*157	2.8	7.1	103	**61	2.3	2.8	86				
ABC INFORMATION	5425	847	6.1	15.6	92	777	9.0	14.3	134	464	8.2	8.6	123	*221	8.5	4.1	126				
ABC ROCK	1677	307	2.2	18.3	108	*170	2.0	10.1	95	**94	1.7	5.6	81	**28	1.1	1.7	52				
CBS	4430	624	4.5	14.1	83	569	6.6	12.8	120	334	5.9	7.5	108	*140	5.4	3.2	98				
MUTUAL	4992	983	7.1	19.7	116	704	8.2	14.1	132	470	8.3	9.4	135	*190	7.3	3.8	118				
NBC	4679	773	5.6	16.5	97	560	6.5	12.0	112	339	6.0	7.2	104	*210	8.0	4.5	139				
RADIORADIO	1994	331	2.4	16.6	98	*213	2.5	10.7	100	*148	2.6	7.4	107	*67	2.6	3.4	104				
RKO ONE	2298	403	2.9	17.5	103	*283	3.3	12.3	115	*115	2.0	5.0	72	**136	5.2	5.9	183				
RKO TWO	3311	622	4.5	18.8	110	388	4.5	11.7	110	204	3.6	6.2	89	**108	4.1	3.3	101				
THE SOURCE	2114	321	2.3	15.2	89	*173	2.0	8.2	77	**105	1.9	5.0	71	**68	2.6	3.2	100				
NON-WIRED : BLAIR	8654	1457	10.6	16.8	99	965	11.2	11.2	105	580	10.3	6.7	96	*286	10.9	3.3	102				
INTERNET	12025	2230	16.2	18.5	109	1273	14.7	10.6	99	796	14.1	6.6	95	492	18.8	4.1	127				
KATZ RADIO GROUP	15359	2608	18.9	17.0	100	1786	20.7	11.6	109	1036	18.4	6.7	97	459	17.6	3.0	93				
SUPERNET	10628	1757	12.7	16.5	97	1250	14.5	11.8	110	700	12.4	6.6	95	439	16.8	4.1	128				
TELEVISION AVG. HALF HOUR																					
WKDAY 7:00 AM - 9:00 AM	1659	1624	11.8	18.8	110	904	10.5	10.4	98	679	12.1	7.8	113	287	11.0	3.3	103				
WKDAY 9:00 AM - 1:00 PM	12163	2298	16.7	18.9	111	1284	14.9	10.6	99	972	17.3	8.0	115	404	15.5	3.3	103				
WKDAY 1:00 PM - 4:30 PM	16150	2958	21.5	18.3	108	1826	21.1	11.3	106	1246	22.1	7.7	111	559	21.4	3.5	107				
WKDAY 4:30 PM - 7:30 PM	22463	3991	29.0	17.8	104	2437	28.2	10.8	102	1759	31.2	7.8	113	836	32.0	3.7	115				
WKDAY 7:30 PM - 8:00 PM	31795	5646	41.0	17.8	104	3486	40.4	11.0	103	2355	41.8	7.4	106	1079	41.3	3.4	105				
WKDAY 11:00 PM - 11:30 PM	23977	4513	32.7	18.8	111	2774	32.1	11.6	108	1849	32.8	7.7	111	791	30.3	3.3	102				
WKDAY 11:30 PM - 1:00 AM	7703	1589	11.5	20.6	121	946	11.0	12.3	115	645	11.5	8.4	120	316	12.1	4.1	127				
M-SAT 8-11 PM+SUN 7-11 PM	33800	6070	44.0	18.0	106	3757	43.5	11.1	104	2452	43.5	7.3	104	1170	44.8	3.5	107				
WKDY DAYTIME NTKM 7AM-4:30PM																					
ALL MY CHILDREN	A 6538	1359	9.9	20.8	122	691	8.0	10.6	99	432	7.7	6.6	95	207	7.9	3.2	98				
ANOTHER WORLD	N 4620	841	6.1	18.2	107	527	6.1	11.4	107	366	6.5	7.9	114	199	7.6	4.3	134				
AS THE WORLD TURNS	C 5614	998	7.2	17.8	104	577	6.7	10.3	96	492	8.7	8.8	126	185	7.1	3.3	102				
CAPITOL	C 3396	564	4.1	16.6	98	418	4.8	12.3	115	316	5.6	9.3	134	*84	3.2	2.5	77				
CBS MORN. NEWS 1	C 1446	323	2.3	22.3	131	117	1.4	8.1	76	94	1.7	6.5	93	*68	2.6	4.7	146				
CBS MORN. NEWS 2	C 1207	219	1.6	18.1	107	80	0.9	6.6	62	*107	1.9	8.9	127	**12	0.5	1.0	31				
DAYS OF OUR LIVES	N 5877	1005	7.3	17.1	100	661	7.7	11.2	105	477	8.5	8.1	117	261	10.0	4.4	138				
FACTS OF LIFE - DAYTIME	N 2290	463	3.4	20.2	119	273	3.2	11.9	112	187	3.3	8.2	117	*61	2.3	2.7	83				
FAMILY FEUD	A 3023	606	4.4	20.0	118	292	3.4	9.7	91	198	3.5	6.5	94	*94	3.6	3.1	96				
GENERAL HOSPITAL	A 6097	1215	8.8	19.9	117	651	7.5	10.7</													

	TOTAL U.S. '000	LYSOL				SANI-FLUSH GRANULAR				SANI-FLUSH LIQUID				SNO-BOL LIQUID			
		TOILET '000	BOWL DOWN	CLEANER % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS	80986	13785	100.0	17.0	100	8637	100.0	10.7	100	5633	100.0	7.0	100	2613	100.0	3.2	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	4661	33.8	17.9	105	2910	33.7	11.2	105	2064	36.6	7.9	114	955	36.5	3.7	114
NETWORK AFFILIATES - LATE	20261	3767	27.3	18.6	109	2361	27.3	11.7	109	1563	27.7	7.7	111	688	26.3	3.4	105
INDEPENDENTS - LATE	2076	376	2.7	18.1	106	233	2.7	11.2	105	113	2.0	5.4	78	*68	2.6	3.3	102
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1822	13.2	17.4	102	1225	14.2	11.7	110	863	15.3	8.3	119	355	13.6	3.4	105
ABC MONDAY NIGHT MOVIE	A 6412	1172	8.5	18.3	107	779	9.0	12.1	114	510	9.1	8.0	114	139	5.3	2.2	67
ABC SUNDAY NIGHT MOVIE	A 12407	2212	16.0	17.8	105	1429	16.5	11.5	108	769	13.7	6.2	89	404	15.5	3.3	101
ABC WORLD NEWS TONIGHT	A 6176	1011	7.3	16.4	96	681	7.9	11.0	103	531	9.4	8.6	124	201	7.7	3.3	101
AFTERMASH	C 5863	1021	7.4	17.4	102	567	6.6	9.7	91	361	6.4	6.2	89	*369	14.1	6.3	195
ALICE	C 9594	1809	13.1	18.9	111	1028	11.9	10.7	100	648	11.5	6.8	97	411	15.7	4.3	133
AMERICAN PARADE	C 6622	1272	9.2	19.2	113	756	8.8	11.4	107	463	8.2	7.0	101	270	10.3	4.1	126
BENSON	A 10886	2000	14.5	18.4	108	1359	15.7	12.5	117	735	13.0	6.8	97	453	17.3	4.2	129
BLUE THUNDER	A 5036	945	6.9	18.8	110	675	7.8	13.4	126	442	7.8	8.8	126	*233	8.9	4.6	143
CAGNEY & LACEY	C 9965	1879	13.6	18.9	111	1284	14.9	12.9	121	670	11.9	6.7	97	310	11.9	3.1	96
CBS EVENING NEWS-DEAN	C 3491	601	4.4	17.2	101	385	4.5	11.0	103	281	5.0	8.0	116	*215	8.2	6.2	191
CBS EVENING NEWS-RATHER	C 7123	1266	9.2	17.8	104	921	10.7	12.9	121	610	10.8	8.6	123	305	11.7	4.3	133
CBS SAT. NEWS-SCHIEFFER	C 3621	630	4.6	17.4	102	417	4.8	11.5	108	311	5.5	8.6	123	132	5.1	3.6	113
CBS SATURDAY NIGHT MOVIE	C 5436	926	6.7	17.0	100	719	8.3	13.2	124	379	6.7	7.0	100	173	6.6	3.2	99
CBS WEDNESDAY NIGHT MOVIE	C 6100	1036	7.5	17.0	100	681	7.9	11.2	105	376	6.7	6.2	89	200	7.7	3.3	102
CHEERS	N 8889	1776	12.9	20.0	117	1137	13.2	12.8	120	562	10.0	6.3	91	336	12.9	3.8	117
DALLAS	C 22109	3846	27.9	17.4	102	2535	29.4	11.5	108	1591	28.2	7.2	103	807	30.9	3.7	113
DIFF'RENT STROKES	N 6940	1315	9.5	18.9	111	642	7.4	9.3	87	447	7.9	6.4	93	*246	9.4	3.5	110
DOUBLE TROUBLE	N 7223	1460	10.6	20.2	119	717	8.3	9.9	93	442	7.8	6.1	88	313	12.0	4.3	134
DUCK FACTORY	N 5595	1084	7.9	19.4	114	699	8.1	12.5	117	420	7.5	7.5	108	*231	8.8	4.1	128
DUKES OF HAZZARD	C 5768	816	5.9	14.1	83	633	7.3	11.0	103	501	8.9	8.7	125	271	10.4	4.7	146
DYNASTY	A 20053	3416	24.8	17.0	100	2214	25.6	11.0	104	1534	27.2	7.6	110	697	26.7	3.5	108
FACTS OF LIFE	N 8087	1547	11.2	19.1	112	780	9.0	9.6	90	522	9.3	6.5	93	418	16.0	5.2	160
FALCON CREST	C 20046	3464	25.1	17.3	102	2426	28.1	12.1	113	1530	27.2	7.6	110	745	28.5	3.7	115
FALL GUY	A 9084	1724	12.5	19.0	111	1025	11.9	11.3	106	679	12.1	7.5	107	283	10.8	3.1	97
FAMILY TIES	N 7964	1691	12.3	21.2	125	931	10.8	11.7	110	480	8.5	6.0	87	*269	10.3	3.4	105
FANTASY ISLAND	A 7687	1362	9.9	17.7	104	767	8.9	10.0	94	583	10.3	7.6	109	254	9.7	3.3	102
FOULUPS,BLEEPS & BLUNDERS	A 8861	1446	10.5	16.3	96	980	11.3	11.1	104	588	10.4	6.6	95	357	13.7	4.0	125
FOUR SEASONS	C 5095	927	6.7	18.2	107	532	6.2	10.4	98	350	6.2	6.9	99	*299	11.4	5.9	182
GIMME A BREAK	N 8838	1877	13.6	21.2	125	942	10.9	10.7	100	614	10.9	6.9	100	295	11.3	3.3	103
HART TO HART	A 8978	1622	11.8	18.1	106	844	9.8	9.4	88	619	11.0	6.9	99	269	10.3	3.0	93
HILL STREET BLUES	N 8590	1427	10.4	16.6	98	1061	12.3	12.4	116	617	11.0	7.2	103	251	9.6	2.9	91
HOTEL	A 14085	2500	18.1	17.7	104	1646	19.1	11.7	110	1064	18.9	7.6	109	530	20.3	3.8	117
JEFFERSONS	C 9360	1708	12.4	18.2	107	1031	11.9	11.0	103	641	11.4	6.8	98	385	14.7	4.1	127
JENNIFER SLEPT HERE	N 5841	1014	7.4	17.4	102	549	6.4	9.4	88	399	7.1	6.8	98	*234	9.0	4.0	124
KATE & ALLIE	C 9206	1598	11.6	17.4	102	1079	12.5	11.7	110	501	8.9	5.4	78	317	12.1	3.4	107
KNIGHT RIDER	N 7076	1375	10.0	19.4	114	640	7.4	9.0	85	482	8.6	6.8	98	281	10.8	4.0	123
LOVE BOAT	A 12219	2148	15.6	17.6	103	1377	15.9	11.3	106	959	17.0	7.8	113	501	19.2	4.1	127
MAGNUM PI	C 11199	1979	14.4	17.7	104	1282	14.8	11.4	107	833	14.8	7.4	107	406	15.5	3.6	112
MAMA'S FAMILY	N 6057	1143	8.3	18.9	111	619	7.2	10.2	96	498	8.8	8.2	118	*167	6.4	2.8	85
MASTER, THE	N 3598	617	4.5	17.1	101	371	4.3	10.3	97	281	5.0	7.8	112	*88	3.4	2.4	76
MATT HOUSTON	A 6344	1156	8.4	18.2	107	746	8.6	11.8	110	490	8.7	7.7	111	*221	8.5	3.5	108
NBC MONDAY NIGHT MOVIE	N 11994	2101	15.2	17.5	103	1198	13.9	10.0	94	746	13.2	6.2	89	353	13.5	2.9	91
NBC NIGHTLY NEWS	N 5132	971	7.0	18.9	111	580	6.7	11.3	106	355	6.3	6.9	99	206	7.9	4.0	124
NBC NIGHTLY NEWS-SAT	N 3375	548	4.0	16.2	95	365	4.2	10.8	101	278	4.9	8.2	118	*184	7.0	5.5	169
NBC NIGHTLY NEWS-SUN	N 3130	437	3.2	14.0	82	359	4.2	11.5	108	253	4.5	8.1	116	*214	8.2	6.8	212
NBC SUNDAY NIGHT MOVIE	N 8284	1562	11.3	18.9	111	770	8.9	9.3	87	585	10.4	7.1	102	*279	10.7	3.4	104
NEWMART	C 9240	1607	11.7	17.4	102	1163	13.5	12.6	118	572	10.2	6.2	89	275	10.5	3.0	92
ONE DAY AT A TIME	C 7288	1349	9.8	18.5	109	726	8.4	10.0	93	373	6.6	5.1	74	*238	9.1	3.3	101
PEOPLE ARE FUNNY	N 4855	861	6.2	17.7	104	436	5.0	9.0	84	437	7.8	9.0	129	*126	4.8	2.6	80
REAL PEOPLE	N 8869	1416	10.3	16.0	94	891	10.3	10.0	94	570	10.1	6.4	92	430	16.5	4.8	150
REMINGTON STEELE	N 7743	1109	8.0	14.3	84	928	10.7	12.0	112	558	9.9	7.2	104	*210	8.0	2.7	84
RIPLEY'S BELIEVE IT - NOT	A 5345	1139	8.3	21.3	125	473	5.5	8.8	83	400	7.1	7.5	108	*197	7.5	3.7	114
RIP TIDE	N 6988	1138	8.3	16.3	96	847	9.8	12.1	114	539	9.6	7.7	111	*191	7.3	2.7	85
SCARECROW & MRS. KING	C 10002	1777	12.9	17.8	104	1187	13.7	11.9	111	593	10.5	5.9	85	307	11.7	3.1	95
SIMON & SIMON	C 10638	1883	13.7	17.7	104	1265	14.6	11.9	112	878	15.6	8.3	119	325	12.4	3.1	95
60 MINUTES	C 13293	2222	16.1	16.7	98	1560	18.1	11.7	110	1037	18.4	7.8	112	539	20.6	4.1	126
ST. ELSEWHERE	N 7017	1328	9.6	18.9	111	843	9.8	12.0	113	514	9.1	7.3	105	217	8.3	3.1	96
THREE'S COMPANY	A 10917	20															

	TOTAL U.S. '000	VANISH GRANULAR				VANISH LIQUID				ALL SANI-FLUSH				ALL VANISH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	7738	100.0	9.6	100	6533	100.0	8.1	100	13825	100.0	17.1	100	13741	100.0	17.0	100
18 - 24	9282	621	8.0	6.7	70	623	9.5	6.7	83	1162	8.4	12.5	73	1176	8.6	12.7	75
25 - 34	19072	1974	25.5	10.4	108	1233	18.9	6.5	80	3069	22.2	16.1	94	3064	22.3	16.1	95
35 - 44	14591	1651	21.3	11.3	118	1297	19.9	8.9	110	2543	18.4	17.4	102	2858	20.8	19.6	115
45 - 54	11345	988	12.8	8.7	91	1121	17.2	9.9	122	1990	14.4	17.5	103	2069	15.1	18.2	107
55 - 64	11635	1144	14.8	9.8	103	1076	16.5	9.2	115	2091	15.1	18.0	105	2107	15.3	18.1	107
65 OR OLDER	15061	1361	17.6	9.0	95	1183	18.1	7.9	97	2970	21.5	19.7	116	2467	18.0	16.4	97
18 - 34	28354	2595	33.5	9.2	96	1856	28.4	6.5	81	4230	30.6	14.9	87	4240	30.9	15.0	88
18 - 49	48339	4822	62.3	10.0	104	3761	57.6	7.8	96	7870	56.9	16.3	95	8255	60.1	17.1	101
25 - 54	45008	4613	59.6	10.2	107	3651	55.9	8.1	101	7602	55.0	16.9	99	7991	58.2	17.8	105
35 - 49	19985	2227	28.8	11.1	117	1905	29.2	9.5	118	3640	26.3	18.2	107	4015	29.2	20.1	118
50 OR OLDER	32647	2917	37.7	8.9	94	2772	42.4	8.5	105	5954	43.1	18.2	107	5486	39.9	16.8	99
GRADUATED COLLEGE	11155	1381	17.8	12.4	130	836	12.8	7.5	93	2046	14.8	18.3	107	2056	15.0	18.4	109
ATTENDED COLLEGE	13682	1628	21.0	11.9	125	1070	16.4	7.8	97	2350	17.0	17.2	101	2583	18.8	18.9	111
GRADUATED HIGH SCHOOL	33880	3312	42.8	9.8	102	2833	43.4	8.4	104	5880	42.5	17.4	102	5945	43.3	17.5	103
DID NOT GRADUATE HIGH SCHOOL	22270	1418	18.3	6.4	67	1794	27.5	8.1	100	3549	25.7	15.9	93	3158	23.0	14.2	84
EMPLOYED	40306	3947	51.0	9.8	102	3220	49.3	8.0	99	6442	46.6	16.0	94	6933	50.5	17.2	101
EMPLOYED FULL-TIME	32850	2969	38.4	9.0	95	2828	43.3	8.6	107	5324	38.5	16.2	95	5621	40.9	17.1	101
EMPLOYED PART-TIME	7456	978	12.6	13.1	137	*392	6.0	5.3	65	1118	8.1	15.0	88	1312	9.5	17.6	104
NOT EMPLOYED	40680	3791	49.0	9.3	98	3313	50.7	8.1	101	7383	53.4	18.1	106	6808	49.5	16.7	99
PROFESSIONAL/MANAGER	10392	1171	15.1	11.3	118	843	12.9	8.1	101	1883	13.6	18.1	106	1876	13.7	18.1	106
TECH/CLERICAL/SALES	17574	1728	22.3	9.8	103	1440	22.0	8.2	102	2460	17.8	14.0	82	3099	22.6	17.6	104
PRECISION/CRAFT	985	**104	1.3	10.6	111	**81	1.2	8.2	102	**170	1.2	17.3	101	**181	1.3	18.4	108
OTHER EMPLOYED	11354	945	12.2	8.3	87	855	13.1	7.5	93	1929	14.0	17.0	100	1776	12.9	15.6	92
SINGLE	9863	710	9.2	7.2	75	651	10.0	6.6	82	1512	10.9	15.3	90	1299	9.5	13.2	78
MARRIED	51375	5586	72.2	10.9	114	4235	64.8	8.2	102	8701	62.9	16.9	99	9457	68.8	18.4	108
DIVORCED/SEPARATED/WIDOWED	19748	1443	18.6	7.3	76	1647	25.2	8.3	103	3612	26.1	18.3	107	2985	21.7	15.1	89
PARENTS	32590	3620	46.8	11.1	116	2534	38.8	7.8	96	5314	38.4	16.3	96	5986	43.6	18.4	108
WHITE	70416	7259	93.8	10.3	108	5536	84.7	7.9	97	12080	87.4	17.2	100	12296	89.5	17.5	103
BLACK	8778	406	5.2	4.6	48	786	12.0	9.0	111	1591	11.5	18.1	106	1160	8.4	13.2	78
OTHER	1791	**74	1.0	4.1	43	**211	3.2	11.8	146	**154	1.1	8.6	50	**285	2.1	15.9	94
NORTHEAST-CENSUS	17786	1756	22.7	9.9	103	1163	17.8	6.5	81	3028	21.9	17.0	100	2864	20.8	16.1	95
NORTH CENTRAL	20741	3137	40.5	15.1	158	2187	33.5	10.5	131	4591	33.2	22.1	130	5087	37.0	24.5	145
SOUTH	27775	1579	20.4	5.7	59	2140	32.8	7.7	96	4344	31.4	15.6	92	3576	26.0	12.9	76
WEST	14683	1267	16.4	8.6	90	1043	16.0	7.1	88	1862	13.5	12.7	74	2215	16.1	15.1	89
NORTHEAST-MKTG.	17961	1388	17.9	7.7	81	1133	17.3	6.3	78	2824	20.4	15.7	92	2491	18.1	13.9	82
EAST CENTRAL	11885	1705	22.0	14.3	150	1275	19.5	10.7	133	2626	19.0	22.1	129	2836	20.6	23.9	141
WEST CENTRAL	14090	2288	29.6	16.2	170	1530	23.4	10.9	135	3225	23.3	22.9	134	3647	26.5	25.9	153
SOUTH	24081	1287	16.6	5.3	56	1833	28.1	7.6	94	3619	26.2	15.0	88	3006	21.9	12.5	74
PACIFIC	12969	1069	13.8	8.2	86	761	11.6	5.9	73	1531	11.1	11.8	69	1761	12.8	13.6	80
COUNTY SIZE A	32439	2716	35.1	8.4	88	2510	38.4	7.7	96	5267	38.1	16.2	95	5013	36.5	15.5	91
COUNTY SIZE B	24915	2683	34.7	10.8	113	1878	28.7	7.5	93	4320	31.2	17.3	102	4409	32.1	17.7	104
COUNTY SIZE C	12930	1162	15.0	9.0	94	1095	16.8	8.5	105	2202	15.9	17.0	100	2151	15.7	16.6	98
COUNTY SIZE D	10703	1177	15.2	11.0	115	1050	16.1	9.8	122	2036	14.7	19.0	111	2169	15.8	20.3	119
METRO CENTRAL CITY	24518	1984	25.6	8.1	85	1991	30.5	8.1	101	3812	27.6	15.5	91	3789	27.6	15.5	91
METRO SUBURBAN	35919	3533	45.7	9.8	103	2758	42.2	7.7	95	6249	45.2	17.4	102	6076	44.2	16.9	100
NON METRO	20549	2222	28.7	10.8	113	1784	27.3	8.7	108	3764	27.2	18.3	107	3876	28.2	18.9	111
TOP 5 ADI'S	18341	1455	18.8	7.9	83	1475	22.6	8.0	100	2744	19.8	15.0	88	2816	20.5	15.4	90
TOP 10 ADI'S	25378	1879	24.3	7.4	77	1883	28.8	7.4	92	3855	27.9	15.2	89	3621	26.4	14.3	84
TOP 20 ADI'S	36488	3226	41.7	8.8	93	2584	39.6	7.1	88	6080	44.0	16.7	98	5599	40.7	15.3	90
HSGLD INC. \$50,000 OR MORE	6612	847	10.9	12.8	134	*571	8.7	8.6	107	1031	7.5	15.6	91	1330	9.7	20.1	119
\$40,000 OR MORE	12659	1448	18.7	11.4	120	1013	15.5	8.0	99	1949	14.1	15.4	90	2308	16.8	18.2	107
\$30,000 OR MORE	24698	2874	37.1	11.6	122	2049	31.4	8.3	103	4379	31.7	17.7	104	4697	34.2	19.0	112
\$25,000 OR MORE	32077	3784	48.9	11.8	123	2655	40.6	8.3	103	5539	40.1	17.3	101	6170	44.9	19.2	113
\$20,000 - \$24,999	9144	694	9.0	7.6	79	862	13.2	9.4	117	1324	9.6	14.5	85	1473	10.7	16.1	95
\$15,000 - \$19,999	8728	889	11.5	10.2	107	597	9.1	6.8	85	1521	11.0	17.4	102	1423	10.4	16.3	96
\$10,000 - \$14,999	12562	1075	13.9	8.6	90	1135	17.4	9.0	112	2364	17.1	18.8	110	2157	15.7	17.2	101
UNDER \$10,000	18475	1297	16.8	7.0	73	1284	19.7	6.9	86	3077	22.3	16.7	98	2520	18.3	13.6	80
HOUSEHOLD OF 1 PERSON	11987	1090	14.1	9.1	95	973	14.9	8.1	101	2243	16.2	18.7	110	2008	14.6	16.8	99
2 PEOPLE	26577	2274	29.4	8.6	90	2139	32.7	8.0	100	4599	33.3	17.3	101	4244	30.9	16.0	94
3 OR 4 PEOPLE	30617	3186	41.2	10.4	109	2586	39.6	8.4	105	4879	35.3	15.9	93	5536	40.3	18.1	107
5 OR MORE PEOPLE	11804	1189	15.4	10.1	105	836	12.8	7.1	88	2103	15.2	17.8	104	1953	14.2	16.5	98
NO CHILD IN HSHLD	46165	3968	51.3	8.6	90	3805	58.2	8.2	102	8029	58.1	17.4	102	7432	54.1	16.1	95
CHILD(REN) UNDER 2 YRS	5325	*602	7.8	11.3	118	*408	6.2	7.7	95	1046	7.6	19.6	115	984	7.2	18.5	109
2 - 5 YEARS	14221	1359	17.6	9.6	100	916	14.0	6.4	80	2275	16.5	16.0	94	2167	15.8	15.2	90
6 - 11 YEARS	15117	1794	23.2	11.9	124	1208	18.5	8.0	99	2680	19.4	17.7	104	2881	21.0	19.1	112
12 - 17 YEARS	16611	1765	22.8	10.6	111	1338	20.5	8.1	100	2638	19.1	15.9	93	3063	22.3	18.4	109
RESIDENCE OWNED	55884	6023	77.8	10.8	113	4547	69.6	8.1	101	10435	75.5	18.7	109	10240	74.5	18.3	108
VALUE: \$50,000 OR MORE	31744	3437	44.4	10.8	113	2401	36.8	7.6	94	5447	39.4	17.2	101	5630	41.0	17.7	105
VALUE: UNDER \$50,000	24140	2586	33.4	10.7	112	2146	32.8	8.9	110	4988	36.1	20.7	121	4610	33.5	19.1	113

		TOTAL U.S. '000	VANISH GRANULAR				VANISH LIQUID				ALL SANI-FLUSH				ALL VANISH			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	7738	100.0	9.6	100	6533	100.0	8.1	100	13825	100.0	17.1	100	13741	100.0	17.0	100
MAGAZINES	QUINTILE 1	15799	1526	19.7	9.7	101	1368	20.9	8.7	107	3049	22.1	19.3	113	2810	20.4	17.8	105
	QUINTILE 2	17259	1795	23.2	10.4	109	1690	25.9	9.8	121	3137	22.7	18.2	106	3306	24.1	19.2	113
	QUINTILE 3	13545	1529	19.8	11.3	118	1170	17.9	8.6	107	2236	16.2	16.5	97	2551	18.6	18.8	111
	QUINTILE 4	15133	1612	20.8	10.7	111	909	13.9	6.0	74	2468	17.9	16.3	96	2442	17.8	16.1	95
	QUINTILE 5	19250	1276	16.5	6.6	69	1397	21.4	7.3	90	2936	21.2	15.3	89	2632	19.2	13.7	81
NEWSPAPERS	QUINTILE 1	12413	1384	17.9	11.1	117	1258	19.3	10.1	126	2406	17.4	19.4	114	2495	18.2	20.1	118
	QUINTILE 2	24116	2641	34.1	11.0	115	1972	30.2	8.2	101	4409	31.9	18.3	107	4460	32.5	18.5	109
	QUINTILE 3	11261	967	12.5	8.6	90	999	15.3	8.9	110	2226	16.1	19.8	116	1869	13.6	16.6	98
	QUINTILE 4	20255	1897	24.5	9.4	98	1487	22.8	7.3	91	2980	21.6	14.7	86	3278	23.9	16.2	95
	QUINTILE 5	12940	850	11.0	6.6	69	818	12.5	6.3	78	1804	13.0	13.9	82	1640	11.9	12.7	75
OUTDOOR	QUINTILE 1	14852	1290	16.7	8.7	91	1108	17.0	7.5	92	2373	17.2	16.0	94	2299	16.7	15.5	91
	QUINTILE 2	15725	1833	23.7	11.7	122	1386	21.2	8.8	109	2946	21.3	18.7	110	3083	22.4	19.6	116
	QUINTILE 3	16330	1684	21.8	10.3	108	1303	19.9	8.0	99	2994	21.7	18.3	107	2933	21.3	18.0	106
	QUINTILE 4	16744	1491	19.3	8.9	93	1252	19.2	7.5	93	2728	19.7	16.3	95	2605	19.0	15.6	92
	QUINTILE 5	17334	1441	18.6	8.3	87	1485	22.7	8.6	106	2784	20.1	16.1	94	2822	20.5	16.3	96
RADIO-DRIVE TIME	QUINTILE 1	15911	1641	21.2	10.3	108	1443	22.1	9.1	112	3104	22.5	19.5	114	2969	21.6	18.7	110
	QUINTILE 2	14837	1299	16.8	8.8	92	1321	20.2	8.9	110	2460	17.8	16.6	97	2501	18.2	16.9	99
	QUINTILE 3	15339	1694	21.9	11.0	116	1250	19.1	8.1	101	2665	19.3	17.4	102	2846	20.7	18.6	109
	QUINTILE 4	16723	1471	19.0	8.8	92	1306	20.0	7.8	97	2618	18.9	15.7	92	2674	19.5	16.0	94
	QUINTILE 5	18176	1634	21.1	9.0	94	1213	18.6	6.7	83	2978	21.5	16.4	96	2752	20.0	15.1	89
RADIO-MID- DAY	TERCILE 1	21020	1974	25.5	9.4	98	1685	25.8	8.0	99	3916	28.3	18.6	109	3513	25.6	16.7	99
	TERCILE 2	21610	2385	30.8	11.0	116	1760	26.9	8.1	101	3957	28.6	18.3	107	3984	29.0	18.4	109
	TERCILE 3	38355	3380	43.7	8.8	92	3088	47.3	8.1	100	5952	43.1	15.5	91	6244	45.4	16.3	96
RADIO-TOTAL	QUINTILE 1	15988	1523	19.7	9.5	100	1522	23.3	9.5	118	3061	22.1	19.1	112	2887	21.0	18.1	106
	QUINTILE 2	15626	1565	20.2	10.0	105	1192	18.2	7.6	95	2837	20.5	18.2	106	2666	19.4	17.1	101
	QUINTILE 3	16723	1742	22.5	10.4	109	1289	19.7	7.7	96	2849	20.6	17.0	100	2892	21.0	17.3	102
	QUINTILE 4	16342	1558	20.1	9.5	100	1462	22.4	8.9	111	2456	17.8	15.0	88	2938	21.4	18.0	106
	QUINTILE 5	16306	1350	17.4	8.3	87	1067	16.3	6.5	81	2621	19.0	16.1	94	2359	17.2	14.5	85
TV-PRIME TIME	QUINTILE 1	15953	1422	18.4	8.9	93	1412	21.6	8.9	110	3106	22.5	19.5	114	2692	19.6	16.9	99
	QUINTILE 2	16137	1380	17.8	8.6	90	1309	20.0	8.1	101	2527	18.3	15.7	92	2637	19.2	16.3	96
	QUINTILE 3	16420	1671	21.6	10.2	107	1348	20.6	8.2	102	2782	20.1	16.9	99	2862	20.8	17.4	103
	QUINTILE 4	16687	1481	19.1	8.9	93	1335	20.4	8.0	99	2997	21.7	18.0	105	2707	19.7	16.2	96
	QUINTILE 5	15789	1785	23.1	11.3	118	1130	17.3	7.2	89	2413	17.5	15.3	90	2843	20.7	18.0	106
TV-DAYTIME	TERCILE 1	27736	2511	32.5	9.1	95	2138	32.7	7.7	96	5117	37.0	18.4	108	4509	32.8	16.3	96
	TERCILE 2	26489	2705	35.0	10.2	107	2273	34.8	8.6	106	4426	32.0	16.7	98	4744	34.5	17.9	106
	TERCILE 3	26761	2522	32.6	9.4	99	2121	32.5	7.9	98	4281	31.0	16.0	94	4489	32.7	16.8	99
TV-TOTAL	QUINTILE 1	16345	1402	18.1	8.6	90	1358	20.8	8.3	103	3009	21.8	18.4	108	2634	19.2	16.1	95
	QUINTILE 2	16447	1532	19.8	9.3	97	1340	20.5	8.1	101	3003	21.7	18.3	107	2790	20.3	17.0	100
	QUINTILE 3	15980	1428	18.5	8.9	94	1372	21.0	8.6	106	2731	19.8	17.1	100	2696	19.6	16.9	99
	QUINTILE 4	15887	1729	22.3	10.9	114	1260	19.3	7.9	98	2746	19.9	17.3	101	2865	20.9	18.0	106
	QUINTILE 5	16326	1647	21.3	10.1	106	1203	18.4	7.4	91	2336	16.9	14.3	84	2757	20.1	16.9	100
MAGAZINES-NEWSPAPERS: DUAL		20721	2079	26.9	10.0	105	2056	31.5	9.9	123	4031	29.2	19.5	114	3993	29.1	19.3	114
MAGAZINE IMPERATIVE		19186	1829	23.6	9.5	100	1587	24.3	8.3	103	3240	23.4	16.9	99	3256	23.7	17.0	100
NEWSPAPER IMPERATIVE		21899	2367	30.6	10.8	113	1669	25.5	7.6	94	4009	29.0	18.3	107	3848	28.0	17.6	104
MAGAZINES-OUTDOOR: DUAL		15451	1747	22.6	11.3	118	1490	22.8	9.6	120	3210	23.2	20.8	122	3112	22.6	20.1	119
MAGAZINE IMPERATIVE		25953	2479	32.0	9.6	100	2235	34.2	8.6	107	4383	31.7	16.9	99	4507	32.8	17.4	102
OUTDOOR IMPERATIVE		24400	2327	30.1	9.5	100	1746	26.7	7.2	89	3726	27.0	15.3	89	3947	28.7	16.2	95
MAGAZINES-RADIO: DUAL		18049	1862	24.1	10.3	108	1686	25.8	9.3	116	3432	24.8	19.0	111	3374	24.6	18.7	110
MAGAZINE IMPERATIVE		23571	2524	32.6	10.7	112	2075	31.8	8.8	109	4119	29.8	17.5	102	4435	32.3	18.8	111
RADIO IMPERATIVE		23278	2208	28.5	9.5	99	1671	25.6	7.2	89	4050	29.3	17.4	102	3739	27.2	16.1	95
MAGAZINES-TELEVISION: DUAL		15459	1402	18.1	9.1	95	1392	21.3	9.0	112	2949	21.3	19.1	112	2670	19.4	17.3	102
MAGAZINE IMPERATIVE		25829	2818	36.4	10.9	114	2360	36.1	9.1	113	4425	32.0	17.1	100	4968	36.2	19.2	113
TELEVISION IMPERATIVE		26039	2238	28.9	8.6	90	1933	29.6	7.4	92	4382	31.7	16.8	99	4030	29.3	15.5	91
NEWSPAPERS-OUTDOOR: DUAL		16605	2003	25.9	12.1	126	1418	21.7	8.5	106	3400	24.6	20.5	120	3259	23.7	19.6	116
NEWSPAPER IMPERATIVE		26834	2713	35.1	10.1	106	2365	36.2	8.8	109	4820	34.9	18.0	105	4873	35.5	18.2	107
OUTDOOR IMPERATIVE		23346	2047	26.5	8.8	92	1740	26.6	7.5	92	3537	25.6	15.2	89	3680	26.8	15.8	93
NEWSPAPERS-RADIO: DUAL		17133	1723	22.3	10.1	105	1587	24.3	9.3	115	3358	24.3	19.6	115	3122	22.7	18.2	107
NEWSPAPER IMPERATIVE		25892	2814	36.4	10.9	114	2172	33.2	8.4	104	4648	33.6	18.0	105	4828	35.1	18.6	110
RADIO IMPERATIVE		23167	2119	27.4	9.1	96	1859	28.5	8.0	99	3926	28.4	16.9	99	3847	28.0	16.6	98
NEWSPAPERS-TELEVISION: DUAL		17159	1795	23.2	10.5	109	1642	25.1	9.6	119	3239	23.4	18.9	111	3272	23.8	19.1	112
NEWSPAPER IMPERATIVE		26214	2866	37.0	10.9	114	2242	34.3	8.6	106	4810	34.8	18.3	107	4895	35.6	18.7	110
TELEVISION IMPERATIVE		23412	1743	22.5	7.4	78	1688	25.8	7.2	89	3998	28.9	17.1	100	3334	24.3	14.2	84
OUTDOOR-RADIO: DUAL		15303	1612	20.8	10.5	110	1326	20.3	8.7	107	2952	21.4	19.3	113	2800	20.4	18.3	108
OUTDOOR IMPERATIVE		24901	2579	33.3	10.4													

	TOTAL U.S. '000	VANISH GRANULAR				VANISH LIQUID				ALL SANI-FLUSH				ALL VANISH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	7738	100.0	9.6	100	6533	100.0	8.1	100	13825	100.0	17.1	100	13741	100.0	17.0	100
ATLANTIC MONTHLY	415	**38	0.5	9.2	96	**42	0.6	10.1	125	**96	0.7	23.1	136	**80	0.6	19.3	114
BARRON'S	453	**41	0.5	9.1	95	**23	0.4	5.1	63	**72	0.5	15.9	93	**64	0.5	14.1	83
BETTER HOMES & GARDENS	16256	1993	25.8	12.3	128	1600	24.5	9.8	122	3099	22.4	19.1	112	3423	24.9	21.1	124
BON APPETIT	2535	*186	2.4	7.3	77	*180	2.8	7.1	88	432	3.1	17.0	100	340	2.5	13.4	79
BUSINESS WEEK	1278	*179	2.3	14.0	147	**102	1.6	8.0	99	*217	1.6	17.0	99	*278	2.0	21.8	128
CAR AND DRIVER	378	**8	0.1	2.1	22	**34	0.5	9.0	112	**71	0.5	18.8	110	**40	0.3	10.6	62
CBS MAGAZINE NETWORK (GROSS)	1498	*184	2.4	12.3	129	*199	3.0	13.3	165	279	2.0	18.6	109	309	2.2	20.6	122
CHANGING TIMES	1505	*165	2.1	11.0	115	*191	2.9	12.7	157	307	2.2	20.4	119	354	2.6	23.5	139
COLONIAL HOMES	1231	*148	1.9	12.0	126	*123	1.9	10.0	124	254	1.8	20.6	121	267	1.9	21.7	128
CONDE NAST MAG. PKG. (GROSS)	14146	1265	16.3	8.9	94	1534	23.5	10.8	134	2397	17.3	16.9	99	2637	19.2	18.6	110
CONSUMERS DIGEST	1323	**99	1.3	7.5	78	*187	2.9	14.1	175	*276	2.0	20.9	122	279	2.0	21.1	124
COSMOPOLITAN	7102	579	7.5	8.2	85	666	10.2	9.4	116	1239	9.0	17.4	102	1197	8.7	16.9	99
COUNTRY LIVING	2481	363	4.7	14.6	153	215	3.3	8.7	107	472	3.4	19.0	111	554	4.0	22.3	132
CUISINE	1472	*104	1.3	7.1	74	**72	1.1	4.9	61	278	2.0	18.9	111	*171	1.2	11.6	68
CYCLE WORLD	425	**91	1.2	21.4	224	**94	1.4	22.1	274	**74	0.5	17.4	102	**124	0.9	29.2	172
DCI:CREATIVE IDEAS FOR LIV	2510	337	4.4	13.4	141	*207	3.2	8.2	102	438	3.2	17.5	102	527	3.8	21.0	124
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	684	8.8	10.2	107	476	7.3	7.1	88	1203	8.7	18.0	105	1134	8.3	16.9	100
DISCOVER	894	**83	1.1	9.3	97	**64	1.0	7.2	89	*146	1.1	16.3	96	*132	1.0	14.8	87
EBONY	3507	222	2.9	6.3	66	374	5.7	10.7	132	742	5.4	21.2	124	586	4.3	16.7	98
ESQUIRE	1083	**60	0.8	5.5	58	*140	2.1	12.9	160	*241	1.7	22.3	130	*200	1.5	18.5	109
ESSENCE	1830	*112	1.4	6.1	64	243	3.7	13.3	165	409	3.0	22.3	131	351	2.6	19.2	113
FAMILY CIRCLE	15930	1668	21.6	10.5	110	1433	21.9	9.0	112	3104	22.5	19.5	114	2967	21.6	18.6	110
THE FAMILY HANDYMAN	1126	*158	2.0	14.0	147	*106	1.6	9.4	117	*222	1.6	19.7	115	253	1.8	22.5	132
FAMILY WEEKLY	11468	1342	17.3	11.7	122	1017	15.6	8.9	110	1994	14.4	17.4	102	2223	16.2	19.4	114
FIELD & STREAM	2234	*234	3.0	10.5	110	*146	2.2	6.5	81	432	3.1	19.3	113	352	2.6	15.8	93
FOOD & WINE	579	**63	0.8	10.9	114	**34	0.5	5.9	73	*171	1.2	29.5	173	**97	0.7	16.8	99
FORBES	728	**67	0.9	9.2	96	**41	0.6	5.6	70	**108	0.8	14.8	87	**105	0.8	14.4	85
FORTUNE	906	**109	1.4	12.0	126	**56	0.9	6.2	77	**145	1.0	16.0	94	*160	1.2	17.7	104
GENTLEMEN'S QUARTERLY	791	**59	0.8	7.5	78	**75	1.1	9.5	118	*123	0.9	15.5	91	*118	0.9	14.9	88
GLAMOUR	5265	466	6.0	8.9	93	653	10.0	12.4	154	986	7.1	18.7	110	1049	7.6	19.9	117
GOLF DIGEST	636	**55	0.7	8.6	91	**71	1.1	11.2	138	**89	0.6	14.0	82	*119	0.9	18.7	110
GOLF DIGEST/TENNIS (GROSS)	1186	**110	1.4	9.3	97	*106	1.6	8.9	111	*226	1.6	19.1	112	*209	1.5	17.6	104
GOLF MAGAZINE	441	**39	0.5	8.8	93	**48	0.7	10.9	135	**45	0.3	10.2	60	**87	0.6	19.7	116
GOLF MAGAZINE/SKI (GROSS)	922	**109	1.4	11.8	124	**120	1.8	13.0	161	**74	0.5	8.0	47	*213	1.6	23.1	136
GOOD HOUSEKEEPING	16487	1976	25.5	12.0	125	1362	20.8	8.3	102	3323	24.0	20.2	118	3219	23.4	19.5	115
HARPER'S BAZAAR	2423	*182	2.4	7.5	79	*233	3.6	9.6	119	505	3.7	20.8	122	414	3.0	17.1	101
HEALTH	1994	*218	2.8	10.9	114	*204	3.1	10.2	127	469	3.4	23.5	138	394	2.9	19.8	116
HEARST MAG CORP. BUY (GROSS)	44101	4882	63.1	11.1	116	3865	59.2	8.8	109	8580	62.1	19.5	114	8443	61.4	19.1	113
HEARST MAN POWER (GROSS)	1993	348	4.5	17.5	183	*170	2.6	8.5	106	555	4.0	27.8	163	460	3.3	23.1	136
HEARST WOMAN POWER (GROSS)	31274	3390	43.8	10.8	113	2780	42.6	8.9	110	6021	43.6	19.3	113	5962	43.4	19.1	112
HOUSE BEAUTIFUL	3623	343	4.4	9.5	99	267	4.1	7.4	91	605	4.4	16.7	98	603	4.4	16.6	98
INC.	283	**40	0.5	14.1	148	**29	0.4	10.2	127	**67	0.5	23.7	139	**68	0.5	24.0	142
JET	2928	*218	2.8	7.4	78	265	4.1	9.1	112	620	4.5	21.2	124	478	3.5	16.3	96
LADIES' HOME JOURNAL	11918	1217	15.7	10.2	107	1150	17.6	9.6	120	2182	15.8	18.3	107	2270	16.5	19.0	112
LHJ FAMILY GRP COMBO(GROSS)	16764	1760	22.7	10.5	110	1620	24.8	9.7	120	3184	23.0	19.0	111	3246	23.6	19.4	114
LIFE	4254	280	3.6	6.6	69	412	6.3	9.7	120	807	5.8	19.0	111	667	4.9	15.7	92
L.A. TIMES HOME MAGAZINE	1145	**64	0.8	5.6	58	**82	1.3	7.2	89	*216	1.6	18.9	111	*146	1.1	12.8	75
MADEMOISELLE	2884	291	3.8	10.1	106	326	5.0	11.3	140	465	3.4	16.1	94	569	4.1	19.7	116
MC CALL'S	13460	1442	18.6	10.7	112	1411	21.6	10.5	130	2504	18.1	18.6	109	2729	19.9	20.3	119
MC CALL'S/WRK MOTHER (GROSS)	14606	1559	20.1	10.7	112	1542	23.6	10.6	131	2682	19.4	18.4	108	2963	21.6	20.3	120
MECHANIX ILLUSTRATED	772	**100	1.3	13.0	136	**66	1.0	8.5	106	*240	1.7	31.1	182	*160	1.2	20.7	122
METROPOLITAN HOME	967	**78	1.0	8.1	84	**115	1.8	11.9	147	292	2.1	30.2	177	*188	1.4	19.4	115
MONEY	1588	238	3.1	15.0	157	*142	2.2	8.9	111	348	2.5	21.9	128	358	2.6	22.5	133
MOTHER EARTH NEWS	1002	**119	1.5	11.9	124	**57	0.9	5.7	71	*192	1.4	19.2	112	*175	1.3	17.5	103
MS.	825	**83	1.1	10.1	105	**74	1.1	9.0	111	*133	1.0	16.1	94	*143	1.0	17.3	102
NATIONAL ENQUIRER	10336	888	11.5	8.6	90	980	15.0	9.5	118	2049	14.8	19.8	116	1806	13.1	17.5	103
NATIONAL GEOGRAPHIC	9597	1264	16.3	13.2	138	787	12.0	8.2	102	1647	11.9	17.2	101	1926	14.0	20.1	118
NATIONAL SUNDAY MAGAZINE PKG	49558	5134	66.3	10.4	108	4206	64.4	8.5	105	9018	65.2	18.2	107	8929	65.0	18.0	106
NATURAL HISTORY	573	**98	1.3	17.1	179	**91	1.4	15.9	197	**46	0.3	8.0	47	**128	0.9	22.3	132
NEW WOMAN	1699	*211	2.7	12.4	130	*154	2.4	9.1	112	247	1.8	14.5	85	339	2.5	20.0	118
NEW YORK INCLUDING CUE	443	**26	0.3	5.9	61	**16	0.2	3.6	45	**56	0.4	12.6	74	**41	0.3	9.3	55
THE NEW YORKER	1270	*148	1.9	11.7	122	**78	1.2	6.1	76	220	1.6	17.3	101	*213	1.6	16.8	99
NEWSWEEK	6277	611	7.9	9.7	102	459	7.0	7.3	91	1192	8.6	19.0	111	1013	7.4	16.1	95
THE N.Y. TIMES DAILY EDITION	1205	**74	1.0	6.1	64	**63	1.0	5.2	65	*198	1.4	16.4	96	*137	1.0	11.4	67
THE N.Y. TIMES MAGAZINE	2081	*156	2.0	7.5	78	**77	1.2	3.7	46	380	2.7	18.3	107	*232	1.7	11.1	66
OMNI	788	**84	1.1	10.7	112	**55	0.8	7.0	87	*118	0.9	15.0	88	*137	1.0	17.4	102
ON CABLE	1158	**143	1.8	12.3	129	**85	1.3	7.3	91	*185	1.3	16.0	94	*215	1.6	18.6	109
1001 HOME IDEAS	2852	325	4.2	11.4	119	265	4.1	9.3	115	533	3.9	18.7	109	582	4.2	20.4	120
ORGANIC GARDENING	1658	*186	2.4	11.2	117	*151	2.3	9.1	113	267	1.9	16.1	94	330	2.4	19.9	117
OUTDOOR LIFE	896	*141	1.8	15.7	165	**41	0.6	4.6	57	*249	1.8	27.8	163	*182	1.3	20.3	120
PARADE MAGAZINE	24275	2450	31.7	10.1	106	2082	31.9	8.6	106	4458	32.2	18.4	108	4350	31.7	17.9	106

	TOTAL U.S. '000	VANISH GRANULAR				VANISH LIQUID				ALL SANI-FLUSH				ALL VANISH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	7738	100.0	9.6	100	6533	100.0	8.1	100	13825	100.0	17.1	100	13741	100.0	17.0	100
PARENTS	3845	429	5.5	11.2	117	247	3.8	6.4	80	809	5.9	21.0	123	658	4.8	17.1	101
PENTHOUSE	831	**115	1.5	13.8	145	**74	1.1	8.9	110	*165	1.2	19.9	116	*173	1.3	20.8	123
PEOPLE	11645	1149	14.8	9.9	103	958	14.7	8.2	102	1948	14.1	16.7	98	2058	15.0	17.7	104
PLAYBOY	2006	*166	2.1	8.3	87	*189	2.9	9.4	117	256	1.9	12.8	75	344	2.5	17.1	101
POPULAR HOT RODDING	297	**41	0.5	13.8	144	**41	0.6	13.8	171	**50	0.4	16.8	99	**77	0.6	25.9	153
POPULAR MECHANICS	1018	**183	2.4	18.0	188	**86	1.3	8.4	105	*342	2.5	33.6	197	*239	1.7	23.5	138
POPULAR SCIENCE	878	**169	2.2	19.2	201	**53	0.8	6.0	75	*167	1.2	19.0	111	*221	1.6	25.2	148
PREVENTION	3913	442	5.7	11.3	118	335	5.1	8.6	106	759	5.5	19.4	114	766	5.6	19.6	115
PSYCHOLOGY TODAY	1710	267	3.5	15.6	163	*155	2.4	9.1	112	325	2.4	19.0	111	394	2.9	23.0	136
READER'S DIGEST	22204	2543	32.9	11.5	120	1877	28.7	8.5	105	4176	30.2	18.8	110	4224	30.7	19.0	112
REDBOOK	7684	836	10.8	10.9	114	751	11.5	9.8	121	1458	10.5	19.0	111	1546	11.3	20.1	119
ROAD & TRACK	410	**39	0.5	9.5	100	**41	0.6	10.0	124	**80	0.6	19.5	114	**70	0.5	17.1	101
ROLLING STONE	969	*106	1.4	10.9	114	*149	2.3	15.4	191	*182	1.3	18.8	110	240	1.7	24.8	146
RUNNER'S WORLD	298	**8	0.1	2.7	28	**18	0.3	6.0	75	**62	0.4	20.8	122	**26	0.2	8.7	51
SATURDAY EVENING POST	1169	*136	1.8	11.6	122	*141	2.2	12.1	150	321	2.3	27.5	161	252	1.8	21.6	127
SCIENCE 84	587	**26	0.3	4.4	46	**49	0.8	8.3	103	**107	0.8	18.2	107	**66	0.5	11.2	66
SCIENCE DIGEST	482	**93	1.2	19.3	202	**47	0.7	9.8	121	**104	0.8	21.6	126	**112	0.8	23.2	137
SCIENTIFIC AMERICAN	594	**73	0.9	12.3	129	**10	0.2	1.7	21	**104	0.8	17.5	103	**82	0.6	13.8	81
SELF	2089	*177	2.3	8.5	89	*169	2.6	8.1	100	360	2.6	17.2	101	325	2.4	15.6	92
SEVENTEEN	2411	*158	2.0	6.6	69	*196	3.0	8.1	101	508	3.7	21.1	123	345	2.5	14.3	84
SKI	480	**70	0.9	14.6	153	**72	1.1	15.0	186	**28	0.2	5.8	34	**126	0.9	26.3	155
SMITHSONIAN	2760	294	3.8	10.7	111	*184	2.8	6.7	83	596	4.3	21.6	126	463	3.4	16.8	99
SOAP OPERA DIGEST	3013	*142	1.8	4.7	49	382	5.8	12.7	157	536	3.9	17.8	104	500	3.6	16.6	98
SOUTHERN LIVING	4184	347	4.5	8.3	87	269	4.1	6.4	80	765	5.5	18.3	107	607	4.4	14.5	86
SPORT	559	**54	0.7	9.7	101	**72	1.1	12.9	160	**107	0.8	19.1	112	*125	0.9	22.4	132
THE SPORTING NEWS	436	**7	0.1	1.6	17	**30	0.5	6.9	85	**69	0.5	15.8	93	**36	0.3	8.3	49
SPORTS AFIELD	493	**72	0.9	14.6	153	**37	0.6	7.5	93	**108	0.8	21.9	128	**109	0.8	22.1	130
SPORTS ILLUSTRATED	2758	235	3.0	8.5	89	284	4.3	10.3	128	530	3.8	19.2	113	478	3.5	17.3	102
STAR	7456	584	7.5	7.8	82	746	11.4	10.0	124	1623	11.7	21.8	128	1277	9.3	17.1	101
SUNDAY	24936	2653	34.3	10.6	111	2114	32.4	8.5	105	4785	34.6	19.2	112	4524	32.9	18.1	107
SUNSET	2124	*310	4.0	14.6	153	**146	2.2	6.9	85	*254	1.8	12.0	70	443	3.2	20.9	123
TV GUIDE	21661	1686	21.8	7.8	81	2037	31.2	9.4	117	3592	26.0	16.6	97	3581	26.1	16.5	97
TENNIS	550	**55	0.7	10.0	105	**35	0.5	6.4	79	**137	1.0	24.9	146	**90	0.7	16.4	96
TIME	8880	814	10.5	9.2	96	674	10.3	7.6	94	1690	12.2	19.0	111	1432	10.4	16.1	95
TOWN & COUNTRY	917	**88	1.1	9.6	100	**70	1.1	7.6	95	*143	1.0	15.6	91	*157	1.1	17.1	101
TRAVEL & LEISURE	972	**76	1.0	7.8	82	**112	1.7	11.5	143	243	1.8	25.0	146	*186	1.4	19.1	113
TRUE STORY	3356	*214	2.8	6.4	67	468	7.2	13.9	173	654	4.7	19.5	114	641	4.7	19.1	113
U.S. NEWS & WORLD REPORT	3410	433	5.6	12.7	133	282	4.3	8.3	103	699	5.1	20.5	120	678	4.9	19.9	117
USA TODAY	1759	*145	1.9	8.2	86	*160	2.4	9.1	113	419	3.0	23.8	140	284	2.1	16.1	95
US	1873	*142	1.8	7.6	79	*181	2.8	9.7	120	350	2.5	18.7	109	322	2.3	17.2	101
VOGUE	3909	331	4.3	8.5	89	385	5.9	9.8	122	586	4.2	15.0	88	695	5.1	17.8	105
HALL STREET JOURNAL	1886	*189	2.4	10.0	105	*189	2.9	10.0	124	276	2.0	14.6	86	366	2.7	19.4	114
WEIGHT WATCHERS	2120	342	4.4	16.1	169	*153	2.3	7.2	89	489	3.5	23.1	135	460	3.3	21.7	128
WOMAN'S DAY	14172	1606	20.8	11.3	119	1309	20.0	9.2	115	2752	19.9	19.4	114	2807	20.4	19.8	117
WORKING MOTHER	1146	**117	1.5	10.2	107	*131	2.0	11.4	142	*178	1.3	15.5	91	*234	1.7	20.4	120
WORKING WOMAN	1322	*132	1.7	10.0	105	*134	2.1	10.1	126	233	1.7	17.6	103	259	1.9	19.6	115
WORLD TENNIS	*163	**23	0.3	14.1	148	**29	0.4	17.8	221	**40	0.3	24.5	144	**52	0.4	31.9	188
ZIFF-DAVIS MAG NETWK (GROSS)	2532	271	3.5	10.7	112	291	4.5	11.5	142	428	3.1	16.9	99	521	3.8	20.6	121
BLAIR INSERTS	43657	4389	56.7	10.1	105	3672	56.2	8.4	104	7992	57.8	18.3	107	7761	56.5	17.8	105
DAILY NEWSPAPERS																	
READ ANY	51633	5270	68.1	10.2	107	4522	69.2	8.8	109	9359	67.7	18.1	106	9392	68.4	18.2	107
READ ONE	43463	4411	57.0	10.1	106	3710	56.8	8.5	106	7860	56.9	18.1	106	7833	57.0	18.0	106
READ TWO OR MORE	8170	859	11.1	10.5	110	812	12.4	9.9	123	1500	10.8	18.4	108	1559	11.3	19.1	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5604	72.4	10.6	111	4453	68.2	8.5	105	9703	70.2	18.4	108	9641	70.2	18.3	108
READ ONE	46126	4763	61.6	10.3	108	3787	58.0	8.2	102	8367	60.5	18.1	106	8237	59.9	17.9	105
READ TWO OR MORE	6552	842	10.9	12.9	134	666	10.2	10.2	126	1336	9.7	20.4	119	1404	10.2	21.4	126
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.11				26.98				26.16				26.42			
30 DAY REACH	71455	6960	89.9	9.7	102	5673	86.8	7.9	98	12253	88.6	17.1	100	12174	88.6	17.0	100
50 SHWG - 30 DAY AV FREQ	14.56	13.82				14.32				13.75				14.03			
30 DAY REACH	67742	6572	84.9	9.7	102	5370	82.2	7.9	98	11661	84.3	17.2	101	11491	83.6	17.0	100
25 SHWG - 30 DAY AV FREQ	7.94	7.45				7.65				7.46				7.53			
30 DAY REACH	62117	6120	79.1	9.9	103	5002	76.6	8.1	100	10730	77.6	17.3	101	10709	77.9	17.2	102
CABLE TV: HOME WIRED	32077	3181	41.1	9.9	104	3017	46.2	9.4	117	5740	41.5	17.9	105	5926	43.1	18.5	109
HOME NOT WIRED	48909	4557	58.9	9.3	98	3516	53.8	7.2	89	8085	58.5	16.5	97	7816	56.9	16.0	94
HAVE PAY CABLE	15935	1644	21.2	10.3	108	1468	22.5	9.2	114	2736	19.8	17.2	101	2925	21.3	18.4	108

	TOTAL U.S. '000	VANISH GRANULAR				VANISH LIQUID				ALL SANI-FLUSH				ALL VANISH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	7738	100.0	9.6	100	6533	100.0	8.1	100	13825	100.0	17.1	100	13741	100.0	17.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4443	57.4	10.1	106	3790	58.0	8.6	107	7755	56.1	17.7	103	7915	57.6	18.0	106
10:00 AM - 3:00 PM	30659	3193	41.3	10.4	109	2548	39.0	8.3	103	5707	41.3	18.6	109	5505	40.1	18.0	106
3:00 PM - 7:00 PM	31045	3175	41.0	10.2	107	2491	38.1	8.0	99	5335	38.6	17.2	101	5429	39.5	17.5	103
7:00 PM - MIDNIGHT	15767	1640	21.2	10.4	109	1283	19.6	8.1	101	2738	19.8	17.4	102	2772	20.2	17.6	104
MIDNIGHT - 6:00 AM	9120	935	12.1	10.3	107	813	12.4	8.9	111	1580	11.4	17.3	101	1661	12.1	18.2	107
6:00 AM - MIDNIGHT	58527	5956	77.0	10.2	107	5006	76.6	8.6	106	10275	74.3	17.6	103	10517	76.5	18.0	106
ENTIRE DAY	59311	6019	77.8	10.1	106	5068	77.6	8.5	106	10372	75.0	17.5	102	10642	77.4	17.9	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2026	26.2	12.5	131	1467	22.5	9.1	112	2970	21.5	18.4	108	3245	23.6	20.1	118
ALL NEWS	2256	*224	2.9	9.9	104	*115	1.8	5.1	63	385	2.8	17.1	100	307	2.2	13.6	80
AOR/PROGRESSIVE	3874	267	3.5	6.9	72	*233	3.6	6.0	75	571	4.1	14.7	86	498	3.6	12.9	76
BEAUTIFUL MUSIC	5660	539	7.0	9.5	100	418	6.4	7.4	92	856	6.2	15.1	89	928	6.8	16.4	97
BLACK	2204	*205	2.6	9.3	97	*192	2.9	8.7	108	406	2.9	18.4	108	374	2.7	17.0	100
CLASSICAL	1418	*97	1.3	6.8	72	*118	1.8	8.3	103	*266	1.9	18.8	110	*210	1.5	14.8	87
CHR/ROCK	9538	910	11.8	9.5	100	852	13.0	8.9	111	1485	10.7	15.6	91	1669	12.1	17.5	103
COUNTRY	12648	1099	14.2	8.7	91	1098	16.8	8.7	108	2361	17.1	18.7	109	2128	15.5	16.8	99
GOLDEN OLDIES	1191	*445	0.6	3.8	40	*93	1.4	7.8	97	*138	1.0	11.6	68	*137	1.0	11.5	68
MOR/NOSTALGIA	4757	694	9.0	14.6	153	391	6.0	8.2	102	1074	7.8	22.6	132	1058	7.7	22.2	131
NEWS/TALK	3863	463	6.0	12.0	125	355	5.4	9.2	114	693	5.0	17.9	105	801	5.8	20.7	122
RELIGIOUS	3084	319	4.1	10.3	108	251	3.8	8.1	101	524	3.8	17.0	100	565	4.1	18.3	108
SOFT ROCK	521	*36	0.5	6.9	72	*13	0.2	2.5	31	*110	0.8	21.1	124	*49	0.4	9.4	55
URBAN CONTEMPORARY	1585	*85	1.1	5.4	56	*141	2.2	8.9	110	*206	1.5	13.0	76	*212	1.5	13.4	79
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	361	4.7	11.1	116	314	4.8	9.6	119	528	3.8	16.2	95	625	4.5	19.2	113
ABC DIRECTION	2316	261	3.4	11.3	118	*199	3.0	8.6	107	341	2.5	14.7	86	446	3.2	19.3	113
ABC ENTERTAINMENT	4834	420	5.4	8.7	91	392	6.0	8.1	101	781	5.6	16.2	95	804	5.9	16.6	98
ABC FM	2202	*198	2.6	9.0	94	*277	4.2	12.6	156	307	2.2	13.9	82	465	3.4	21.1	124
ABC INFORMATION	5425	700	9.0	12.9	135	556	8.5	10.2	127	1178	8.5	21.7	127	1211	8.8	22.3	132
ABC ROCK	1677	*116	1.5	6.9	72	*136	2.1	8.1	101	257	1.9	15.3	90	*246	1.8	14.7	86
CBS	4430	666	8.6	15.0	157	454	6.9	10.2	127	879	6.4	19.8	116	1049	7.6	23.7	140
MUTUAL	4992	604	7.8	12.1	127	376	5.8	7.5	93	1122	8.1	22.5	132	941	6.8	18.9	111
NBC	4679	505	6.5	10.8	113	417	6.4	8.9	110	856	6.2	18.3	107	854	6.2	18.3	108
RADIORADIO	1994	*223	2.9	11.2	117	*164	2.5	8.2	102	349	2.5	17.5	103	367	2.7	18.4	108
RKO ONE	2298	*175	2.3	7.6	80	*158	2.4	6.9	85	388	2.8	16.9	99	320	2.3	13.9	82
RKO TWO	3311	256	3.3	7.7	81	*220	3.4	6.6	82	581	4.2	17.5	103	461	3.4	13.9	82
THE SOURCE	2114	*179	2.3	8.5	89	*173	2.6	8.2	101	259	1.9	12.3	72	338	2.5	16.0	94
NON-WIRED : BLAIR	8654	959	12.4	11.1	116	730	11.2	8.4	105	1486	10.7	17.2	101	1597	11.6	18.5	109
INTERNET	12025	1146	14.8	9.5	100	910	13.9	7.6	94	2016	14.6	16.8	98	1984	14.4	16.5	97
KATZ RADIO GROUP	15359	1476	19.1	9.6	101	1338	20.5	8.7	108	2730	19.7	17.8	104	2664	19.4	17.3	102
SUPERNET	10628	887	11.5	8.3	87	851	13.0	8.0	99	1856	13.4	17.5	102	1670	12.2	15.7	93
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	773	10.0	8.9	93	640	9.8	7.4	92	1496	10.8	17.3	101	1378	10.0	15.9	94
WKDAY 9:00 AM - 1:00 PM	12163	1061	13.7	8.7	91	898	13.7	7.4	92	2149	15.5	17.7	103	1897	13.8	15.6	92
WKDAY 1:00 PM - 4:30 PM	16150	1443	18.6	8.9	94	1231	18.8	7.6	94	2956	21.4	18.3	107	2594	18.9	16.1	95
WKDAY 4:30 PM - 7:30 PM	22463	2052	26.5	9.1	96	1885	28.9	8.4	104	4031	29.2	17.9	105	3775	27.5	16.8	99
WKDAY 7:30 PM - 8:00 PM	31795	2880	37.2	9.1	95	2696	41.3	8.5	105	5609	40.6	17.6	103	5353	39.0	16.8	99
WKDAY 11:00 PM - 11:30 PM	23977	2437	31.5	10.2	106	2123	32.5	8.9	110	4411	31.9	18.4	108	4383	31.9	18.3	108
WKDAY 11:30 PM - 1:00 AM	7703	823	10.6	10.7	112	620	9.5	8.0	100	1486	10.7	19.3	113	1384	10.1	18.0	106
M-SAT 8-11 PM-SUN 7-11 PM	33800	3113	40.2	9.2	96	2826	43.3	8.4	104	5982	43.3	17.7	104	5694	41.4	16.8	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	574	7.4	8.8	92	535	8.2	8.2	101	1112	8.0	17.0	100	1077	7.8	16.5	97
ANOTHER WORLD	N 4620	390	5.0	8.4	88	395	6.0	8.5	106	878	6.4	19.0	111	770	5.6	16.7	98
AS THE WORLD TURNS	C 5614	466	6.0	8.3	87	453	6.9	8.1	100	1027	7.4	18.3	107	898	6.5	16.0	94
CAPITOL	C 3396	345	4.5	10.2	106	219	3.4	6.4	80	700	5.1	20.6	121	553	4.0	16.3	96
CBS MORN. NEWS 1	C 1446	162	2.1	11.2	117	109	1.7	7.5	93	198	1.4	13.7	80	266	1.9	18.4	108
CBS MORN. NEWS 2	C 1207	153	2.0	12.7	133	*92	1.4	7.6	94	177	1.3	14.7	86	236	1.7	19.6	115
DAYS OF OUR LIVES	N 5877	544	7.0	9.3	97	520	8.0	8.8	110	1104	8.0	18.8	110	1025	7.5	17.4	103
FACTS OF LIFE - DAYTIME	N 2290	134	1.7	5.9	61	170	2.6	7.4	92	433	3.1	18.9	111	288	2.1	12.6	74
FAMILY FEUD	A 3023	270	3.5	8.9	93	222	3.4	7.3	91	471	3.4	15.6	91	479	3.5	15.8	93
GENERAL HOSPITAL	A 6097	564	7.3	9.3	97	395	6.0	6.5	80	1016	7.3	16.7	98	932	6.8	15.3	90
GOOD MORNING, AMERICA-730	A 3515	314	4.1	8.9	93	252	3.9	7.2	89	590	4.3	16.8	98	553	4.0	15.7	93
GOOD MORNING, AMERICA-830	A 2818	335	4.3	11.9	124	178	2.7	6.3	78	541	3.9	19.2	112	498	3.6	17.7	104
GUIDING LIGHT	C 5339	462	6.0	8.7	91	315	4.8	5.9	73	1004	7.3	18.8	110	761	5.5	14.3	84
ONE LIFE TO LIVE	A 4478	406	5.2	9.1	95	349	5.3	7.8	97	721	5.2</						

		VANISH GRANULAR				VANISH LIQUID				ALL SANI-FLUSH				ALL VANISH				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	7738	100.0	9.6	100	6533	100.0	8.1	100	13825	100.0	17.1	100	13741	100.0	17.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2480	32.0	9.5	100	2219	34.0	8.5	106	4783	34.6	18.4	108	4527	32.9	17.4	102
NETWORK AFFILIATES - LATE		20261	2053	26.5	10.1	106	1856	28.4	9.2	114	3731	27.0	18.4	108	3757	27.3	18.5	109
INDEPENDENTS - LATE		2076	153	2.0	7.4	77	184	2.8	8.9	110	342	2.5	16.5	97	319	2.3	15.4	91
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	944	12.2	9.0	95	966	14.8	9.2	115	2014	14.6	19.3	113	1815	13.2	17.4	102
ABC MONDAY NIGHT MOVIE		A 6412	643	8.3	10.0	105	577	8.8	9.0	112	1252	9.1	19.5	114	1168	8.5	18.2	107
ABC SUNDAY NIGHT MOVIE		A 12407	1126	14.6	9.1	95	921	14.1	7.4	92	2149	15.5	17.3	101	1946	14.2	15.7	92
ABC WORLD NEWS TONIGHT		A 6176	573	7.4	9.3	97	570	8.7	9.2	114	1170	8.5	18.9	111	1105	8.0	17.9	105
AFTERMASH		C 5863	560	7.2	9.6	100	534	8.2	9.1	113	855	6.2	14.6	85	1002	7.3	17.1	101
ALICE		C 9594	834	10.8	8.7	91	732	11.2	7.6	95	1636	11.8	17.1	100	1493	10.9	15.6	92
AMERICAN PARADE		C 6622	650	8.4	9.8	103	489	7.5	7.4	92	1136	8.2	17.2	100	1081	7.9	16.3	96
BENSON		A 10886	1004	13.0	9.2	97	951	14.6	8.7	108	2013	14.6	18.5	108	1845	13.4	16.9	100
BLUE THUNDER		A 5036	565	7.3	11.2	117	393	6.0	7.8	97	1047	7.6	20.8	122	893	6.5	17.7	105
CAGNEY & LACEY		C 9965	1035	13.4	10.4	109	793	12.1	8.0	99	1862	13.5	18.7	109	1748	12.7	17.5	103
CBS EVENING NEWS-DEAN		C 3491	340	4.4	9.7	102	314	4.8	9.0	112	631	4.6	18.1	106	621	4.5	17.8	105
CBS EVENING NEWS-RATHER		C 7123	837	10.8	11.8	123	651	10.0	9.1	113	1437	10.4	20.2	118	1404	10.2	19.7	116
CBS SAT. NEWS-SCHIEFFER		C 3621	320	4.1	8.8	92	317	4.9	8.8	109	704	5.1	19.4	114	600	4.4	16.6	98
CBS SATURDAY NIGHT MOVIE		C 5436	547	7.1	10.1	105	524	8.0	9.6	119	1048	7.6	19.3	113	1024	7.5	18.8	111
CBS WEDNESDAY NIGHT MOVIE		C 6100	636	8.2	10.4	109	507	7.8	8.3	103	1019	7.4	16.7	98	1118	8.1	18.3	108
CHEERS		N 8889	962	12.4	10.8	113	706	10.8	7.9	98	1603	11.6	18.0	106	1559	11.3	17.5	103
DALLAS		C 22109	1922	24.8	8.7	91	1647	25.2	7.4	92	4010	29.0	18.1	106	3522	25.6	15.9	94
DIFF'RENT STROKES		N 6940	643	8.3	9.3	97	581	8.9	8.4	104	1059	7.7	15.3	89	1152	8.4	16.6	98
DOUBLE TROUBLE		N 7223	587	7.6	8.1	85	647	9.9	9.0	111	1131	8.2	15.7	92	1146	8.3	15.9	94
DUCK FACTORY		N 5595	643	8.3	11.5	120	529	8.1	9.5	117	1030	7.5	18.4	108	1083	7.9	19.4	114
DUKES OF HAZZARD		C 5768	598	7.7	10.4	109	468	7.2	8.1	101	1098	7.9	19.0	112	1056	7.7	18.3	108
DYNASTY		A 20053	1672	21.6	8.3	87	1434	22.0	7.2	89	3581	25.9	17.9	105	2985	21.7	14.9	88
FACTS OF LIFE		N 8087	666	8.6	8.2	86	686	10.5	8.5	105	1259	9.1	15.6	91	1270	9.2	15.7	93
FALCON CREST		C 20046	1865	24.1	9.3	97	1528	23.4	7.6	94	3824	27.7	19.1	112	3344	24.3	16.7	98
FALL GUY		A 9084	822	10.6	9.0	95	663	10.1	7.3	90	1675	12.1	18.4	108	1442	10.5	15.9	94
FAMILY TIES		N 7964	754	9.7	9.5	99	594	9.1	7.5	92	1328	9.6	16.7	98	1281	9.3	16.1	95
FANTASY ISLAND		A 7687	693	9.0	9.0	94	578	8.8	7.5	93	1282	9.3	16.7	98	1236	9.0	16.1	95
FOULUPS, BEEPS & BLUNDERS		A 8861	794	10.3	9.0	94	626	9.6	7.1	88	1521	11.0	17.2	101	1395	10.2	15.7	93
FOUR SEASONS		C 5095	517	6.7	10.1	106	423	6.5	8.3	103	814	5.9	16.0	94	894	6.5	17.5	103
GIMME A BREAK		N 8838	767	9.9	8.7	91	724	11.1	8.2	102	1459	10.6	16.5	97	1424	10.4	16.1	95
HART TO HART		A 8978	741	9.6	8.3	86	648	9.9	7.2	89	1417	10.2	15.8	92	1330	9.7	14.8	87
HILL STREET BLUES		N 8590	945	12.2	11.0	115	751	11.5	8.7	108	1638	11.8	19.1	112	1621	11.8	18.9	111
HOTEL		A 14085	1315	17.0	9.3	98	1094	16.7	7.8	96	2607	18.9	18.5	108	2343	17.1	16.6	98
JEFFERSONS		C 9360	846	10.9	9.0	95	686	10.5	7.3	91	1620	11.7	17.3	101	1446	10.5	15.4	91
JENNIFER SLEPT HERE		N 5841	463	6.0	7.9	83	596	9.1	10.2	126	935	6.8	16.0	94	967	7.0	16.6	98
KATE & ALLIE		C 9206	1018	13.2	11.1	116	823	12.6	8.9	111	1512	10.9	16.4	96	1744	12.7	18.9	112
KNIGHT RIDER		N 7076	639	8.3	9.0	95	536	8.2	7.6	94	1091	7.9	15.4	90	1144	8.3	16.2	95
LOVE BOAT		A 12219	1115	14.4	9.1	96	1010	15.5	8.3	102	2237	16.2	18.3	107	2015	14.7	16.5	97
MAGNUM PI		C 11199	1198	15.5	10.7	112	954	14.6	8.5	106	2050	14.8	18.3	107	2074	15.1	18.5	109
MAMA'S FAMILY		N 6057	455	5.9	7.5	79	558	8.5	9.2	114	1103	8.0	18.2	107	992	7.2	16.4	97
MASTER, THE		N 3598	377	4.9	10.5	110	307	4.7	8.5	106	611	4.4	17.0	99	654	4.8	18.2	107
MATT HOUSTON		A 6344	562	7.3	8.9	93	516	7.9	8.1	101	1165	8.4	18.4	108	992	7.2	15.6	92
NBC MONDAY NIGHT MOVIE		N 11994	1101	14.2	9.2	96	975	14.9	8.1	101	1845	13.3	15.4	90	2021	14.7	16.9	99
NBC NIGHTLY NEWS		N 5132	350	4.5	6.8	71	436	6.7	8.5	105	905	6.5	17.6	103	780	5.7	15.2	90
NBC NIGHTLY NEWS-SAT		N 3375	299	3.9	8.9	93	331	5.1	9.8	122	639	4.6	18.9	111	607	4.4	18.0	106
NBC NIGHTLY NEWS-SUN		N 3130	320	4.1	10.2	107	309	4.7	9.9	122	607	4.4	19.4	114	573	4.2	18.3	108
NBC SUNDAY NIGHT MOVIE		N 8284	745	9.6	9.0	94	824	12.6	9.9	123	1273	9.2	15.4	90	1518	11.0	18.3	108
NEWHART		C 9240	1040	13.4	11.3	118	762	11.7	8.2	102	1653	12.0	17.9	105	1705	12.4	18.5	109
ONE DAY AT A TIME		C 7288	601	7.8	8.2	86	564	8.6	7.7	96	1047	7.6	14.4	84	1112	8.1	15.3	90
PEOPLE ARE FUNNY		N 4855	302	3.9	6.2	65	476	7.3	9.8	122	848	6.1	17.5	102	759	5.5	15.6	92
REAL PEOPLE		N 8869	806	10.4	9.1	95	851	13.0	9.6	119	1396	10.1	15.7	92	1591	11.6	17.9	106
REMINGTON STEELE		N 7743	877	11.3	11.3	119	621	9.5	8.0	99	1413	10.2	18.2	107	1453	10.6	18.8	111
RIPLEY'S BELIEVE IT - NOT		A 5345	580	7.5	10.9	114	505	7.7	9.4	117	869	6.3	16.3	95	995	7.2	18.6	110
RIPTIDE		N 6988	772	10.0	11.0	116	610	9.3	8.7	108	1322	9.6	18.9	111	1331	9.7	19.0	112
SCARECROW & MRS. KING		C 10002	993	12.8	9.9	104	836	12.8	8.4	104	1718	12.4	17.2	101	1744	12.7	17.4	103
SIMON & SIMON		C 10638	1061	13.7	10.0	104	870	13.3	8.2	101	2093	15.1	19.7	115	1906	13.9	17.9	106
60 MINUTES		C 13293	1214	15.7	9.1	96	1149	17.6	8.6	107	2456	17.8	18.5	108	2263	16.5	17.0	100
ST. ELSEWHERE		N 7017	746	9.6	10.6	111	557	8.5	7.9	98	1297	9.4	18.5	108	1261	9.2	1	

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IN-TANK TOILET BOWL CLEANERS

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-19

		'000	%	UNWEIGHTED											
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?		YES	37183	45.9	4279										
		NO	43803	54.1	5156										
		ALL		SOLE		PRIMARY		SECONDARY							
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED					
IF YES															
6B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?															
AIRWICK ON-GUARD SOLID IN-TANK		787	1.0	416	.5	296	.4	74	.1	94					
BLOO SOLID		983	1.2	471	.6	326	.4	185	.2	106					
BLU-BOY SOLID		3501	4.3	1716	2.1	1503	1.9	283	.3	410					
BOWL GARD SOLID		636	.8	188	.2	381	.5	68	.1	69					
BOWL POWER SOLID		590	.7	305	.4	205	.3	80	.1	73					
BRIGADE SOLID		668	.8	289	.4	280	.3	99	.1	80					
BULLY SOLID		3565	4.4	1760	2.2	1386	1.7	419	.5	397					
120-DAY SOLID		1192	1.5	551	.7	469	.6	172	.2	153					
SANI-FLUSH LIQUID		6265	7.7	2798	3.5	2907	3.6	559	.7	735					
SANI-FLUSH 4 SOLID		886	1.1	393	.5	351	.4	142	.2	126					
SANI-FLUSH SOLID		2332	2.9	777	1.0	1394	1.7	161	.2	277					
SNO-BOL SOLID		779	1.0	231	.3	462	.6	87	.1	90					
TY-D-BOL LIQUID		6365	7.9	3100	3.8	2427	3.0	837	1.0	714					
TY-D-BOL 4 SOLID		980	1.2	273	.3	469	.6	238	.3	102					
TY-D-BOL SOLID		1202	1.5	440	.5	586	.7	177	.2	144					
2000 FLUSHES SOLID		4892	6.0	2428	3.0	1662	2.1	802	1.0	578					
VANISH LIQUID		8923	11.0	4110	5.1	3789	4.7	1024	1.3	1051					
VANISH SOLID		3294	4.1	1355	1.7	1233	1.5	707	.9	412					
OTHER BRANDS		6251	7.7	4071	5.0	1388	1.7	793	1.0	701					
DO NOT KNOW		295	.4							37					
		'000	%	UNWEIGHTED											
6C. ABOUT HOW MANY CONTAINERS OR PACKAGES OF IN-TANK TOILET BOWL CLEANER WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?															
SIX OR MORE		H	926	1.1	115										
FIVE		H	491	.6	61										
FOUR		H	1293	1.6	138										
THREE		H	2602	3.2	279										
TWO		H	9200	11.4	999										
ONE		M	12259	15.1	1440										
LESS THAN ONE		L	8493	10.5	1018										
NONE		L	1920	2.4	229										

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEMAKERS	80986	37183	100.0	45.9	100	14512	100.0	17.9	100	12259	100.0	15.1	100	10412	100.0	12.9	100
18 - 24	9282	3621	9.7	39.0	85	1285	8.9	13.8	77	1320	10.8	14.2	94	1016	9.8	10.9	85
25 - 34	19072	8219	22.1	43.1	94	3287	22.7	17.2	96	2880	23.5	15.1	100	2052	19.7	10.8	84
35 - 44	14591	6930	18.6	47.5	103	3308	22.8	22.7	127	1971	16.1	13.5	89	1650	15.8	11.3	88
45 - 54	11345	5534	14.9	48.8	106	2532	17.4	22.3	125	1511	12.3	13.3	88	1491	14.3	13.1	102
55 - 64	11635	5583	15.0	48.0	105	2023	13.9	17.4	97	1866	15.2	16.0	106	1694	16.3	14.6	113
65 OR OLDER	15061	7296	19.6	48.4	106	2076	14.3	13.8	77	2711	22.1	18.0	119	2509	24.1	16.7	130
18 - 34	28354	11841	31.8	41.8	91	4572	31.5	16.1	90	4200	34.3	14.8	98	3069	29.5	10.8	84
18 - 49	48339	21254	57.2	44.0	96	8991	62.0	18.6	104	6894	56.2	14.3	94	5369	51.6	11.1	86
25 - 54	45008	20683	55.6	46.0	100	9128	62.9	20.3	113	6362	51.9	14.1	93	5194	49.9	11.5	90
35 - 49	19985	9413	25.3	47.1	103	4419	30.5	22.1	123	2694	22.0	13.5	89	2300	22.1	11.5	90
50 OR OLDER	32647	15929	42.8	48.8	106	5521	38.0	16.9	94	5365	43.8	16.4	109	5044	48.4	15.5	120
GRADUATED COLLEGE	11155	4579	12.3	41.0	89	1844	12.7	16.5	92	1627	13.3	14.6	96	1108	10.6	9.9	77
ATTENDED COLLEGE	13682	5937	16.0	43.4	95	2068	14.3	15.1	84	2036	16.6	14.9	98	1833	17.6	13.4	104
GRADUATED HIGH SCHOOL	33880	16203	43.6	47.8	104	6699	46.2	19.8	110	4949	40.4	14.6	97	4555	43.7	13.4	105
DID NOT GRADUATE HIGH SCHOOL	22270	10464	28.1	47.0	102	3901	26.9	17.5	98	3647	29.7	16.4	108	2916	28.0	13.1	102
EMPLOYED	40306	18013	48.4	44.7	97	7028	48.4	17.4	97	5915	48.3	14.7	97	5070	48.7	12.6	98
EMPLOYED FULL-TIME	32850	14670	39.5	44.7	97	5779	39.8	17.6	98	4861	39.7	14.8	98	4031	38.7	12.3	95
EMPLOYED PART-TIME	7456	3342	9.0	44.8	98	1249	8.6	16.8	93	1054	8.6	14.1	93	1039	10.0	13.9	108
NOT EMPLOYED	40680	19170	51.6	47.1	103	7484	51.6	18.4	103	6343	51.7	15.6	103	5343	51.3	13.1	102
PROFESSIONAL/MANAGER	10392	4574	12.3	44.0	96	1883	13.0	18.1	101	1392	11.4	13.4	88	1299	12.5	12.5	97
TECH/CLERICAL/SALES	17574	7803	21.0	44.4	97	2916	20.1	16.6	93	2672	21.8	15.2	100	2215	21.3	12.6	98
PRECISION/CRAFT	985	**446	1.2	45.3	99	**183	1.3	18.6	104	**88	0.7	8.9	59	**175	1.7	17.8	138
OTHER EMPLOYED	11354	5189	14.0	45.7	100	2045	14.1	18.0	101	1763	14.4	15.5	103	1381	13.3	12.2	95
SINGLE	9863	3825	10.3	38.8	84	1352	9.3	13.7	76	1162	9.5	11.8	78	1311	12.6	13.3	103
MARRIED	51375	24215	65.1	47.1	103	10043	69.2	19.5	109	7879	64.3	15.3	101	6294	60.4	12.3	95
DIVORCED/SEPARATED/WIDOWED	19748	9142	24.6	46.3	101	3117	21.5	15.8	88	3217	26.2	16.3	108	2808	27.0	14.2	111
PARENTS	32590	14313	38.5	43.9	96	6709	46.2	20.6	115	4433	36.2	13.6	90	3171	30.5	9.7	76
WHITE	70416	32281	86.8	45.8	100	12125	83.6	17.2	96	10886	88.8	15.5	102	9270	89.0	13.2	102
BLACK	8778	4279	11.5	48.7	106	2116	14.6	24.1	135	1202	9.8	13.7	90	961	9.2	10.9	85
OTHER	1791	*624	1.7	34.8	76	**271	1.9	15.1	84	**171	1.4	9.5	63	**182	1.7	10.2	79
NORTHEAST-CENSUS	17786	7889	21.2	44.4	97	3310	22.8	18.6	104	2404	19.6	13.5	89	2175	20.9	12.2	95
NORTH CENTRAL	20741	10325	27.8	49.8	108	3699	25.5	17.8	100	3614	29.5	17.4	115	3013	28.9	14.5	113
SOUTH	27775	12905	34.7	46.5	101	5337	36.8	19.2	107	4176	34.1	15.0	99	3392	32.6	12.2	95
WEST	14683	6064	16.3	41.3	90	2167	14.9	14.8	82	2066	16.9	14.1	93	1832	17.6	12.5	97
NORTHEAST-MKTG.	17961	7880	21.2	43.9	96	3423	23.6	19.1	106	2420	19.7	13.5	89	2037	19.6	11.3	88
EAST CENTRAL	11885	5576	15.0	46.9	102	2078	14.3	17.5	98	1958	16.0	16.5	109	1540	14.8	13.0	101
WEST CENTRAL	14090	7126	19.2	50.6	110	2427	16.7	17.2	96	2489	20.3	17.7	117	2210	21.2	15.7	122
SOUTH	24081	11275	30.3	46.8	102	4709	32.4	19.6	109	3522	28.7	14.6	97	3043	29.2	12.6	98
PACIFIC	12969	5326	14.3	41.1	89	1876	12.9	14.5	81	1868	15.2	14.4	95	1581	15.2	12.2	95
COUNTY SIZE A	32439	14651	39.4	45.2	98	6226	42.9	19.2	107	4560	37.2	14.1	93	3865	37.1	11.9	93
COUNTY SIZE B	24915	11475	30.9	46.1	100	4264	29.4	17.1	96	4006	32.7	16.1	106	3205	30.8	12.9	100
COUNTY SIZE C	12930	5799	15.6	44.8	98	2208	15.2	17.1	95	1821	14.9	14.1	93	1770	17.0	13.7	106
COUNTY SIZE D	10703	5258	14.1	49.1	107	1814	12.5	16.9	95	1871	15.3	17.5	115	1573	15.1	14.7	114
METRO CENTRAL CITY	24518	10540	28.3	43.0	94	4253	29.3	17.3	97	3746	30.6	15.3	101	2542	24.4	10.4	81
METRO SUBURBAN	35919	17009	45.7	47.4	103	6772	46.7	18.9	105	5259	42.9	14.6	97	4978	47.8	13.9	108
NON METRO	20549	9634	25.9	46.9	102	3487	24.0	17.0	95	3254	26.5	15.8	105	2893	27.8	14.1	110
TOP 5 ADI'S	18341	8266	22.2	45.1	98	3835	26.4	20.9	117	2471	20.2	13.5	89	1960	18.8	10.7	83
TOP 10 ADI'S	25378	11089	29.8	43.7	95	4889	33.7	19.3	108	3411	27.8	13.4	89	2789	26.8	11.0	85
TOP 20 ADI'S	36488	16329	43.9	44.8	97	6598	45.5	18.1	101	5240	42.7	14.4	95	4491	43.1	12.3	96
HSHLD INC. \$50,000 OR MORE	6612	3186	8.6	48.2	105	1531	10.5	23.2	129	754	6.2	11.4	75	902	8.7	13.6	106
\$40,000 OR MORE	12659	5929	15.9	46.8	102	2666	18.4	21.1	118	1673	13.6	13.2	87	1590	15.3	12.6	98
\$30,000 OR MORE	24698	11471	30.9	46.4	101	5041	34.7	20.4	114	3383	27.6	13.7	90	3047	29.3	12.3	96
\$25,000 OR MORE	32077	14990	40.3	46.7	102	6505	44.8	20.3	113	4561	37.2	14.2	94	3924	37.7	12.2	95
\$20,000 - \$24,999	9144	4015	10.8	43.9	96	1541	10.6	16.9	94	1316	10.7	14.4	95	1157	11.1	12.7	98
\$15,000 - \$19,999	8728	3727	10.0	42.7	93	1279	8.8	14.7	82	1506	12.3	17.3	114	942	9.0	10.8	84
\$10,000 - \$14,999	12562	6231	16.8	49.6	108	2245	15.5	17.9	100	2151	17.5	17.1	113	1836	17.6	14.6	114
UNDER \$10,000	18475	8220	22.1	44.5	97	2942	20.3	15.9	89	2726	22.2	14.8	97	2552	24.5	13.8	107
HOUSEHOLD OF 1 PERSON	11987	5568	15.0	46.5	101	1422	9.8	11.9	66	1920	15.7	16.0	106	2226	21.4	18.6	144
2 PEOPLE	26577	12523	33.7	47.1	103	4394	30.3	16.5	92	4519	36.9	17.0	112	3611	34.7	13.6	106
3 OR 4 PEOPLE	30617	14157	38.1	46.2	101	6195	42.7	20.2	113	4464	36.4	14.6	96	3497	33.6	11.4	89
5 OR MORE PEOPLE	11804	4936	13.3	41.8	91	2502	17.2	21.2	118	1355	11.1	11.5	76	1079	10.4	9.1	71
NO CHILD IN HSHLD	46165	21805	58.6	47.2	103	7316	50.4	15.8	88	7443	60.7	16.1	107	7046	67.7	15.3	119
CHILD(REN) UNDER 2 YRS	5325	2117	5.7	39.8	87	891	6.1	16.7	93	569	4.6	10.7	71	656	6.3	12.3	96
2 - 5 YEARS	14221	6172	16.6	43.4	95	2736	18.9	19.2	107	2172	17.7	15.3	101	1264	12.1	8.9	69
6 - 11 YEARS	15117	6735	18.1	44.6	97	3305	22.8	21.9	122	2042	16.7	13.5	89	1388	13.3	9.2	71
12 - 17 YEARS	16611	7379	19.8	44.4	97	3702	25.5	22.3	124	2018	16.5	12.1	80	1659	15.9	10.0	78
RESIDENCE OWNED	55884	26863	72.2	48.1	105	10806	74.5	19.3	108	8484	69.2	15.2	100	7573	72.7	13.6	105
VALUE: \$50,000 OR MORE	31744	14667	39.4	46.2	101	6202	42.7	19.5	109	4445	36.3	14.0	93	4021	38.6	12.7	99
VALUE: UNDER \$50,000	24140	12196	32.8	50.5	110	4605	31.7	19.1	106	4039	32.9	16.7	111	3552	34.1	14.7	114

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	37183	100.0	45.9	100	14512	100.0	17.9	100	12259	100.0	15.1	100	10412	100.0	12.9	100
MAGAZINES	QUINTILE 1	15799	8209	22.1	52.0	113	3610	24.9	22.8	128	2489	20.3	15.8	104	2109	20.3	13.3	104
	QUINTILE 2	17259	7874	21.2	45.6	99	2960	20.4	17.2	96	2678	21.8	15.5	103	2236	21.5	13.0	101
	QUINTILE 3	13545	5583	15.0	41.2	90	2230	15.4	16.5	92	1802	14.7	13.3	88	1551	14.9	11.5	89
	QUINTILE 4	15133	6881	18.5	45.5	99	2424	16.7	16.0	89	2393	19.5	15.8	104	2064	19.8	13.6	106
	QUINTILE 5	19250	8636	23.2	44.9	98	3288	22.7	17.1	95	2896	23.6	15.0	99	2452	23.5	12.7	99
NEWSPAPERS	QUINTILE 1	12413	6042	16.2	48.7	106	2371	16.3	19.1	107	1951	15.9	15.7	104	1719	16.5	13.8	108
	QUINTILE 2	24116	11337	30.5	47.0	102	4656	32.1	19.3	108	3872	31.6	16.1	106	2809	27.0	11.6	91
	QUINTILE 3	11261	5225	14.1	46.4	101	2068	14.3	18.4	102	1723	14.1	15.3	101	1434	13.8	12.7	99
	QUINTILE 4	20255	8938	24.0	44.1	96	3139	21.6	15.5	86	2964	24.2	14.6	97	2834	27.2	14.0	109
	QUINTILE 5	12940	5642	15.2	43.6	95	2278	15.7	17.6	98	1748	14.3	13.5	89	1616	15.5	12.5	97
OUTDOOR	QUINTILE 1	14852	6739	18.1	45.4	99	2623	18.1	17.7	99	2317	18.9	15.6	103	1800	17.3	12.1	94
	QUINTILE 2	15725	7143	19.2	45.4	99	2709	18.7	17.2	96	2519	20.5	16.0	106	1915	18.4	12.2	95
	QUINTILE 3	16330	7762	20.9	47.5	104	3251	22.4	19.9	111	2413	19.7	14.8	98	2098	20.1	12.8	100
	QUINTILE 4	16744	7604	20.5	45.4	99	2780	19.2	16.6	93	2437	19.9	14.6	96	2387	22.9	14.3	111
	QUINTILE 5	17334	7935	21.3	45.8	100	3150	21.7	18.2	101	2573	21.0	14.8	98	2212	21.2	12.8	99
RADIO-DRIVE TIME	QUINTILE 1	15911	7610	20.5	47.8	104	3112	21.4	19.6	109	2272	18.5	14.3	94	2225	21.4	14.0	109
	QUINTILE 2	14837	6958	18.7	46.9	102	2668	18.4	18.0	100	2589	21.1	17.4	115	1701	16.3	11.5	89
	QUINTILE 3	15339	6842	18.4	44.6	97	2717	18.7	17.7	99	2153	17.6	14.0	93	1972	18.9	12.9	100
	QUINTILE 4	16723	7404	19.9	44.3	96	2794	19.3	16.7	93	2483	20.3	14.8	98	2128	20.4	12.7	99
	QUINTILE 5	18176	8369	22.5	46.0	100	3220	22.2	17.7	99	2762	22.5	15.2	100	2387	22.9	13.1	102
RADIO-MID- DAY	TERCILE 1	21020	10177	27.4	48.4	105	3800	26.2	18.1	101	3505	28.6	16.7	110	2873	27.6	13.7	106
	TERCILE 2	21610	9928	26.7	45.9	100	4138	28.5	19.1	107	2969	24.2	13.7	91	2822	27.1	13.1	102
	TERCILE 3	38355	17078	45.9	44.5	97	6575	45.3	17.1	96	5785	47.2	15.1	100	4718	45.3	12.3	96
RADIO-TOTAL	QUINTILE 1	15988	7962	21.4	49.8	108	3225	22.2	20.2	113	2528	20.6	15.8	104	2209	21.2	13.8	107
	QUINTILE 2	15626	6903	18.6	44.2	96	2786	19.2	17.8	99	2212	18.0	14.2	94	1904	18.3	12.2	95
	QUINTILE 3	16723	7552	20.3	45.2	98	2880	19.8	17.2	96	2628	21.4	15.7	104	2045	19.6	12.2	95
	QUINTILE 4	16342	7467	20.1	45.7	100	2815	19.4	17.2	96	2377	19.4	14.5	96	2275	21.8	13.9	108
	QUINTILE 5	16306	7299	19.6	44.8	97	2806	19.3	17.2	96	2514	20.5	15.4	102	1980	19.0	12.1	94
TV-PRIME TIME	QUINTILE 1	15953	7609	20.5	47.7	104	2919	20.1	18.3	102	2422	19.8	15.2	100	2268	21.8	14.2	111
	QUINTILE 2	16137	7489	20.1	46.4	101	3061	21.1	19.0	106	2439	19.9	15.1	100	1989	19.1	12.3	96
	QUINTILE 3	16420	7726	20.8	47.1	102	3009	20.7	18.3	102	2471	20.2	15.0	99	2247	21.6	13.7	106
	QUINTILE 4	16687	7634	20.5	45.7	100	2919	20.1	17.5	98	2707	22.1	16.2	107	2008	19.3	12.0	94
	QUINTILE 5	15789	6725	18.1	42.6	93	2604	17.9	16.5	92	2220	18.1	14.1	93	1901	18.3	12.0	94
TV-DAYTIME	TERCILE 1	27736	13348	35.9	48.1	105	5296	36.5	19.1	107	4481	36.6	16.2	107	3571	34.3	12.9	100
	TERCILE 2	26489	12322	33.1	46.5	101	4882	33.6	18.4	103	3885	31.7	14.7	97	3555	34.1	13.4	104
	TERCILE 3	26761	11513	31.0	43.0	94	4334	29.9	16.2	90	3893	31.8	14.5	96	3287	31.6	12.3	96
TV-TOTAL	QUINTILE 1	16345	7604	20.5	46.5	101	3198	22.0	19.6	109	2285	18.6	14.0	92	2121	20.4	13.0	101
	QUINTILE 2	16447	8070	21.7	49.1	107	3056	21.1	18.6	104	2810	22.9	17.1	113	2204	21.2	13.4	104
	QUINTILE 3	15980	7871	21.2	49.3	107	3033	20.9	19.0	106	2547	20.8	15.9	105	2292	22.0	14.3	112
	QUINTILE 4	15887	7086	19.1	44.6	97	2730	18.8	17.2	96	2516	20.5	15.8	105	1840	17.7	11.6	90
	QUINTILE 5	16326	6553	17.6	40.1	87	2495	17.2	15.3	85	2101	17.1	12.9	85	1956	18.8	12.0	93
MAGAZINES-NEWSPAPERS: DUAL		20721	10021	27.0	48.4	105	4093	28.2	19.8	110	3333	27.2	16.1	106	2595	24.9	12.5	97
MAGAZINE IMPERATIVE		19186	8823	23.7	46.0	100	3570	24.6	18.6	104	2735	22.3	14.3	94	2517	24.2	13.1	102
NEWSPAPER IMPERATIVE		21899	9922	26.7	45.3	99	3828	26.4	17.5	98	3393	27.7	15.5	102	2700	25.9	12.3	96
MAGAZINES-OUTDOOR: DUAL		15451	7392	19.9	47.8	104	3100	21.4	20.1	112	2396	19.5	15.5	102	1896	18.2	12.3	95
MAGAZINE IMPERATIVE		25953	12341	33.2	47.6	104	4894	33.7	18.9	105	3905	31.9	15.0	99	3542	34.0	13.6	106
OUTDOOR IMPERATIVE		24400	10602	28.5	43.5	95	3869	26.7	15.9	88	3671	29.9	15.0	99	3063	29.4	12.6	98
MAGAZINES-RADIO: DUAL		18049	9028	24.3	50.0	109	3735	25.7	20.7	115	2801	22.8	15.5	103	2492	23.9	13.8	107
MAGAZINE IMPERATIVE		23571	10768	29.0	45.7	99	4267	29.4	18.1	101	3530	28.8	15.0	99	2971	28.5	12.6	98
RADIO IMPERATIVE		23278	10073	27.1	43.3	94	3786	26.1	16.3	91	3428	28.0	14.7	97	2859	27.5	12.3	96
MAGAZINES-TELEVISION: DUAL		15459	7862	21.1	50.9	111	3296	22.7	21.3	119	2393	19.5	15.5	102	2173	20.9	14.1	109
MAGAZINE IMPERATIVE		25829	11489	30.9	44.5	97	4562	31.4	17.7	99	3772	30.8	14.6	96	3156	30.3	12.2	95
TELEVISION IMPERATIVE		26039	11951	32.1	45.9	100	4426	30.5	17.0	95	4025	32.8	15.5	102	3500	33.6	13.4	105
NEWSPAPERS-OUTDOOR: DUAL		16605	8076	21.7	48.6	106	3323	22.9	20.0	112	2712	22.1	16.3	108	2042	19.6	12.3	96
NEWSPAPER IMPERATIVE		26834	12628	34.0	47.1	102	5139	35.4	19.2	107	4037	32.9	15.0	99	3452	33.2	12.9	100
OUTDOOR IMPERATIVE		23346	10116	27.2	43.3	94	3735	25.7	16.0	89	3450	28.1	14.8	98	2931	28.2	12.6	98
NEWSPAPERS-RADIO: DUAL		17133	8334	22.4	48.6	106	3548	24.4	20.7	116	2615	21.3	15.3	101	2171	20.9	12.7	99
NEWSPAPER IMPERATIVE		25892	12050	32.4	46.5	101	4683	32.3	18.1	101	4246	34.6	16.4	108	3121	30.0	12.1	94
RADIO IMPERATIVE		23167	10494	28.2	45.3	99	3944	27.2	17.0	95	3416	27.9	14.7	97	3133	30.1	13.5	105
NEWSPAPERS-TELEVISION: DUAL		17159	8587	23.1	50.0	109	3358	23.1	19.6	109	2891	23.6	16.8	111	2338	22.5	13.6	106
NEWSPAPER IMPERATIVE		26214	11748	31.6	44.8	98	4690	32.3	17.9	100	3982	32.5	15.2	100	3075	29.5	11.7	91
TELEVISION IMPERATIVE		23412	10663	28.7	45.5	99	4110	28.3	17.6	98	3445	28.1	14.7	97	3107			

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	37183	100.0	45.9	100	14512	100.0	17.9	100	12259	100.0	15.1	100	10412	100.0	12.9	100
ATLANTIC MONTHLY	415	*168	0.5	40.5	88	**65	0.4	15.7	87	**56	0.5	13.5	89	**47	0.5	11.3	88
BARRON'S	453	*221	0.6	48.8	106	**135	0.9	29.8	166	**35	0.3	7.7	51	**51	0.5	11.3	88
BETTER HOMES & GARDENS	16256	8169	22.0	50.3	109	3347	23.1	20.6	115	2463	20.1	15.2	100	2358	22.6	14.5	113
BON APPETIT	2535	1227	3.3	48.4	105	397	2.7	15.7	87	426	3.5	16.8	111	403	3.9	15.9	124
BUSINESS WEEK	1278	595	1.6	46.6	101	*274	1.9	21.4	120	*157	1.3	12.3	81	*164	1.6	12.8	100
CAR AND DRIVER	378	*184	0.5	48.7	106	**85	0.6	22.5	125	**60	0.5	15.9	105	**39	0.4	10.3	80
CBS MAGAZINE NETWORK (GROSS)	1498	738	2.0	49.3	107	*235	1.6	15.7	88	*342	2.8	22.8	151	*162	1.6	10.8	84
CHANGING TIMES	1505	761	2.0	50.6	110	299	2.1	19.9	111	*202	1.6	13.4	89	261	2.5	17.3	135
COLONIAL HOMES	1231	554	1.5	45.0	98	*203	1.4	16.5	92	*184	1.5	14.9	99	*168	1.6	13.6	106
CONDE NAST MAG. PKG. (GROSS)	14146	6774	18.2	47.9	104	2958	20.4	20.9	117	2112	17.2	14.9	99	1705	16.4	12.1	94
CONSUMERS DIGEST	1323	793	2.1	59.9	131	*230	1.6	17.4	97	*314	2.6	23.7	157	*249	2.4	18.8	146
COSMOPOLITAN	7102	3225	8.7	45.4	99	1294	8.9	18.2	102	962	7.8	13.5	89	969	9.3	13.6	106
COUNTRY LIVING	2481	1212	3.3	48.9	106	491	3.4	19.8	110	351	2.9	14.1	93	370	3.6	14.9	116
CUISINE	1472	680	1.8	46.2	101	254	1.8	17.3	96	*206	1.7	14.0	92	*221	2.1	15.0	117
CYCLE WORLD	425	*203	0.5	47.8	104	**53	0.4	12.5	70	**93	0.8	21.9	145	**56	0.5	13.2	102
DCI:CREATIVE IDEAS FOR LIV	2510	1253	3.4	49.9	109	469	3.2	18.7	104	450	3.7	17.9	118	334	3.2	13.3	104
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3233	8.7	48.3	105	1262	8.7	18.9	105	1086	8.9	16.2	107	885	8.5	13.2	103
DISCOVER	894	475	1.3	53.1	116	*179	1.2	20.0	112	*193	1.6	21.6	143	**103	1.0	11.5	90
EBONY	3507	1834	4.9	52.3	114	968	6.7	27.6	154	562	4.6	16.0	106	304	2.9	8.7	67
ESQUIRE	1083	573	1.5	52.9	115	*252	1.7	23.3	130	*161	1.3	14.9	98	*160	1.5	14.8	115
ESSENCE	1830	1023	2.8	55.9	122	536	3.7	29.3	163	325	2.7	17.8	117	*162	1.6	8.9	69
FAMILY CIRCLE	15930	7472	20.1	46.9	102	3142	21.7	19.7	110	2374	19.4	14.9	98	1957	18.8	12.3	96
THE FAMILY HANDYMAN	1126	622	1.7	55.2	120	312	2.1	27.7	155	*195	1.6	17.3	114	*115	1.1	10.2	79
FAMILY WEEKLY	11468	5408	14.5	47.2	103	2135	14.7	18.6	104	1854	15.1	16.2	107	1419	13.6	12.4	96
FIELD & STREAM	2234	1197	3.2	53.6	117	532	3.7	23.8	133	397	3.2	17.8	117	*268	2.6	12.0	93
FOOD & WINE	579	343	0.9	59.2	129	*119	0.8	20.6	115	**122	1.0	21.1	139	**102	1.0	10.6	137
FORBES	728	337	0.9	46.3	101	*183	1.3	25.1	140	**75	0.6	10.3	68	**79	0.8	10.9	84
FORTUNE	906	495	1.3	54.6	119	*264	1.8	29.1	163	**70	0.6	7.7	51	**161	1.5	17.8	138
GENTLEMEN'S QUARTERLY	791	293	0.8	37.0	81	*143	1.0	18.1	101	**101	0.8	12.8	84	**50	0.5	6.3	49
GLAMOUR	5265	2662	7.2	50.6	110	1178	8.1	22.4	125	892	7.3	16.9	112	592	5.7	11.2	87
GOLF DIGEST	636	*278	0.7	43.7	95	**75	0.5	11.8	66	**62	0.5	9.7	64	**141	1.4	22.2	172
GOLF DIGEST/TENNIS (GROSS)	1186	473	1.3	39.9	87	*164	1.1	13.8	77	**114	0.9	9.6	64	*194	1.9	16.4	127
GOLF MAGAZINE	441	*218	0.6	49.4	108	**68	0.5	15.4	86	**40	0.3	9.1	60	**110	1.1	24.9	194
GOLF MAGAZINE/SKI (GROSS)	922	454	1.2	49.2	107	*152	1.0	16.5	92	**101	0.8	11.0	72	*201	1.9	21.8	170
GOOD HOUSEKEEPING	16487	7948	21.4	48.2	105	3105	21.4	18.8	105	2619	21.4	15.9	105	2224	21.4	13.5	105
HARPER'S BAZAAR	2423	1260	3.4	52.0	113	490	3.4	20.2	113	387	3.2	16.0	106	383	3.7	15.8	123
HEALTH	1994	1225	3.3	61.4	134	552	3.8	27.7	154	345	2.8	17.3	114	328	3.2	16.4	128
HEARST MAG CORP. BUY (GROSS)	44101	21411	57.6	48.5	106	8832	60.9	20.0	112	6624	54.0	15.0	99	5955	57.2	13.5	105
HEARST MAN POWER (GROSS)	1993	1093	2.9	54.8	119	508	3.5	25.5	142	*256	2.1	12.8	85	330	3.2	16.6	129
HEARST WOMAN POWER (GROSS)	31274	15070	40.5	48.2	105	6123	42.2	19.6	109	4867	39.7	15.6	103	4079	39.2	13.0	101
HOUSE BEAUTIFUL	3623	1770	4.8	48.9	106	819	5.6	22.6	126	511	4.2	14.1	93	440	4.2	12.1	94
INC.	283	*139	0.4	49.1	107	**86	0.6	30.4	170	**19	0.2	6.7	44	**34	0.3	12.0	93
JET	2928	1512	4.1	51.6	112	785	5.4	26.8	150	427	3.5	14.6	96	300	2.9	10.2	80
LADIES' HOME JOURNAL	11918	5818	15.6	48.8	106	2545	17.5	21.4	119	1762	14.4	14.8	98	1511	14.5	12.7	99
LHJ FAMILY GRP COMBO(GROSS)	16764	8455	22.7	50.4	110	3728	25.7	22.2	124	2513	20.5	15.0	99	2213	21.3	13.2	103
LIFE	4254	1929	5.2	45.3	99	809	5.6	19.0	106	640	5.2	15.0	99	481	4.6	11.3	88
L.A. TIMES HOME MAGAZINE	1145	450	1.2	39.3	86	*244	1.7	21.3	119	*126	1.0	11.0	73	**80	0.8	7.0	54
MADMOISELLE	2884	1418	3.8	49.2	107	689	4.7	23.9	133	308	2.5	10.7	71	421	4.0	14.6	114
MC CALL'S	13460	6642	17.9	49.3	107	2856	19.7	21.2	118	1984	16.2	14.7	97	1803	17.3	13.4	104
MC CALL'S/WRK MOTHER (GROSS)	14606	7290	19.6	49.9	109	3206	22.1	21.9	122	2172	17.7	14.9	98	1912	18.4	13.1	102
MECHANIX ILLUSTRATED	772	352	0.9	45.6	99	*121	0.8	15.7	87	**115	0.9	14.9	98	**117	1.1	15.2	116
METROPOLITAN HOME	967	531	1.4	54.9	120	*240	1.7	24.8	139	*111	0.9	11.5	76	*181	1.7	18.7	148
MONEY	1588	738	2.0	46.5	101	382	2.6	24.1	134	*165	1.3	10.4	69	*191	1.8	12.0	94
MOTHER EARTH NEWS	1002	394	1.1	39.3	86	**109	0.8	10.9	61	*135	1.1	13.5	89	*151	1.5	15.1	117
MS.	825	415	1.1	50.3	110	*163	1.1	19.8	110	*183	1.5	22.2	147	**68	0.7	8.2	64
NATIONAL ENQUIRER	10336	5486	14.8	53.1	116	2327	16.0	22.5	126	1768	14.4	17.1	113	1392	13.4	13.5	105
NATIONAL GEOGRAPHIC	9597	4222	11.4	44.0	96	1747	12.0	18.2	102	1337	10.9	13.9	92	1139	10.9	11.9	92
NATIONAL SUNDAY MAGAZINE PKG	49558	23113	62.2	46.6	102	9170	63.2	18.5	103	7759	63.3	15.7	103	6183	59.4	12.5	97
NATURAL HISTORY	573	246	0.7	42.9	94	**87	0.6	15.2	85	**72	0.6	12.6	83	**87	0.8	15.2	118
NEW WOMAN	1699	776	2.1	45.7	99	246	1.7	14.5	81	334	2.7	19.7	130	*197	1.9	11.6	90
NEW YORK INCLUDING CUE	443	221	0.6	49.9	109	**78	0.5	17.6	98	**57	0.5	12.9	85	**86	0.8	19.4	151
THE NEW YORKER	1270	639	1.7	50.3	110	255	1.8	20.1	112	*196	1.6	15.4	102	*188	1.8	14.8	115
NEWSWEEK	6277	2874	7.7	45.8	100	1125	7.8	17.9	100	962	7.8	15.3	101	788	7.6	12.6	98
THE N.Y. TIMES DAILY EDITION	1205	531	1.4	44.1	96	315	2.2	26.1	146	*107	0.9	8.9	59	*109	1.0	9.0	70
THE N.Y. TIMES MAGAZINE	2081	851	2.3	40.9	89	422	2.9	20.3	113	219	1.8	10.5	70	*210	2.0	10.1	78
OMNI	788	332	0.9	42.1	92	*136	0.9	17.3	96	**83	0.7	10.5	70	**113	1.1	14.3	112
ON CABLE	1158	660	1.8	57.0	124	334	2.3	28.8	161	*226	1.8	19.5	129	**100	1.0	8.6	67
1001 HOME IDEAS	2852	1412	3.8	49.5	108	631	4.3	22.1	123	407	3.3	14.3	94	374	3.6	13.1	102
ORGANIC GARDENING	1658	813	2.2	49.0	107	255	1.8	15.4	86	289	2.4	17.4	115	*269	2.6	16.2	126
OUTDOOR LIFE	896	508	1.4	56.7	123	*193	1.3	21.5	120	*156	1.3	17.4	115	*159	1.5	17.7	138
PARADE MAGAZINE	24275	11316	30.4	46.6	102	4428	30.5	18.2	102	3938	32.1	16.2	107	2949	28.3	12.1	94

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	37183	100.0	45.9	100	14512	100.0	17.9	100	12259	100.0	15.1	100	10412	100.0	12.9	100
PARENTS	3845	1690	4.5	44.0	96	807	5.6	21.0	117	597	4.9	15.5	103	286	2.7	7.4	58
PENTHOUSE	831	427	1.1	51.4	112	*221	1.5	26.6	148	**122	1.0	14.7	97	**84	0.8	10.1	79
PEOPLE	11645	5780	15.5	49.6	108	2292	15.8	19.7	110	1922	15.7	16.5	109	1567	15.0	13.5	105
PLAYBOY	2006	963	2.6	48.0	105	423	2.9	21.1	118	*256	2.1	12.8	84	284	2.7	14.2	110
POPULAR HOT RODDING	297	*180	0.5	60.6	132	**72	0.5	24.2	135	**79	0.6	26.6	176	**29	0.3	9.8	76
POPULAR MECHANICS	1018	608	1.6	59.7	130	*302	2.1	29.7	166	**170	1.4	16.7	110	**136	1.3	13.4	104
POPULAR SCIENCE	878	441	1.2	50.2	109	*171	1.2	19.5	109	**103	0.8	11.7	77	*167	1.6	19.0	148
PREVENTION	3913	2068	5.6	52.8	115	750	5.2	19.2	107	623	5.1	15.9	105	696	6.7	17.8	138
PSYCHOLOGY TODAY	1710	774	2.1	45.3	99	322	2.2	18.8	105	253	2.1	14.8	98	*198	1.9	11.6	90
READER'S DIGEST	22204	10685	28.7	48.1	105	4203	29.0	18.9	106	3546	28.9	16.0	106	2937	28.2	13.2	103
REDBOOK	7684	3897	10.5	50.7	110	1724	11.9	22.4	125	1287	10.5	16.7	111	886	8.5	11.5	90
ROAD & TRACK	410	*204	0.5	49.8	108	*64	0.4	15.6	87	**86	0.7	21.0	139	**54	0.5	13.2	102
ROLLING STONE	969	497	1.3	51.3	112	*120	0.8	12.4	69	*212	1.7	21.9	145	*165	1.6	17.0	132
RUNNER'S WORLD	298	*129	0.3	43.3	94	**60	0.4	20.1	112	*36	0.3	12.1	80	*33	0.3	11.1	86
SATURDAY EVENING POST	1169	574	1.5	49.1	107	203	1.4	17.4	97	225	1.8	19.2	127	*146	1.4	12.5	97
SCIENCE 84	587	261	0.7	44.5	97	**135	0.9	23.0	128	**64	0.5	10.9	72	**63	0.6	10.7	83
SCIENCE DIGEST	482	221	0.6	45.9	100	**107	0.7	22.2	124	**30	0.2	6.2	41	**84	0.8	17.4	136
SCIENTIFIC AMERICAN	594	*213	0.6	35.9	78	**97	0.7	16.3	91	**30	0.2	5.1	33	**86	0.8	14.5	113
SELF	2089	979	2.6	46.9	102	331	2.3	15.8	88	386	3.1	18.5	122	261	2.5	12.5	97
SEVENTEEN	2411	1151	3.1	47.7	104	527	3.6	21.9	122	349	2.8	14.5	96	275	2.6	11.4	89
SKI	480	*236	0.6	49.2	107	**84	0.6	17.5	98	**61	0.5	12.7	84	**91	0.9	19.0	147
SMITHSONIAN	2760	1109	3.0	40.2	88	384	2.6	13.9	78	339	2.8	12.3	81	386	3.7	14.0	109
SOAP OPERA DIGEST	3013	1684	4.5	55.9	122	892	6.1	29.6	165	536	4.4	17.8	118	257	2.5	8.5	66
SOUTHERN LIVING	4184	1980	5.3	47.3	103	794	5.5	19.0	106	635	5.2	15.2	100	552	5.3	13.2	103
SPORT	559	344	0.9	61.5	134	*149	1.0	26.7	149	**83	0.7	14.8	98	**112	1.1	20.0	156
THE SPORTING NEWS	436	*216	0.6	49.5	108	**55	0.4	12.6	70	**58	0.5	13.3	88	**103	1.0	23.6	184
SPORTS AFIELD	493	265	0.7	53.8	117	**99	0.7	20.1	112	**86	0.5	11.4	75	**110	1.1	22.3	174
SPORTS ILLUSTRATED	2758	1380	3.7	50.0	109	545	3.8	19.8	110	424	3.5	15.4	102	411	3.9	14.9	116
STAR	7456	4018	10.8	53.9	117	1756	12.1	23.6	131	1279	10.4	17.2	113	984	9.5	13.2	103
SUNDAY	24936	11436	30.8	45.9	100	4598	31.7	18.4	103	3778	30.8	15.2	100	3059	29.4	12.3	95
SUNSET	2124	856	2.3	40.3	88	*310	2.1	14.6	81	290	2.4	13.7	90	*257	2.5	12.1	94
TV GUIDE	21661	10571	28.4	48.8	106	4467	30.8	20.6	115	3342	27.3	15.4	102	2762	26.5	12.8	99
TENNIS	550	*195	0.5	35.5	77	**89	0.6	16.2	90	**53	0.4	9.6	64	**53	0.5	9.6	75
TIME	8880	4008	10.8	45.1	98	1730	11.9	19.5	109	1222	10.0	13.8	91	1056	10.1	11.9	92
TOWN & COUNTRY	917	374	1.0	40.8	89	*168	1.2	18.3	102	**46	0.4	5.0	33	*159	1.5	17.3	135
TRAVEL & LEISURE	972	457	1.2	47.0	102	*237	1.6	24.4	136	*94	0.8	9.7	64	*127	1.2	13.1	102
TRUE STORY	3356	1871	5.0	55.8	121	941	6.5	28.0	156	546	4.5	16.3	107	384	3.7	11.4	89
U.S. NEWS & WORLD REPORT	3410	1578	4.2	46.3	101	728	5.0	21.3	119	453	3.7	13.3	88	398	3.8	11.7	91
USA TODAY	1759	819	2.2	46.6	101	342	2.4	19.4	109	269	2.2	15.3	101	208	2.0	11.8	92
US	1873	1039	2.8	55.5	121	535	3.7	28.6	159	274	2.2	14.6	97	*229	2.2	12.2	95
VOGUE	3909	1715	4.6	43.9	96	760	5.2	19.4	109	525	4.3	13.4	89	431	4.1	11.0	86
WALL STREET JOURNAL	1886	887	2.4	47.0	102	404	2.8	21.4	120	*224	1.8	11.9	78	*258	2.5	13.7	106
WEIGHT WATCHERS	2120	954	2.6	45.0	98	492	3.4	23.3	130	235	1.9	11.1	73	227	2.2	10.7	83
WOMAN'S DAY	14172	6728	18.1	47.5	103	2739	18.9	19.3	108	2255	18.4	15.9	105	1734	16.7	12.2	95
WORKING MOTHER	1146	648	1.7	56.5	123	350	2.4	30.5	170	*189	1.5	16.5	109	**109	1.0	9.5	74
WORKING WOMAN	1322	622	1.7	47.0	102	268	1.8	20.3	113	250	2.0	18.9	125	**104	1.0	7.9	61
WORLD TENNIS	*163	**56	0.2	34.4	75	**13	0.1	8.0	45	**27	0.2	16.6	109	**15	0.1	9.2	72
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1375	3.7	54.3	118	590	4.1	23.3	130	495	4.0	19.5	129	290	2.8	11.5	89
BLAIR INSERTS	43657	20132	54.1	46.1	100	8124	56.0	18.6	104	6715	54.8	15.4	102	5292	50.8	12.1	94
DAILY NEWSPAPERS																	
READ ANY	51633	24431	65.7	47.3	103	9470	65.3	18.3	102	8155	66.5	15.8	104	6806	65.4	13.2	103
READ ONE	43463	20483	55.1	47.1	103	7788	53.7	17.9	100	6860	56.0	15.8	104	5835	56.0	13.4	104
READ TWO OR MORE	8170	3948	10.6	48.3	105	1682	11.6	20.6	115	1295	10.6	15.9	105	971	9.3	11.9	92
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	24498	65.9	46.5	101	9744	67.1	18.5	103	8225	67.1	15.6	103	6529	62.7	12.4	96
READ ONE	46126	21336	57.4	46.3	101	8543	58.9	18.5	103	7169	58.5	15.5	103	5624	54.0	12.2	95
READ TWO OR MORE	6552	3162	8.5	48.3	105	1201	8.3	18.3	102	1056	8.6	16.1	106	905	8.7	13.8	107
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.42				27.75				28.37				25.82			
30 DAY REACH	71455	32704	88.0	45.8	100	12756	87.9	17.9	100	10825	88.3	15.1	100	9124	87.6	12.8	99
50 SHWG - 30 DAY AV FREQ	14.56	14.44				14.61				14.96				13.59			
30 DAY REACH	67742	31078	83.6	45.9	100	12137	83.6	17.9	100	10282	83.9	15.2	100	8660	83.2	12.8	99
25 SHWG - 30 DAY AV FREQ	7.94	7.88				8.01				8.18				7.94			
30 DAY REACH	62117	28496	76.6	45.9	100	11092	76.4	17.9	100	9406	76.7	15.1	100	7998	76.8	12.9	100
CABLE TV: HOME WIRED	32077	14952	40.2	46.6	102	5808	40.0	18.1	101	4966	40.5	15.5	102	4178	40.1	13.0	101
HOME NOT WIRED	48909	22231	59.8	45.5	99	8704	60.0	17.8	99	7293	59.5	14.9	99	6234	59.9	12.7	99
HAVE PAY CABLE	15935	7366	19.8	46.2	101	3328	22.9	20.9	117	2341	19.1	14.7	97	1697	16.3	10.6	83

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	37183	100.0	45.9	100	14512	100.0	17.9	100	12259	100.0	15.1	100	10412	100.0	12.9	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	20420	54.9	46.5	101	8084	55.7	18.4	103	6633	54.1	15.1	100	5703	54.8	13.0	101	
10:00 AM - 3:00 PM	30659	14509	39.0	47.3	103	5739	39.5	18.7	104	4724	38.5	15.4	102	4047	38.9	13.2	103	
3:00 PM - 7:00 PM	31045	14239	38.3	45.9	100	5719	39.4	18.4	103	4642	37.9	15.0	99	3878	37.2	12.5	97	
7:00 PM - MIDNIGHT	15767	7049	19.0	44.7	97	2756	19.0	17.5	98	2335	19.0	14.8	98	1958	18.8	12.4	97	
MIDNIGHT - 6:00 AM	9120	4362	11.7	47.8	104	1556	10.7	17.1	95	1270	10.4	13.9	92	1536	14.8	16.8	131	
6:00 AM - MIDNIGHT	58527	27008	72.6	46.1	101	10717	73.8	18.3	102	8853	72.2	15.1	100	7438	71.4	12.7	99	
ENTIRE DAY	59311	27357	73.6	46.1	100	10830	74.6	18.3	102	8940	72.9	15.1	100	7588	72.9	12.8	100	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	16172	7583	20.4	46.9	102	3008	20.7	18.6	104	2419	19.7	15.0	99	2156	20.7	13.3	104	
ALL NEWS	2256	1002	2.7	44.4	97	475	3.3	21.1	117	289	2.4	12.8	85	238	2.3	10.5	82	
AOR/PROGRESSIVE	3874	1649	4.4	42.6	93	698	4.8	18.0	101	634	5.2	16.4	108	317	3.0	8.2	64	
BEAUTIFUL MUSIC	5660	2552	6.9	45.1	98	1112	7.7	19.6	110	644	5.3	11.4	75	797	7.7	14.1	110	
BLACK	2204	1084	2.9	49.2	107	593	4.1	26.9	150	319	2.6	14.5	96	*172	1.7	7.8	61	
CLASSICAL	1418	570	1.5	40.2	88	*148	1.0	10.4	58	*242	2.0	17.1	113	*180	1.7	12.7	99	
CHR/ROCK	9538	4086	11.0	42.8	93	1563	10.8	16.4	91	1362	11.1	14.3	94	1162	11.2	12.2	95	
COUNTRY	12648	6290	16.9	49.7	108	2514	17.3	19.9	111	2152	17.6	17.0	112	1623	15.6	12.8	100	
GOLDEN OLDIES	1191	453	1.2	38.0	83	*224	1.5	18.8	105	**114	0.9	9.6	63	**115	1.1	9.7	75	
MOR/NOSTALGIA	4757	2367	6.4	49.8	108	787	5.4	16.5	92	768	6.3	16.1	107	*811	7.8	17.0	133	
NEWS/TALK	3863	1752	4.7	45.4	99	706	4.9	18.3	102	536	4.4	13.9	92	510	4.9	13.2	103	
RELIGIOUS	3084	1392	3.7	45.1	98	473	3.3	15.3	86	396	3.2	12.8	85	523	5.0	17.0	132	
SOFT ROCK	521	*199	0.5	38.2	83	**81	0.6	15.5	87	**56	0.5	10.7	71	**63	0.6	12.1	94	
URBAN CONTEMPORARY	1585	781	2.1	49.3	107	506	3.5	31.9	178	*159	1.3	10.0	66	*115	1.1	7.3	56	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	1380	3.7	42.3	92	761	5.2	23.3	130	408	3.3	12.5	83	211	2.0	6.5	50	
ABC DIRECTION	2316	1211	3.3	52.3	114	609	4.2	26.3	147	314	2.6	13.6	90	288	2.8	12.4	97	
ABC ENTERTAINMENT	4834	2315	6.2	47.9	104	881	6.1	18.2	102	780	6.4	16.1	107	654	6.3	13.5	105	
ABC FM	2202	930	2.5	42.2	92	461	3.2	20.9	117	282	2.3	12.8	85	*187	1.8	8.5	66	
ABC INFORMATION	5425	2749	7.4	50.7	110	967	6.7	17.8	99	848	6.9	15.6	103	934	9.0	17.2	134	
ABC ROCK	1677	732	2.0	43.6	95	*320	2.2	19.1	106	*244	2.0	14.5	96	*168	1.6	10.0	78	
CBS	4430	2031	5.5	45.8	100	799	5.5	18.0	101	639	5.2	14.4	95	593	5.7	13.4	104	
MUTUAL	4992	2469	6.6	49.5	108	997	6.9	20.0	111	824	6.7	16.5	109	649	6.2	13.0	101	
NBC	4679	2182	5.9	46.6	102	824	5.7	17.6	98	706	5.8	15.1	100	653	6.3	14.0	109	
RADIORADIO	1994	857	2.3	43.0	94	404	2.8	20.3	113	313	2.6	15.7	104	*140	1.3	7.0	55	
RKO ONE	2298	1049	2.8	45.6	99	375	2.6	16.3	91	378	3.1	16.4	109	*296	2.8	12.9	100	
RKO TWO	3311	1579	4.2	47.7	104	683	4.7	20.6	115	477	3.9	14.4	95	419	4.0	12.7	98	
THE SOURCE	2114	932	2.5	44.1	96	405	2.8	19.2	107	281	2.3	13.3	88	*245	2.4	11.6	90	
NON-WIRED : BLAIR	8654	4036	10.9	46.6	102	1769	12.2	20.4	114	1228	10.0	14.2	94	1039	10.0	12.0	93	
INTERNET	12025	5514	14.8	45.9	100	2150	14.8	17.9	100	1917	15.6	15.9	105	1447	13.9	12.0	94	
KATZ RADIO GROUP	15359	7087	19.1	46.1	100	2844	19.6	18.5	103	2188	17.8	14.2	94	2054	19.7	13.4	104	
SUPERNET	10628	5029	13.5	47.3	103	2055	14.2	19.3	108	1612	13.1	15.2	100	1362	13.1	12.8	100	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	3985	10.7	46.0	100	1521	10.5	17.6	98	1280	10.4	14.8	98	1184	11.4	13.7	106	
MKDAY 9:00 AM - 1:00 PM	12163	5770	15.5	47.4	103	2422	16.7	19.9	111	1834	15.0	15.1	100	1514	14.5	12.4	97	
MKDAY 1:00 PM - 4:30 PM	16150	7814	21.0	48.4	105	3214	22.1	19.9	111	2563	20.9	15.9	105	2037	19.6	12.6	98	
MKDAY 4:30 PM - 7:30 PM	22463	10700	28.8	47.6	104	4233	29.2	18.8	105	3439	28.1	15.3	101	3027	29.1	13.5	105	
MKDAY 7:30 PM - 8:00 PM	31795	15050	40.5	47.3	103	5814	40.1	18.3	102	4910	40.1	15.4	102	4326	41.5	13.6	106	
MKDAY 11:00 PM - 11:30 PM	23977	11602	31.2	48.4	105	4570	31.5	19.1	106	3675	30.0	15.3	101	3356	32.2	14.0	109	
MKDAY 11:30 PM - 1:00 AM	7703	3751	10.1	48.7	106	1451	10.0	18.8	105	1296	10.6	16.8	111	1003	9.6	13.0	101	
M-SAT 8-11 PM-SUN 7-11 PM	33800	15854	42.6	46.9	102	6216	42.8	18.4	103	5144	42.0	15.2	101	4494	43.2	13.3	103	
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	3297	8.9	50.4	110	1386	9.6	21.2	118	1068	8.7	16.3	108	843	8.1	12.9	100
ANOTHER WORLD	N	4620	2087	5.6	45.2	98	938	6.5	20.3	113	660	5.4	14.3	94	489	4.7	10.6	82
AS THE WORLD TURNS	C	5614	2756	7.4	49.1	107	978	6.7	17.4	97	933	7.6	16.6	110	845	8.1	15.1	117
CAPITOL	C	3396	1621	4.4	47.7	104	629	4.3	18.5	103	493	4.0	14.5	96	499	4.8	14.7	114
CBS MORN. NEWS 1	C	1446	656	1.8	45.4	99	283	2.0	19.6	109	156	1.3	10.8	71	216	2.1	14.9	116
CBS MORN. NEWS 2	C	1207	512	1.4	42.4	92	219	1.5	18.1	101	126	1.0	10.4	69	167	1.6	13.8	108
DAYS OF OUR LIVES	N	5877	2704	7.3	46.0	100	1169	8.1	19.9	111	947	7.7	16.1	106	588	5.6	10.0	78
FACTS OF LIFE - DAYTIME	N	2290	956	2.6	41.7	91	405	2.8	17.7	99	285	2.3	12.4	82	266	2.6	11.6	90
FAMILY FEUD	A	3023	1329	3.6	44.0	96	513	3.5	17.0	95	527	4.3	17.4	115	289	2.8	9.6	74
GENERAL HOSPITAL	A	6097	2943	7.9	48.3	105	1280	8.8	21.0	117	949	7.7	15.6	103	714	6.9	11.7	91
GOOD MORNING, AMERICA-730	A	3515	1608	4.3	45.7	100	526	3.6	15.0	84	541	4.4	15.4	102	541	5.2	15.4	120
GOOD MORNING, AMERICA-830	A	2818	1372	3.7	48.7	106	462	3.2	16.4	91	501	4.1	17.8	117	409	3.9	14.5	113
GUIDING LIGHT	C	5339	2569	6.9	48.18													

		TOTAL	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	37183	100.0	45.9	100	14512	100.0	17.9	100	12259	100.0	15.1	100	10412	100.0	12.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	12785	34.4	49.1	107	4872	33.6	18.7	104	4170	34.0	16.0	106	3743	35.9	14.4	112
NETWORK AFFILIATES - LATE		20261	9934	26.7	49.0	107	3873	26.7	19.1	107	3206	26.2	15.8	105	2855	27.4	14.1	110
INDEPENDENTS - LATE		2076	913	2.5	44.0	96	366	2.5	17.6	98	279	2.3	13.4	89	267	2.6	12.9	100
TV EVENING NTMK 6 PM - 2 AM																		
A TEAM		N 10453	5157	13.9	49.3	107	2220	15.3	21.2	119	1650	13.5	15.8	104	1287	12.4	12.3	96
ABC MONDAY NIGHT MOVIE		A 6412	3045	8.2	47.5	103	1187	8.2	18.5	103	1101	9.0	17.2	113	757	7.3	11.8	92
ABC SUNDAY NIGHT MOVIE		A 12407	5613	15.1	45.2	99	2235	15.4	18.0	101	1755	14.3	14.1	93	1624	15.6	13.1	102
ABC WORLD NEWS TONIGHT		A 6176	2969	8.0	48.1	105	1087	7.5	17.6	98	995	8.1	16.1	106	887	8.5	14.4	112
AFTERMASH		C 5863	2670	7.2	45.5	99	1071	7.4	18.3	102	885	7.2	15.1	100	715	6.9	12.2	93
ALICE		C 9594	4339	11.7	45.2	99	1617	11.1	16.9	94	1558	12.7	16.2	107	1164	11.2	12.1	94
AMERICAN PARADE		C 6622	2952	7.9	44.6	97	1052	7.2	15.9	89	912	7.4	13.8	91	988	9.5	14.9	116
BENSON		A 10886	5150	13.9	47.3	103	1821	12.5	16.7	93	1818	14.8	16.7	110	1511	14.5	13.9	108
BLUE THUNDER		A 5036	2526	6.8	50.2	109	1082	7.5	21.5	120	803	6.6	15.9	105	641	6.2	12.7	99
CAGNEY & LACEY		C 9965	4596	12.4	46.1	100	1714	11.8	17.2	96	1513	12.3	15.2	100	1370	13.2	13.7	107
CBS EVENING NEWS-DEAN		C 3491	1789	4.8	51.2	112	724	5.0	20.7	116	450	3.7	12.9	85	615	5.9	17.6	137
CBS EVENING NEWS-RATHER		C 7123	3440	9.3	48.3	105	1289	8.9	18.1	101	1090	8.9	15.3	101	1061	10.2	14.9	116
CBS SAT. NEWS-SCHIEFFER		C 3621	1821	4.9	50.3	110	804	5.5	22.2	124	499	4.1	13.8	91	518	5.0	14.3	111
CBS SATURDAY NIGHT MOVIE		C 5436	2471	6.6	45.5	99	854	5.9	15.7	88	860	7.0	15.8	105	758	7.3	13.9	108
CBS WEDNESDAY NIGHT MOVIE		C 6100	2840	7.6	46.6	101	1029	7.1	16.9	94	858	7.0	14.1	93	954	9.2	15.6	122
CHEERS		N 8889	4338	11.7	48.8	106	1757	12.1	19.8	110	1362	11.1	15.3	101	1219	11.7	13.7	107
DALLAS		C 22109	10041	27.0	45.4	99	3879	26.7	17.5	98	3067	25.0	13.9	92	3096	29.7	14.0	109
DIFF'RENT STROKES		N 6940	3228	8.7	46.5	101	1203	8.3	17.3	97	1035	8.4	14.9	99	990	9.5	14.3	111
DOUBLE TROUBLE		N 7223	3398	9.1	47.0	102	1419	9.8	19.6	110	963	7.9	13.3	88	1016	9.8	14.1	109
DUCK FACTORY		N 5595	2685	7.2	48.0	105	1134	7.8	20.3	113	816	6.7	14.6	96	735	7.1	13.1	102
DUKES OF HAZZARD		C 5768	2860	7.7	49.6	108	1154	8.0	20.0	112	917	7.5	15.9	105	789	7.6	13.7	106
DYNASTY		A 20053	9350	25.1	46.6	102	3993	27.5	19.9	111	3109	25.4	15.5	102	2247	21.6	11.2	87
FACTS OF LIFE		N 8087	3906	10.5	48.3	105	1531	10.5	18.9	106	1284	10.5	15.9	105	1091	10.5	13.5	105
FALCON CREST		C 20046	9034	24.3	45.1	98	3199	22.0	16.0	89	2869	23.4	14.3	95	2966	28.5	14.8	115
FALL GUY		A 9084	4394	11.8	48.4	105	1784	12.3	19.6	110	1555	12.7	17.1	113	1055	10.1	11.6	90
FAMILY TIES		N 7964	3693	9.9	46.4	101	1447	10.0	18.2	101	1220	10.0	15.3	101	1026	9.9	12.9	100
FANTASY ISLAND		A 7687	3659	9.8	47.6	104	1460	10.1	19.0	106	1172	9.6	15.2	101	1028	9.9	13.4	104
FOULUPS,BLEEPS & BLUNDERS		A 8861	4413	11.9	49.8	108	1678	11.6	18.9	106	1449	11.8	16.4	108	1286	12.4	14.5	113
FOUR SEASONS		C 5095	2208	5.9	43.3	94	939	6.5	18.4	103	783	6.4	15.4	102	486	4.7	9.5	74
GIMME A BREAK		N 8838	4061	10.9	45.9	100	1606	11.1	18.2	101	1378	11.2	15.6	103	1078	10.4	12.2	95
HART TO HART		A 8978	4473	12.0	49.8	109	1583	10.9	17.6	98	1481	12.1	16.5	109	1410	13.5	15.7	122
HILL STREET BLUES		N 8590	3978	10.7	46.3	101	1617	11.1	18.8	105	1374	11.2	16.0	106	987	9.5	11.5	89
HOTEL		A 14085	6740	18.1	47.9	104	2653	18.3	18.8	105	2177	17.8	15.5	102	1910	18.3	13.6	105
JEFFERSONS		C 9360	4216	11.3	45.0	98	1710	11.8	18.3	102	1442	11.8	15.4	102	1064	10.2	11.4	88
JENNIFER SLEPT HERE		N 5841	2651	7.1	45.4	99	1033	7.1	17.7	99	811	6.6	13.9	92	807	7.8	13.8	107
KATE & ALLIE		C 9206	4148	11.2	45.1	98	1557	10.7	16.9	94	1311	10.7	14.2	94	1279	12.3	13.9	108
KNIGHT RIDER		N 7076	3031	8.2	42.8	93	1300	9.0	18.4	103	921	7.5	13.0	86	809	7.8	11.4	89
LOVE BOAT		A 12219	5986	16.1	49.0	107	2392	16.5	19.6	109	1879	15.3	15.4	102	1715	16.5	14.0	109
MAGNUM PI		C 11199	5573	15.0	49.8	108	2169	14.9	19.4	108	1758	14.3	15.7	104	1646	15.8	14.7	114
MAMA'S FAMILY		N 6057	3010	8.1	49.7	108	1097	7.6	18.1	101	966	7.9	15.9	105	948	9.1	15.7	122
MASTER, THE		N 3598	1601	4.3	44.5	97	726	5.0	20.2	113	453	3.7	12.6	83	422	4.1	11.7	91
MATT HOUSTON		A 6344	3129	8.4	49.3	107	1253	8.6	19.8	110	1047	8.5	16.5	109	829	8.0	13.1	102
NBC MONDAY NIGHT MOVIE		N 11994	5428	14.6	45.3	99	2141	14.8	17.9	100	1706	13.9	14.2	94	1580	15.2	13.2	102
NBC NIGHTLY NEWS		N 5132	2443	6.6	47.6	104	979	6.7	19.1	106	703	5.7	13.7	90	761	7.3	14.8	115
NBC NIGHTLY NEWS-SAT		N 3375	1486	4.0	44.0	96	467	3.2	13.8	77	518	4.2	15.5	101	501	4.8	14.8	115
NBC NIGHTLY NEWS-SUN		N 3130	1324	3.6	42.3	92	507	3.5	16.2	90	399	3.3	12.7	84	418	4.0	13.4	104
NBC SUNDAY NIGHT MOVIE		N 8284	3829	10.3	46.2	101	1551	10.7	18.7	104	1146	9.3	13.8	91	1131	10.9	13.7	106
NEWMART		C 9240	4197	11.3	45.4	99	1527	10.5	16.5	92	1340	10.9	14.5	96	1329	12.8	14.4	112
ONE DAY AT A TIME		C 7288	3269	8.8	44.9	98	1315	9.1	18.0	101	966	7.9	13.3	88	988	9.5	13.6	105
PEOPLE ARE FUNNY		N 4855	2356	6.3	48.5	106	825	5.7	17.0	95	718	5.9	14.8	98	813	7.8	16.7	130
REAL PEOPLE		N 8869	4389	11.8	49.5	108	1566	10.8	17.7	99	1503	12.3	16.9	112	1321	12.7	14.9	116
REMINGTON STEELE		N 7743	3492	9.4	45.1	98	1455	10.0	18.8	105	1188	9.7	15.3	101	849	8.2	11.0	85
RIPLEY'S BELIEVE IT - NOT		A 5345	2645	7.1	49.5	108	1073	7.4	20.1	112	890	7.3	16.7	110	682	6.6	12.8	99
RIPIDE		N 6988	3203	8.6	45.8	100	1339	9.2	19.2	107	1104	9.0	15.8	104	760	7.3	10.9	85
SCARECROW & MRS. KING		C 10002	4834	13.0	48.3	105	1794	12.4	17.9	100	1711	14.0	17.1	113	1329	12.8	13.3	103
SIMON & SIMON		C 10638	5495	14.8	51.7	113	1897	13.1	17.8	100	2006	16.4	18.9	125	1592	15.3	15.0	116
60 MINUTES		C 13293	6386	17.2	48.0	105	2410	16.6	18.1	101	1987	16.2	14.9	99	1988	19.1	15.0	116
ST. ELSEWHERE		N 7017	3275	8.8	46.7	102	1442	9.9	20.6	115	991	8.1	14.1	93	842	8.1	12.0	93
THREE'S COMPANY		A 10917	5328	14.3	48.8	106	2038	14.0	18.7	104	1814	14.8	16.6	110	1476	14.2	13.5	105
T.J. HOOKER		A 9204	4493	12.1	48.8	106	1808	12.5	19.6	110	1516	12.4	16.5	109	1169	11.2	12.7	99
TONIGHT SHOW		N 2372	1091	2.9	46.0	100	385	2.7	16.2	91	368	3.0	15.5	102	338	3.2	14.2	111
TRAPPER JOHN, M.D.		C 9846	4608	12.4	46.8	102	1829	12.6	18.6	104	1584	12.9	16.1	106	1196	11.5	12.1	94
TV BLOOPERS & PRAC. JOKES		N 9105	4102	11.0	45.1	98	1617	11.1	17.8	99	1315	10.7	14.4	95	1171	11.2	12.9	100
20/20		A 9387	4448	12.0	47.4	103	1482	10.2	15.8	88	1607	13.1	17.1	113	1359	13.1	14.5	113
WEBSTER		A 11067	5160	13.9	46.6	102	1884	13.0	17.0	95	1787	14.6	16.1	107	1490	14.3	13.5	105
WORLD NEWS - SUN		A 3062	1574	4.2	51.4	112	670	4.6	21.9	122	484	3.9	15.8	104	420	4.0	13.7	107
YELLOW ROSE		N 4978	2391	6.4	48.0	105	965	6.6	19.4	108	817	6.7	16.4	108	608	5.8	12.2	95
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	4733	12.7	53.3	116	1971	13.6	22.2	124	1687	13.8	19.0	126	1076	10.3	12.1	94
BASKETBALL - COLLEGE GAMES		4080	2284	6.1	56.0	122	983	6.8	24.1	134	796	6.5	19.5	129	506	4.9	12.4	96
BASKETBALL - PRO GAMES		3607	2103	5.7	58.3	127	1030	7.1	28.6	159	680							

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	BLU-BOY SOLID				SANI-FLUSH LIQUID				TY-D-BOL LIQUID				2000 FLUSHES SOLID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	3501	100.0	4.3	100	6265	100.0	7.7	100	6365	100.0	7.9	100	4892	100.0	6.0	100
18 - 24	9282	*253	7.2	2.7	63	751	12.0	8.1	105	676	10.6	7.3	93	*429	8.8	4.6	77
25 - 34	19072	779	22.3	4.1	94	1354	21.6	7.1	92	1632	25.6	8.6	109	1057	21.6	5.5	92
35 - 44	14591	634	18.1	4.3	101	928	14.8	6.4	82	1113	17.5	7.6	97	720	14.7	4.9	82
45 - 54	11345	520	14.9	4.6	106	820	13.1	7.2	93	1049	16.5	9.2	118	854	17.5	7.5	125
55 - 64	11635	609	17.4	5.2	121	1051	16.8	9.0	117	825	13.0	7.1	90	707	14.5	6.1	101
65 OR OLDER	15061	708	20.2	4.7	109	1361	21.7	9.0	117	1070	16.8	7.1	90	1125	23.0	7.5	124
18 - 34	28354	1032	29.5	3.6	84	2105	33.6	7.4	96	2308	36.3	8.1	104	1486	30.4	5.2	87
18 - 49	48339	1883	53.8	3.9	90	3451	55.1	7.1	92	3891	61.1	8.0	102	2615	53.5	5.4	90
25 - 54	45008	1932	55.2	4.3	99	3101	49.5	6.9	89	3794	59.6	8.4	107	2631	53.8	5.8	97
35 - 49	19985	852	24.3	4.3	99	1346	21.5	6.7	87	1583	24.9	7.9	101	1129	23.1	5.6	94
50 OR OLDER	32647	1618	46.2	5.0	115	2814	44.9	8.6	111	2474	38.9	7.6	96	2277	46.5	7.0	115
GRADUATED COLLEGE	11155	*405	11.6	3.6	84	761	12.1	6.8	88	772	12.1	6.9	88	650	13.3	5.8	96
ATTENDED COLLEGE	13682	497	14.2	3.6	84	831	13.3	6.1	79	910	14.3	6.7	85	784	16.0	5.7	95
GRADUATED HIGH SCHOOL	33880	1393	39.8	4.1	95	2782	44.4	8.2	106	2962	46.5	8.7	111	2092	42.8	6.2	102
DID NOT GRADUATE HIGH SCHOOL	22270	1207	34.5	5.4	125	1891	30.2	8.5	110	1720	27.0	7.7	98	1366	27.9	6.1	102
EMPLOYED	40306	1516	43.3	3.8	87	2719	43.4	6.7	87	3222	50.6	8.0	102	2084	42.6	5.2	86
EMPLOYED FULL-TIME	32850	1187	33.9	3.6	84	2305	36.8	7.0	91	2658	41.8	8.1	103	1649	33.7	5.0	83
EMPLOYED PART-TIME	7456	*329	9.4	4.4	102	*414	6.6	5.6	72	*565	8.9	7.6	96	*435	8.9	5.8	97
NOT EMPLOYED	40680	1985	56.7	4.9	113	3546	56.6	8.7	113	3143	49.4	7.7	98	2809	57.4	6.9	114
PROFESSIONAL/MANAGER	10392	*280	8.0	2.7	62	652	10.4	6.3	81	896	14.1	8.6	110	630	12.9	6.1	100
TECH/CLERICAL/SALES	17574	694	19.8	3.9	91	1233	19.7	7.0	91	1208	19.0	6.9	87	898	18.4	5.1	85
PRECISION/CRAFT	985	*17	0.5	1.7	40	*58	0.9	5.9	76	*138	2.2	14.0	178	*37	0.8	3.8	62
OTHER EMPLOYED	11354	525	15.0	4.6	107	777	12.4	6.8	88	981	15.4	8.6	110	520	10.6	4.6	76
SINGLE	9863	*362	10.3	3.7	85	653	10.4	6.6	86	718	11.3	7.3	93	421	8.6	4.3	71
MARRIED	51375	2220	63.4	4.3	100	3911	62.4	7.6	98	4222	66.3	8.2	105	3349	68.5	6.5	108
DIVORCED/SEPARATED/WIDOWED	19748	919	26.2	4.7	108	1700	27.1	8.6	111	1424	22.4	7.2	92	1122	22.9	5.7	94
PARENTS	32590	1333	38.1	4.1	95	2265	36.2	6.9	90	2833	44.5	8.7	111	1702	34.8	5.2	86
WHITE	70416	3038	86.8	4.3	100	5223	83.4	7.4	96	5237	82.3	7.4	95	4289	87.7	6.1	101
BLACK	8778	455	13.0	5.2	120	889	14.2	10.1	131	1064	16.7	12.1	154	498	10.2	5.7	94
OTHER	1791	*8	0.2	0.4	10	*153	2.4	8.5	110	*63	1.0	3.5	45	*106	2.2	5.9	98
NORTHEAST-CENSUS	17786	622	17.8	3.5	81	1417	22.6	8.0	103	1342	21.1	7.5	96	998	20.4	5.6	93
NORTH CENTRAL	20741	557	15.9	2.7	62	1813	28.9	8.7	113	1356	21.3	6.5	83	1724	35.2	8.3	138
SOUTH	27775	1304	37.2	4.7	109	2424	38.7	8.7	113	2556	40.2	9.2	117	1397	28.6	5.0	83
WEST	14683	1018	29.1	6.9	160	611	9.8	4.2	54	1111	17.5	7.6	96	773	15.8	5.3	87
NORTHEAST-MKTG.	17961	736	21.0	4.1	95	1358	21.7	7.6	98	1429	22.5	8.0	101	984	20.1	5.5	91
EAST CENTRAL	11885	*307	8.8	2.6	60	1195	19.1	10.1	130	717	11.3	6.0	77	871	17.8	7.3	121
WEST CENTRAL	14090	522	14.9	3.7	86	1132	18.1	8.0	104	904	14.2	6.4	82	1067	21.8	7.6	125
SOUTH	24081	1021	29.2	4.2	98	2110	33.7	8.8	113	2276	35.8	9.5	120	1243	25.4	5.2	85
PACIFIC	12969	916	26.2	7.1	163	*470	7.5	3.6	47	1040	16.3	8.0	102	728	14.9	5.6	93
COUNTY SIZE A	32439	1536	43.9	4.7	110	2396	38.2	7.4	95	2556	40.2	7.9	100	1912	39.1	5.9	98
COUNTY SIZE B	24915	840	24.0	3.4	78	1869	29.8	7.5	97	2049	32.2	8.2	105	1494	30.5	6.0	99
COUNTY SIZE C	12930	592	16.9	4.6	106	1008	16.1	7.8	101	1102	17.3	8.5	108	794	16.2	6.1	102
COUNTY SIZE D	10703	*533	15.2	5.0	115	991	15.8	9.3	120	658	10.3	6.1	78	693	14.2	6.5	107
METRO CENTRAL CITY	24518	864	24.7	3.5	82	1651	26.4	6.7	87	1866	29.3	7.6	97	1313	26.8	5.4	89
METRO SUBURBAN	35919	1696	48.4	4.7	109	2711	43.3	7.5	98	3137	49.3	8.7	111	2585	52.8	7.2	119
NON METRO	20549	941	26.9	4.6	106	1903	30.4	9.3	120	1362	21.4	6.6	84	994	20.3	4.8	80
TOP 5 ADI'S	18341	940	26.8	5.1	119	1268	20.2	6.9	89	1491	23.4	8.1	103	1070	21.9	5.8	97
TOP 10 ADI'S	25378	1236	35.3	4.9	113	1684	26.9	6.6	86	2049	32.2	8.1	103	1437	29.4	5.7	94
TOP 20 ADI'S	36488	1762	50.3	4.8	112	2456	39.2	6.7	87	2848	44.7	7.8	99	2145	43.8	5.9	97
HSHLD INC. \$50,000 OR MORE	6612	*236	6.7	3.6	83	*383	6.1	5.8	75	*602	9.5	9.1	116	*336	6.9	5.1	84
\$40,000 OR MORE	12659	*448	12.8	3.5	82	837	13.4	6.6	85	1000	15.7	7.9	101	739	15.1	5.8	97
\$30,000 OR MORE	24698	925	26.4	3.7	87	1661	26.5	6.7	87	1832	28.8	7.4	94	1467	30.0	5.9	98
\$25,000 OR MORE	32077	1255	35.8	3.9	91	2147	34.3	6.7	87	2631	41.3	8.2	104	1890	38.6	5.9	98
\$20,000 - \$24,999	9144	*411	11.7	4.5	104	593	9.5	6.5	84	*648	10.2	7.1	90	*499	10.2	5.5	90
\$15,000 - \$19,999	8728	*403	11.5	4.6	107	678	10.8	7.8	100	574	9.0	6.6	84	*517	10.6	5.9	98
\$10,000 - \$14,999	12562	568	16.2	4.5	105	1188	19.0	9.5	122	1105	17.4	8.8	112	842	17.2	6.7	111
UNDER \$10,000	18475	863	24.7	4.7	108	1658	26.5	9.0	116	1406	22.1	7.6	97	1146	23.4	6.2	103
HOUSEHOLD OF 1 PERSON	11987	465	13.3	3.9	90	918	14.7	7.7	99	739	11.6	6.2	78	677	13.8	5.6	93
2 PEOPLE	26577	1541	44.0	5.8	134	2157	34.4	8.1	105	2036	32.0	7.7	97	1931	39.5	7.3	120
3 OR 4 PEOPLE	30617	1046	29.9	3.4	79	2443	39.0	8.0	103	2755	43.3	9.0	114	1587	32.4	5.2	86
5 OR MORE PEOPLE	11804	*450	12.9	3.8	88	747	11.9	6.3	82	836	13.1	7.1	90	*697	14.2	5.9	98
NO CHILD IN HSHLD	46165	2029	58.0	4.4	102	3788	60.5	8.2	106	3292	51.7	7.1	91	3079	62.9	6.7	110
CHILD(REN) UNDER 2 YRS	5325	*192	5.5	3.6	83	*434	6.9	8.2	105	*363	5.7	6.8	87	*262	5.4	4.9	81
2 - 5 YEARS	14221	658	18.8	4.6	107	1051	16.8	7.4	96	1253	19.7	8.8	112	855	17.5	6.0	100
6 - 11 YEARS	15117	701	20.0	4.6	107	1062	17.0	7.0	91	1330	20.9	8.8	112	802	16.4	5.3	88
12 - 17 YEARS	16611	709	20.3	4.3	99	1087	17.4	6.5	85	1457	22.9	8.8	112	689	14.1	4.1	69
RESIDENCE OWNED	55884	2297	65.6	4.1	95	4325	69.0	7.7	100	4562	71.7	8.2	104	3625	74.1	6.5	107
VALUE: \$50,000 OR MORE	31744	1196	34.2	3.8	87	2113	33.7	6.7	86	2608	41.0	8.2	105	2070	42.3	6.5	108
VALUE: UNDER \$50,000	24140	1101	31.4	4.6	106	2212	35.3	9.2	118	1954	30.7	8.1	103	1554	31.8	6.4	107

		TOTAL U.S. '000	BLU-BOY SOLID				SANI-FLUSH LIQUID				TY-D-BOL LIQUID				2000 FLUSHES SOLID			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	3501	100.0	4.3	100	6265	100.0	7.7	100	6365	100.0	7.9	100	4892	100.0	6.0	100
MAGAZINES	QUINTILE 1	15799	740	21.1	4.7	108	1470	23.5	9.3	120	1539	24.2	9.7	124	1090	22.3	6.9	114
	QUINTILE 2	17259	886	25.3	5.1	119	1440	23.0	8.3	108	1483	23.3	8.6	109	950	19.4	5.5	91
	QUINTILE 3	13545	601	17.2	4.4	103	795	12.7	5.9	76	929	14.6	6.9	87	763	15.6	5.6	93
	QUINTILE 4	15133	606	17.3	4.0	93	1211	19.3	8.0	103	1135	17.8	7.5	95	792	16.2	5.2	87
	QUINTILE 5	19250	669	19.1	3.5	80	1349	21.5	7.0	91	1279	20.1	6.6	85	1297	26.5	6.7	112
NEWSPAPERS	QUINTILE 1	12413	563	16.1	4.5	105	906	14.5	7.3	94	874	13.7	7.0	90	909	18.6	7.3	121
	QUINTILE 2	24116	1034	29.5	4.3	99	1796	28.7	7.4	96	2060	32.4	8.5	109	1294	26.5	5.4	88
	QUINTILE 3	11261	*486	13.9	4.3	100	869	13.9	7.7	100	1112	17.5	9.9	126	741	15.1	6.6	109
	QUINTILE 4	20255	874	25.0	4.3	100	1637	26.1	8.1	104	1457	22.9	7.2	92	1329	27.2	6.6	109
	QUINTILE 5	12940	545	15.6	4.2	97	1057	16.9	8.2	106	862	13.5	6.7	85	620	12.7	4.8	79
OUTDOOR	QUINTILE 1	14852	641	18.3	4.3	100	1172	18.7	7.9	102	1364	21.4	9.2	117	955	19.5	6.4	106
	QUINTILE 2	15725	589	16.8	3.7	87	1129	18.0	7.2	93	1267	19.9	8.1	103	851	17.4	5.4	90
	QUINTILE 3	16330	670	19.1	4.1	95	1223	19.5	7.5	97	1496	23.5	9.2	117	1041	21.3	6.4	106
	QUINTILE 4	16744	693	19.8	4.1	96	1383	22.1	8.3	107	1111	17.5	6.6	84	1036	21.2	6.2	102
	QUINTILE 5	17334	908	25.9	5.2	121	1357	21.7	7.8	101	1127	17.7	6.5	83	1011	20.7	5.8	97
RADIO-DRIVE TIME	QUINTILE 1	15911	648	18.5	4.1	94	1477	23.6	9.3	120	1342	21.1	8.4	107	993	20.3	6.2	103
	QUINTILE 2	14837	702	20.1	4.7	109	1156	18.5	7.8	101	1142	17.9	7.7	98	727	14.9	4.9	81
	QUINTILE 3	15339	610	17.4	4.0	92	1022	16.3	6.7	86	1162	18.3	7.6	96	810	16.6	5.3	87
	QUINTILE 4	16723	698	19.9	4.2	97	1187	18.9	7.1	92	1258	19.8	7.5	96	980	20.0	5.9	97
	QUINTILE 5	18176	842	24.1	4.6	107	1423	22.7	7.8	101	1461	23.0	8.0	102	1382	28.3	7.6	126
RADIO-MID- DAY	TERCILE 1	21020	889	25.4	4.2	98	1860	29.7	8.8	114	1843	29.0	8.8	112	1157	23.7	5.5	91
	TERCILE 2	21610	993	28.4	4.6	106	1870	29.8	8.7	112	1931	30.3	8.9	114	1399	28.6	6.5	107
	TERCILE 3	38355	1620	46.3	4.2	98	2535	40.5	6.6	85	2591	40.7	6.8	86	2336	47.8	6.1	101
RADIO-TOTAL	QUINTILE 1	15988	689	19.7	4.3	100	1554	24.8	9.7	126	1505	23.6	9.4	120	957	19.6	6.0	99
	QUINTILE 2	15626	658	18.8	4.2	97	1068	17.0	6.8	88	1046	16.4	6.7	85	711	14.5	4.6	75
	QUINTILE 3	16723	746	21.3	4.5	103	1328	21.2	7.9	103	1343	21.1	8.0	102	1053	21.5	6.3	104
	QUINTILE 4	16342	684	19.5	4.2	97	1146	18.3	7.0	91	1215	19.1	7.4	95	1000	20.4	6.1	101
	QUINTILE 5	16306	726	20.7	4.5	103	1168	18.6	7.2	93	1256	19.7	7.7	98	1173	24.0	7.2	119
TV-PRIME TIME	QUINTILE 1	15953	758	21.7	4.8	110	1284	20.5	8.0	104	1334	21.0	8.4	106	1060	21.7	6.6	110
	QUINTILE 2	16137	724	20.7	4.5	104	1129	18.0	7.0	90	1397	21.9	8.7	110	1039	21.2	6.4	107
	QUINTILE 3	16420	694	19.8	4.2	98	1325	21.1	8.1	104	1222	19.2	7.4	95	962	19.7	5.9	97
	QUINTILE 4	16687	726	20.7	4.4	101	1427	22.8	8.6	111	1329	20.9	8.0	101	831	17.0	5.0	82
	QUINTILE 5	15789	600	17.1	3.8	88	1100	17.6	7.0	90	1082	17.0	6.9	87	1001	20.5	6.3	105
TV-DAYTIME	TERCILE 1	27736	1392	39.8	5.0	116	2474	39.5	8.9	115	2299	36.1	8.3	105	1946	39.8	7.0	116
	TERCILE 2	26489	995	28.4	3.8	87	2137	34.1	8.1	104	2189	34.4	8.3	105	1564	32.0	5.9	98
	TERCILE 3	26761	1114	31.8	4.2	96	1653	26.4	6.2	80	1877	29.5	7.0	89	1383	28.3	5.2	86
TV-TOTAL	QUINTILE 1	16345	865	24.7	5.3	122	1492	23.8	9.1	118	1213	19.1	7.4	94	1182	24.2	7.2	120
	QUINTILE 2	16447	739	21.1	4.5	104	1216	19.4	7.4	96	1564	24.6	9.5	121	994	20.3	6.0	100
	QUINTILE 3	15980	614	17.5	3.8	89	1437	22.9	9.0	116	1402	22.0	8.8	112	977	20.0	6.1	101
	QUINTILE 4	15887	710	20.3	4.5	103	1090	17.4	6.9	89	1170	18.4	7.4	94	828	16.9	5.2	86
	QUINTILE 5	16326	574	16.4	3.5	81	1030	16.4	6.3	82	1016	16.0	6.2	79	911	18.6	5.6	92
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	1080	30.8	5.2	121	1651	26.4	8.0	103	1751	27.5	8.5	108	1352	27.6	6.5	108
	NEWSPAPER IMPERATIVE	19186	861	24.6	4.5	104	1717	27.4	8.9	116	1770	27.8	9.2	117	1173	24.0	6.1	101
		21899	767	21.9	3.5	81	1444	23.0	6.6	85	1653	26.0	7.5	96	1292	26.4	5.9	98
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	666	19.0	4.3	100	1311	20.9	8.5	110	1479	23.2	9.6	122	863	17.6	5.6	92
	OUTDOOR IMPERATIVE	25953	1411	40.3	5.4	126	2174	34.7	8.4	108	2071	32.5	8.0	102	1699	34.7	6.5	108
		24400	833	23.8	3.4	79	1562	24.9	6.4	83	1766	27.7	7.2	92	1541	31.5	6.3	105
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	815	23.3	4.5	104	1627	26.0	9.0	117	1764	27.7	9.8	124	1036	21.2	5.7	95
	RADIO IMPERATIVE	23571	1149	32.8	4.9	113	1800	28.7	7.6	99	1958	30.8	8.3	106	1565	32.0	6.6	110
		23278	877	25.0	3.8	87	1686	26.9	7.2	94	1557	24.5	6.7	85	1279	26.1	5.5	91
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	782	22.3	5.1	117	1400	22.3	9.1	117	1657	26.0	10.7	136	1050	21.5	6.8	112
	TELEVISION IMPERATIVE	25829	1118	31.9	4.3	100	1915	30.6	7.4	96	1949	30.6	7.5	96	1355	27.7	5.2	87
		26039	1069	30.5	4.1	95	2001	31.9	7.7	99	1830	28.8	7.0	89	1676	34.3	6.4	107
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	699	20.0	4.2	97	1244	19.9	7.5	97	1651	25.9	9.9	127	976	20.0	5.9	97
	OUTDOOR IMPERATIVE	26834	1252	35.8	4.7	108	1998	31.9	7.4	96	2065	32.4	7.7	98	1745	35.7	6.5	108
		23346	845	24.1	3.6	84	1795	28.7	7.7	99	1837	28.9	7.9	100	1437	29.4	6.2	102
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	820	23.4	4.8	111	1406	22.4	8.2	106	1447	22.7	8.4	107	983	20.1	5.7	95
	RADIO IMPERATIVE	25892	1101	31.4	4.3	98	1802	28.8	7.0	90	2054	32.3	7.9	101	1725	35.3	6.7	110
		23167	918	26.2	4.0	92	1851	29.5	8.0	103	1802	28.3	7.8	99	1308	26.7	5.6	93
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	820	23.4	4.8	111	1339	21.4	7.8	101	1619	25.4	9.4	120	1105	22.6	6.4	107
	TELEVISION IMPERATIVE	26214	1032	29.5	3.9	91	1840	29.4	7.0	91	1971	31.0	7.5	96	1474	30.1	5.6	93
		23412	1053	30.1	4.5	104	2001	31.9	8.5	110	1826	28.7	7.8	99	1499	30.6	6.4	106
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	698	19.9	4.6	106	1340	21.4	8.8	113	1399	22.0	9.1	116	809	16.5	5.3	88
	RADIO IMPERATIVE	24901	957	27.3	3.8	89	1663	26.5	6.7	86	2021	31.8	8.1	103	1658	33.9	6.7	110
		26492	1184	33.8	4.5	103	2209	35.3										

	TOTAL U.S. '000	BLU-BOY SOLID				SANI-FLUSH LIQUID				TY-D-BOL LIQUID				2000 FLUSHES SOLID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	3501	100.0	4.3	100	6265	100.0	7.7	100	6365	100.0	7.9	100	4892	100.0	6.0	100
ATLANTIC MONTHLY	415	**17	0.5	4.1	95	**18	0.3	4.3	56	**16	0.3	3.9	49	**5	0.1	1.2	20
BARRON'S	453	**10	0.3	2.2	51	**37	0.6	8.2	106	**72	1.1	15.9	202	**22	0.4	4.9	80
BETTER HOMES & GARDENS	16256	705	20.1	4.3	100	1330	21.2	8.2	106	1644	25.8	10.1	129	1017	20.8	6.3	104
BON APPETIT	2535	*168	4.8	6.6	153	*156	2.5	6.2	80	*144	2.3	5.7	72	*191	3.9	7.5	125
BUSINESS WEEK	1278	**72	2.1	5.6	130	**76	1.2	5.9	77	**91	1.4	7.1	91	**56	1.1	4.4	73
CAR AND DRIVER	378	**20	0.6	5.3	122	**64	1.0	16.9	219	**51	0.8	13.5	172	**29	0.6	7.7	127
CBS MAGAZINE NETWORK (GROSS)	1498	**82	2.3	5.5	127	*126	2.0	8.4	109	**142	2.2	9.5	121	**163	3.3	10.9	180
CHANGING TIMES	1505	**109	3.1	7.2	168	*113	1.8	7.5	97	*110	1.7	7.3	93	*132	2.7	8.8	145
COLONIAL HOMES	1231	**29	0.8	2.4	54	**113	1.8	9.2	119	**99	1.6	8.0	102	**53	1.1	4.3	71
CONDE NAST MAG. PKG. (GROSS)	14146	567	16.2	4.0	93	1140	18.2	8.1	104	1348	21.2	9.5	121	821	16.8	5.8	96
CONSUMERS DIGEST	1323	**81	2.3	6.1	142	**74	1.2	5.6	72	**94	1.5	7.1	90	**121	2.5	9.1	151
COSMOPOLITAN	7102	366	10.5	5.2	119	677	10.8	9.5	123	550	8.6	7.7	99	318	6.5	4.5	74
COUNTRY LIVING	2481	**75	2.1	3.0	70	*213	3.4	8.6	111	*202	3.2	8.1	104	*256	5.2	10.3	171
CUISINE	1472	**56	1.6	3.8	88	**131	2.1	8.9	115	**91	1.4	6.2	79	**35	0.7	2.4	39
CYCLE WORLD	425	**22	0.6	5.2	120	**78	1.2	18.4	237	**31	0.5	7.3	93	**26	0.5	6.1	101
DCI:CREATIVE IDEAS FOR LIV	2510	**99	2.8	3.9	91	*209	3.3	8.3	108	*270	4.2	10.8	137	*124	2.5	4.9	82
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*287	8.2	4.3	99	537	8.6	8.0	104	684	10.7	10.2	130	353	7.2	5.3	87
DISCOVER	894	**72	2.1	8.1	186	**68	1.1	7.6	98	**85	1.3	9.5	121	**57	1.2	6.4	106
EBONY	3507	208	5.9	5.9	137	470	7.5	13.4	173	439	6.9	12.5	159	269	5.5	7.7	127
ESQUIRE	1083	**63	1.8	5.8	135	**114	1.8	10.5	136	**110	1.7	10.2	129	**40	0.8	3.7	61
ESSENCE	1830	*123	3.5	6.7	155	259	4.1	14.2	183	272	4.3	14.9	189	*81	1.7	4.4	73
FAMILY CIRCLE	15930	693	19.8	4.4	101	1150	18.4	7.2	93	1313	20.6	8.2	105	1024	20.9	6.4	106
THE FAMILY HANDYMAN	1126	**35	1.0	3.1	72	*144	2.3	12.8	165	**130	2.0	11.5	147	**85	1.7	7.5	125
FAMILY WEEKLY	11468	472	13.5	4.1	95	979	15.6	8.5	110	864	13.6	7.5	96	634	13.0	5.5	92
FIELD & STREAM	2234	**104	3.0	4.7	108	311	5.0	13.9	180	*232	3.6	10.4	132	**148	3.0	6.6	110
FOOD & WINE	579	**56	1.6	9.7	224	**63	1.0	10.9	141	**81	1.3	14.0	178	**17	0.3	2.9	49
FORBES	728	**15	0.4	2.1	48	**45	0.7	6.2	80	**88	1.4	12.1	154	**42	0.9	5.8	96
FORTUNE	906	**18	0.5	2.0	46	**25	0.4	2.8	36	**130	2.0	14.3	183	**32	0.7	3.5	58
GENTLEMEN'S QUARTERLY	791	**23	0.7	2.9	67	**32	0.5	4.0	52	**58	0.9	7.3	93	**20	0.4	2.5	42
GLAMOUR	5265	*239	6.8	4.5	105	411	6.6	7.8	101	558	8.8	10.6	135	296	6.1	5.6	93
GOLF DIGEST	636	**42	1.2	6.6	153	**37	0.6	5.8	75	**28	0.4	4.4	56	**69	1.4	10.8	180
GOLF DIGEST/TENNIS (GROSS)	1186	**58	1.7	4.9	113	**74	1.2	6.2	81	**51	0.8	4.3	55	**102	2.1	8.6	142
GOLF MAGAZINE	441	**27	0.8	6.1	142	**17	0.3	3.9	50	**37	0.6	8.4	107	**61	1.2	13.8	229
GOLF MAGAZINE/SKI (GROSS)	922	**68	1.9	7.4	171	**42	0.7	4.6	59	**58	0.9	6.3	80	**67	1.4	7.3	120
GOOD HOUSEKEEPING	16487	741	21.2	4.5	104	1277	20.4	7.7	100	1557	24.5	9.4	120	1022	20.9	6.2	103
HARPER'S BAZAAR	2423	*133	3.8	5.5	127	*216	3.4	8.9	115	*219	3.4	9.0	115	*190	3.9	7.8	130
HEALTH	1994	**89	2.5	4.5	103	*207	3.3	10.4	134	*261	4.1	13.1	167	*154	3.1	7.7	128
HEARST MAG CORP. BUY (GROSS)	44101	1962	56.0	4.4	103	3705	59.1	8.4	109	4003	62.9	9.1	115	2780	56.8	6.3	104
HEARST MAN POWER (GROSS)	1993	**83	2.4	4.2	96	*184	2.9	9.2	119	*195	3.1	9.8	124	*198	4.0	9.9	164
HEARST WOMAN POWER (GROSS)	31274	1437	41.0	4.6	106	2589	41.3	8.3	107	2910	45.7	9.3	118	1786	36.5	5.7	95
HOUSE BEAUTIFUL	3623	*162	4.6	4.5	103	345	5.5	9.5	123	304	4.8	8.4	107	230	4.7	6.3	105
INC.	283	**27	0.8	9.5	221	**18	0.3	6.4	82	**58	0.9	20.5	261	**11	0.2	3.9	64
JET	2928	196	5.6	6.7	155	380	6.1	13.0	168	392	6.2	13.4	170	173	3.5	5.9	98
LADIES' HOME JOURNAL	11918	466	13.3	3.9	90	851	13.6	7.1	92	1141	17.9	9.6	122	782	16.0	6.6	109
LHJ FAMILY GRP COMBO(GROSS)	16764	670	19.1	4.0	92	1260	20.1	7.5	97	1726	27.1	10.3	131	1163	23.8	6.9	115
LIFE	4254	*197	5.6	4.6	107	380	6.1	8.9	115	303	4.8	7.1	91	*180	3.7	4.2	70
L.A. TIMES HOME MAGAZINE	1145	**39	1.1	3.4	79	**40	0.6	3.5	45	**106	1.7	9.3	118	**37	0.8	3.2	53
MADEMOISELLE	2884	*135	3.9	4.7	108	*227	3.6	7.9	102	353	5.5	12.2	156	*174	3.6	6.0	100
MC CALL'S	13460	686	19.6	5.1	118	1136	18.1	8.4	109	1226	19.3	9.1	116	966	19.7	7.2	119
MC CALL'S/WRK MOTHER (GROSS)	14606	734	21.0	5.0	116	1251	20.0	8.6	111	1356	21.3	9.3	118	1051	21.5	7.2	119
MECHANIX ILLUSTRATED	772	**13	0.4	1.7	39	**46	0.7	6.0	77	**50	0.8	6.5	82	**79	1.6	10.2	169
METROPOLITAN HOME	967	**58	1.7	6.0	139	**63	1.0	6.5	84	**126	2.0	13.0	166	**67	1.4	6.9	115
MONEY	1588	**105	3.0	6.6	153	**80	1.3	5.0	65	**141	2.2	8.9	113	**83	1.7	5.2	87
MOTHER EARTH NEWS	1002	**39	1.1	3.9	90	**57	0.9	5.7	74	**71	1.1	7.1	90	**60	1.2	6.0	99
MS.	825	**35	1.0	4.2	98	*125	2.0	15.2	196	**84	1.3	10.2	130	**46	0.9	5.6	92
NATIONAL ENQUIRER	10336	657	18.8	6.4	147	1011	16.1	9.8	126	1097	17.2	10.6	135	621	12.7	6.0	99
NATIONAL GEOGRAPHIC	9597	409	11.7	4.3	99	635	10.1	6.6	86	631	9.9	6.6	84	448	9.2	4.7	77
NATIONAL SUNDAY MAGAZINE PKG	49558	2145	61.3	4.3	100	3690	58.9	7.4	96	4006	62.9	8.1	103	3076	62.9	6.2	103
NATURAL HISTORY	573	**13	0.4	2.3	52	**37	0.6	6.5	83	**43	0.7	7.5	95	**21	0.4	3.7	61
NEW WOMAN	1699	**56	1.6	3.3	76	*170	2.7	10.0	129	**109	1.7	6.4	82	**29	0.6	1.7	28
NEW YORK INCLUDING CUE	443	**16	0.5	3.6	84	**46	0.7	10.4	134	**31	0.5	7.0	89	**30	0.6	6.8	112
THE NEW YORKER	1270	**65	1.9	5.1	118	*138	2.2	10.9	140	**112	1.8	8.8	112	**73	1.5	5.7	95
NEWSWEEK	6277	266	7.6	4.2	98	468	7.5	7.5	96	499	7.8	7.9	101	286	5.8	4.6	75
THE N.Y. TIMES DAILY EDITION	1205	**65	1.9	5.4	125	*118	1.9	9.8	127	*111	1.7	9.2	117	**89	1.8	7.4	122
THE N.Y. TIMES MAGAZINE	2081	**86	2.5	4.1	96	*158	2.5	7.6	98	*154	2.4	7.4	94	*128	2.6	6.2	102
OMNI	788	**32	0.9	4.1	94	**47	0.8	6.0	77	**44	0.7	5.6	71	**49	1.0	6.2	103
ON CABLE	1158	**50	1.4	4.3	100	**46	0.7	4.0	51	*133	2.1	11.5	146	**52	1.1	4.5	74
1001 HOME IDEAS	2852	**114	3.3	4.0	92	*202	3.2	7.1	92	325	5.1	11.4	145	*228	4.7	8.0	132
ORGANIC GARDENING	1658	**103	2.9	6.2	144	*162	2.6	9.8	126	*110	1.7	6.6	84	*123	2.5	7.4	123
OUTDOOR LIFE	896	**26	0.7	2.9	67	*121	1.9	13.5	175	*62	1.0	6.9	88	*89	1.8	9.9	164
PARADE MAGAZINE	24275	1139	32.5	4.7	109	1749	27.9	7.2	93	1981	31.1	8.2	104	1586	32.4	6.5	108

	TOTAL U.S. '000	BLU-BOY SOLID				SANI-FLUSH LIQUID				TY-D-BOL LIQUID				2000 FLUSHES SOLID			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAERS	80986	3501	100.0	4.3	100	6265	100.0	7.7	100	6365	100.0	7.9	100	4892	100.0	6.0	100
PARENTS	3845	*195	5.6	5.1	117	349	5.6	9.1	117	316	5.0	8.2	105	*230	4.7	6.0	99
PENTHOUSE	831	**26	0.7	3.1	72	*122	1.9	14.7	190	*60	0.9	7.2	92	*58	1.2	7.0	116
PEOPLE	11645	595	17.0	5.1	118	870	13.9	7.5	97	1103	17.3	9.5	121	670	13.7	5.8	95
PLAYBOY	2006	**81	2.3	4.0	93	*221	3.5	11.0	142	*126	2.0	6.3	80	*77	1.6	3.8	64
POPULAR HOT RODDING	297	**8	0.2	2.7	62	*51	0.8	17.2	222	*52	0.8	17.5	223	*9	0.2	3.0	50
POPULAR MECHANICS	1018	**29	0.8	2.8	66	*95	1.5	9.3	121	*118	1.9	11.6	147	*104	2.1	10.2	169
POPULAR SCIENCE	878	**24	0.7	2.7	63	*107	1.7	12.2	158	*67	1.1	7.6	97	*86	1.8	9.8	162
PREVENTION	3913	*172	4.9	4.4	102	458	7.3	11.7	151	433	6.8	11.1	141	249	5.1	6.4	105
PSYCHOLOGY TODAY	1710	**83	2.4	4.9	112	*112	1.8	6.5	85	*94	1.5	5.5	70	*73	1.5	4.3	71
READER'S DIGEST	22204	1141	32.6	5.1	119	1959	31.3	8.8	114	1941	30.5	8.7	111	1514	30.9	6.8	113
REDBOOK	7684	331	9.5	4.3	100	634	10.1	8.3	107	803	12.6	10.5	133	446	9.1	5.8	96
ROAD & TRACK	410	**25	0.7	6.1	141	*12	0.2	2.9	38	*64	1.0	15.6	199	*29	0.6	7.1	117
ROLLING STONE	969	**57	1.6	5.9	136	*128	2.0	13.2	171	*51	0.8	5.3	67	*42	0.9	4.3	72
RUNNER'S WORLD	298	*3	0.1	1.0	23	*6	0.1	2.0	26	*33	0.5	11.1	141	*8	0.2	2.7	44
SATURDAY EVENING POST	1169	**44	1.3	3.8	87	*101	1.6	8.6	112	*115	1.8	9.8	125	*93	1.9	8.0	132
SCIENCE 84	587	**46	1.3	7.8	181	*60	1.0	10.2	132	*32	0.5	5.5	69	*29	0.6	4.9	82
SCIENCE DIGEST	482	**46	1.3	9.5	221	*33	0.5	6.8	89	*23	0.4	4.8	61	*16	0.3	3.3	55
SCIENTIFIC AMERICAN	594	*32	0.9	5.4	125	*40	0.6	6.7	87	*29	0.5	4.9	62	*21	0.4	3.5	59
SELF	2089	**60	1.7	2.9	66	*199	3.2	9.5	123	*163	2.6	7.8	99	*76	1.6	3.6	60
SEVENTEEN	2411	**44	1.3	1.8	42	*268	4.3	11.1	144	*205	3.2	8.5	108	*99	2.0	4.1	68
SKI	480	**41	1.2	8.5	198	*25	0.4	5.2	67	*21	0.3	4.4	56	*6	0.1	1.3	21
SMITHSONIAN	2760	*104	3.0	3.8	87	*208	3.3	7.5	97	*186	2.9	6.7	86	*140	2.9	5.1	84
SOAP OPERA DIGEST	3013	*170	4.9	5.6	131	326	5.2	10.8	140	383	6.0	12.7	162	*232	4.7	7.7	127
SOUTHERN LIVING	4184	*187	5.3	4.5	103	328	5.2	7.8	101	414	6.5	9.9	126	*228	4.7	5.4	90
SPORT	559	**19	0.5	3.4	79	*32	0.5	5.7	74	*50	0.8	8.9	114	*25	0.5	4.5	74
THE SPORTING NEWS	436	**21	0.6	4.8	111	*30	0.5	6.9	89	*39	0.6	8.9	114	*26	0.5	6.0	99
SPORTS AFIELD	493	**8	0.2	1.6	38	*56	0.9	11.4	147	*55	0.9	11.2	142	*78	1.6	15.8	262
SPORTS ILLUSTRATED	2758	**61	1.7	2.2	51	282	4.5	10.2	132	*236	3.7	8.6	109	*116	2.4	4.2	70
STAR	7456	435	12.4	5.8	135	896	14.3	12.0	155	781	12.3	10.5	133	567	11.6	7.6	126
SUNDAY	24936	1098	31.4	4.4	102	1892	30.2	7.6	98	1983	31.2	8.0	101	1543	31.5	6.2	102
SUNSET	2124	*148	4.2	7.0	161	*52	0.8	2.4	32	*168	2.6	7.9	101	*86	1.8	4.0	67
TV GUIDE	21661	1097	31.3	5.1	117	1933	30.9	8.9	115	2272	35.7	10.5	133	1339	27.4	6.2	102
TENNIS	550	**16	0.5	2.9	67	*37	0.6	6.7	87	*23	0.4	4.2	53	*33	0.7	6.0	99
TIME	8880	428	12.2	4.8	111	772	12.3	8.7	112	706	11.1	8.0	101	522	10.7	5.9	97
TOWN & COUNTRY	917	**29	0.8	3.2	73	*28	0.4	3.1	39	*63	1.0	6.9	87	*51	1.0	5.6	92
TRAVEL & LEISURE	972	**83	2.4	8.5	198	*101	1.6	10.4	134	*103	1.6	10.6	135	*48	1.0	4.9	82
TRUE STORY	3356	*195	5.6	5.8	134	441	7.0	13.1	170	316	5.0	9.4	120	*214	4.4	6.4	106
U.S. NEWS & WORLD REPORT	3410	*209	6.0	6.1	142	291	4.6	8.5	110	*253	4.0	7.4	94	*186	3.8	5.5	90
USA TODAY	1759	**82	2.3	4.7	108	*96	1.5	5.5	71	*153	2.4	8.7	111	*166	3.4	9.4	156
US	1873	**60	1.7	3.2	74	*196	3.1	10.5	135	*188	3.0	10.0	128	*166	3.4	8.9	147
VOGUE	3909	*132	3.8	3.4	78	303	4.8	7.8	100	274	4.3	7.0	89	276	5.6	7.1	117
WALL STREET JOURNAL	1886	*96	2.7	5.1	118	*102	1.6	5.4	70	*160	2.5	8.5	108	*107	2.2	5.7	94
WEIGHT WATCHERS	2120	*106	3.0	5.0	116	272	4.3	12.8	166	*211	3.3	10.0	127	*184	3.8	8.7	144
WOMAN'S DAY	14172	710	20.3	5.0	116	1192	19.0	8.4	109	1378	21.6	9.7	124	954	19.5	6.7	111
WORKING MOTHER	1146	**48	1.4	4.2	97	*115	1.8	10.0	130	*130	2.0	11.3	144	*85	1.7	7.4	123
WORKING WOMAN	1322	**63	1.8	4.8	110	*66	1.1	5.0	65	*141	2.2	10.7	136	*65	1.3	4.9	81
WORLD TENNIS	*163	*7	0.2	4.3	99	*4	0.1	2.5	32	*12	0.2	7.4	94	*10	0.2	6.1	102
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*121	3.5	4.8	111	286	4.6	11.3	146	274	4.3	10.8	138	*157	3.2	6.2	103
BLAIR INSERTS	43657	1840	52.6	4.2	97	3103	49.5	7.1	92	3600	56.6	8.2	105	2781	56.8	6.4	105
DAILY NEWSPAPERS																	
READ ANY	51633	2191	62.6	4.2	98	4008	64.0	7.8	100	4202	66.0	8.1	104	3188	65.2	6.2	102
READ ONE	43463	1825	52.1	4.2	97	3359	53.6	7.7	100	3633	57.1	8.4	106	2635	53.9	6.1	100
READ TWO OR MORE	8170	366	10.5	4.5	104	649	10.4	7.9	103	569	8.9	7.0	89	553	11.3	6.8	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2328	66.5	4.4	102	3805	60.7	7.2	93	4323	67.9	8.2	104	3263	66.7	6.2	103
READ ONE	46126	2072	59.2	4.5	104	3298	52.6	7.1	92	3902	61.3	8.5	108	2812	57.5	6.1	101
READ TWO OR MORE	6552	256	7.3	3.9	90	507	8.1	7.7	100	421	6.6	6.4	82	451	9.2	6.9	114
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.97				27.77				31.23				26.87			
30 DAY REACH	71455	2925	83.5	4.1	95	5494	87.7	7.7	99	5695	89.5	8.0	101	4347	88.9	6.1	101
50 SHWG - 30 DAY AV FREQ	14.56	14.23				14.55				16.38				14.15			
30 DAY REACH	67742	2776	79.3	4.1	95	5255	83.9	7.8	100	5436	85.4	8.0	102	4139	84.6	6.1	101
25 SHWG - 30 DAY AV FREQ	7.94	7.88				7.91				8.71				7.60			
30 DAY REACH	62117	2503	71.5	4.0	93	4823	77.0	7.8	100	5127	80.5	8.3	105	3844	78.6	6.2	102
CABLE TV: HOME WIRED	32077	1166	33.3	3.6	84	2413	38.5	7.5	97	2483	39.0	7.7	98	1865	38.1	5.8	96
HOME NOT WIRED	48909	2336	66.7	4.8	110	3851	61.5	7.9	102	3882	61.0	7.9	101	3027	61.9	6.2	102
HAVE PAY CABLE	15935	507	14.5	3.2	74	1092	17.4	6.9	89	1384	21.7	8.7	111	927	18.9	5.8	96

	TOTAL U.S. '000	BLU-BOY SOLID				SANI-FLUSH LIQUID				TY-D-BOL LIQUID				2000 FLUSHES SOLID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	3501	100.0	4.3	100	6265	100.0	7.7	100	6365	100.0	7.9	100	4192	100.0	6.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1744	49.8	4.0	92	3430	54.7	7.8	101	3450	54.2	7.9	100	2395	49.0	5.5	90
10:00 AM - 3:00 PM	30659	1397	39.9	4.6	105	2744	43.8	9.0	116	2706	42.5	8.8	112	1813	37.1	5.9	98
3:00 PM - 7:00 PM	31045	1256	35.9	4.0	94	2410	38.5	7.8	100	2387	37.5	7.7	98	1747	35.7	5.6	93
7:00 PM - MIDNIGHT	15767	608	17.4	3.9	89	1245	19.9	7.9	102	1136	17.8	7.2	92	837	17.1	5.3	88
MIDNIGHT - 6:00 AM	9120	443	12.7	4.9	112	668	10.7	7.3	95	704	11.1	7.7	98	638	13.0	7.0	116
6:00 AM - MIDNIGHT	58527	2446	69.9	4.2	97	4607	73.5	7.9	102	4651	73.1	7.9	101	3333	68.1	5.7	94
ENTIRE DAY	59311	2472	70.6	4.2	96	4661	74.4	7.9	102	4693	73.7	7.9	101	3376	69.0	5.7	94
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	670	19.1	4.1	96	1226	19.6	7.6	98	1289	20.3	8.0	101	812	16.6	5.0	83
ALL NEWS	2256	*145	4.1	6.4	149	*144	2.3	6.4	83	*262	4.1	11.6	148	*883	1.7	3.7	61
AOR/PROGRESSIVE	3874	*197	5.6	5.1	118	244	3.9	6.3	81	299	4.7	7.7	98	*179	3.7	4.6	76
BEAUTIFUL MUSIC	5660	*242	6.9	4.3	99	504	8.0	8.9	115	438	6.9	7.7	98	347	7.1	6.1	101
BLACK	2204	*126	3.6	5.7	132	274	4.4	12.4	161	321	5.0	14.6	185	*133	2.7	6.0	100
CLASSICAL	1418	**32	0.9	2.3	52	**94	1.5	6.6	86	**88	1.4	6.2	79	*881	1.7	5.7	95
CHR/ROCK	9538	268	7.7	2.8	65	772	12.3	8.1	105	647	10.2	6.8	86	477	9.8	5.0	83
COUNTRY	12648	636	18.2	5.0	116	980	15.6	7.7	100	1036	16.3	8.2	104	854	17.5	6.8	112
GOLDEN OLDIES	1191	**54	1.5	4.5	105	**69	1.1	5.8	75	**105	1.6	8.8	112	**52	1.1	4.4	72
MOR/NOSTALGIA	4757	*215	6.1	4.5	105	452	7.2	9.5	123	300	4.7	6.3	80	285	5.8	6.0	99
NEWS/TALK	3863	*167	4.8	4.3	100	277	4.4	7.2	93	*258	4.1	6.7	85	221	4.5	5.7	95
RELIGIOUS	3084	**126	3.6	4.1	95	*253	4.0	8.2	106	*288	4.5	9.3	119	*174	3.6	5.6	93
SOFT ROCK	521	**12	0.3	2.3	53	**46	0.7	8.8	114	**62	1.0	11.9	151	**9	0.2	1.7	29
URBAN CONTEMPORARY	1585	**85	2.4	5.4	124	275	4.4	17.4	224	*155	2.4	9.8	124	*117	2.4	7.4	122
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*145	4.1	4.4	103	*247	3.9	7.6	98	*188	3.0	5.8	73	*144	2.9	4.4	73
ABC DIRECTION	2316	**82	2.3	3.5	82	*190	3.0	8.2	106	*244	3.8	10.5	134	*152	3.1	6.6	109
ABC ENTERTAINMENT	4834	*208	5.9	4.3	100	398	6.4	8.2	106	421	6.6	8.7	111	260	5.3	5.4	89
ABC FM	2202	*275	2.1	3.4	79	*249	4.0	11.3	146	*220	3.5	10.0	127	**85	1.7	3.9	64
ABC INFORMATION	5425	*231	6.6	4.3	98	474	7.6	8.7	113	328	5.2	6.0	77	320	6.5	5.9	98
ABC ROCK	1677	**72	2.1	4.3	99	**104	1.7	6.2	80	*167	2.6	10.0	127	**109	2.2	6.5	108
CBS	4430	*227	6.5	5.1	119	397	6.3	9.0	116	353	5.5	8.0	101	255	5.2	5.8	95
MUTUAL	4992	*193	5.5	3.9	89	403	6.4	8.1	104	404	6.3	8.1	103	*302	6.2	6.0	100
NBC	4679	*164	4.7	3.5	81	300	4.8	6.4	83	448	7.0	9.6	122	292	6.0	6.2	103
RADIORADIO	1994	**55	1.6	2.8	64	*164	2.6	8.2	106	*180	2.8	9.0	115	**117	2.4	5.9	97
RKO ONE	2298	**50	1.4	2.2	50	**131	2.1	5.7	74	*137	2.2	6.0	76	**116	2.4	5.0	84
RKO TWO	3311	**146	4.2	4.4	102	340	5.4	10.3	133	*274	4.3	8.3	105	*229	4.7	6.9	114
THE SOURCE	2114	**74	2.1	3.5	81	*155	2.5	7.3	95	*149	2.3	7.0	90	*133	2.7	6.3	104
NON-WIRED: BLAIR	8654	502	14.3	5.8	134	644	10.3	7.4	96	625	9.8	7.2	92	541	11.1	6.3	103
INTERNET	12025	462	13.2	3.8	89	960	15.3	8.0	103	1203	18.9	10.0	127	774	15.8	6.4	107
KATZ RADIO GROUP	15359	684	19.5	4.5	103	1192	19.0	7.8	100	1076	16.9	7.0	89	879	18.0	5.7	95
SUPERNET	10628	448	12.8	4.2	98	938	15.0	8.8	114	767	12.1	7.2	92	587	12.0	5.5	91
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	448	12.8	5.2	120	716	11.4	8.3	107	662	10.4	7.6	97	474	9.7	5.5	91
MKDAY 9:00 AM - 1:00 PM	12163	667	19.1	5.5	127	1104	17.6	9.1	117	1041	16.4	8.6	109	854	17.5	7.0	116
MKDAY 1:00 PM - 4:30 PM	16150	826	23.6	5.1	118	1484	23.7	9.2	119	1333	20.9	8.3	105	1204	24.6	7.5	123
MKDAY 4:30 PM - 7:30 PM	22463	1156	33.0	5.1	119	1909	30.5	8.5	110	1816	28.5	8.1	103	1483	30.3	6.6	109
MKDAY 7:30 PM - 8:00 PM	31795	1484	42.4	4.7	108	2607	41.6	8.2	106	2559	40.2	8.0	102	1972	40.3	6.2	103
MKDAY 11:00 PM - 11:30 PM	23977	1036	29.6	4.3	100	2019	32.2	8.4	109	1884	29.6	7.9	100	1543	31.5	6.4	107
MKDAY 11:30 PM - 1:00 AM	7703	337	9.6	4.4	101	659	10.5	8.6	111	685	10.8	8.9	113	560	11.4	7.3	120
M-SAT 8-11 PM-SUN 7-11 PM	33800	1529	43.7	4.5	105	2606	41.6	7.7	100	2718	42.7	8.0	102	2120	43.3	6.3	104
MKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	300	8.6	4.6	106	565	9.0	8.6	112	619	9.7	9.5	120	528	10.8	8.1	134
ANOTHER WORLD	N 4620	242	6.9	5.2	121	328	5.2	7.1	92	330	5.2	7.1	91	256	5.2	5.5	92
AS THE WORLD TURNS	C 5614	250	7.1	4.5	103	630	10.1	11.2	145	410	6.4	7.3	93	416	8.5	7.4	123
CAPITOL	C 3396	199	5.7	5.9	136	401	6.4	11.8	153	252	4.0	7.4	94	258	5.3	7.6	126
CBS MORN. NEWS 1	C 1446	*84	2.4	5.8	134	117	1.9	8.1	105	*98	1.5	6.8	86	*60	1.2	4.1	69
CBS MORN. NEWS 2	C 1207	**44	1.3	3.6	84	*94	1.5	7.8	101	*114	1.8	9.4	120	*43	0.9	3.6	59
DAYS OF OUR LIVES	N 5877	323	9.2	5.5	127	532	8.5	9.1	117	457	7.2	7.8	99	414	8.5	7.0	117
FACTS OF LIFE - DAYTIME	N 2290	*78	2.2	3.4	79	139	2.2	6.1	78	213	3.3	9.3	118	134	2.7	5.9	97
FAMILY FEUD	A 3023	152	4.3	5.0	116	285	4.5	9.4	122	222	3.5	7.3	93	208	4.3	6.9	114
GENERAL HOSPITAL	A 6097	274	7.8	4.5	104	506	8.1	8.3	107	538	8.5	8.8	112	513	10.5	8.4	139
GOOD MORNING, AMERICA-730	A 3515	194	5.5	5.5	128	308	4.9	8.8	113	273	4.3	7.8	99	222	4.5	6.3	105
GOOD MORNING, AMERICA-830	A 2818	164	4.7	5.8	135	256	4.1	9.1	117	229	3.6	8.1	103	228	4.7	8.1	134
GUIDING LIGHT	C 5339	272	7.8	5.1	118	573	9.1	10.7	139	418	6.6	7.8	100	401	8.2	7.5	124
ONE LIFE TO LIVE	A 4478	173	4.9	3.9	89	330	5.3	7.4	95	377	5.9	8.4	107	411	8.4	9.2	152
PRESS YOUR LUCK	C 2244	*124	3.5	5.5	128	1											

	TOTAL U.S. '000	BLU-BOY SOLID				SANI-FLUSH LIQUID				TY-D-BOL LIQUID				2000 FLUSHES SOLID			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	3501	100.0	4.3	100	6265	100.0	7.7	100	6365	100.0	7.9	100	4892	100.0	6.0	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1259	36.0	4.8	112	2379	38.0	9.1	118	2052	32.2	7.9	100	1704	34.8	6.5	108
NETWORK AFFILIATES - LATE	20261	881	25.2	4.3	101	1765	28.2	8.7	113	1647	25.9	8.1	103	1329	27.2	6.6	109
INDEPENDENTS - LATE	2076	105	3.0	5.1	117	149	2.4	7.2	93	116	1.8	5.6	71	129	2.6	6.2	103
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 10453	558	15.9	5.3	123	773	12.3	7.4	96	1020	16.0	9.8	124	625	12.8	6.0	99
ABC MONDAY NIGHT MOVIE	A 6412	221	6.3	3.4	80	444	7.1	6.9	90	519	8.2	8.1	103	378	7.7	5.9	98
ABC SUNDAY NIGHT MOVIE	A 12407	551	15.7	4.4	103	831	13.3	6.7	87	913	14.3	7.4	94	776	15.9	6.3	101
ABC WORLD NEWS TONIGHT	A 6176	276	7.9	4.5	103	532	8.5	8.6	111	474	7.4	7.7	98	390	8.0	6.3	101
AFTERMASH	C 5863	*296	8.5	5.0	117	408	6.5	7.0	90	524	8.2	8.9	114	390	8.0	6.7	110
ALICE	C 9594	447	12.8	4.7	108	725	11.6	7.6	98	918	14.4	9.6	122	550	11.2	5.7	95
AMERICAN PARADE	C 6622	260	7.4	3.9	91	502	8.0	7.6	98	452	7.1	6.8	87	444	9.1	6.7	111
BENSON	A 10886	470	13.4	4.3	100	834	13.3	7.7	99	806	12.7	7.4	94	735	15.0	6.8	112
BLUE THUNDER	A 5036	259	7.4	5.1	119	440	7.0	8.7	113	376	5.9	7.5	95	330	6.7	6.6	108
CAGNEY & LACEY	C 9965	340	9.7	3.4	79	749	12.0	7.5	97	685	10.8	6.9	87	664	13.6	6.7	110
CBS EVENING NEWS-DEAN	C 3491	*230	6.6	6.6	152	278	4.4	8.0	103	313	4.9	9.0	114	*244	5.0	7.0	116
CBS EVENING NEWS-RATHER	C 7123	349	10.0	4.9	113	724	11.6	10.2	131	534	8.4	7.5	95	455	9.3	6.4	106
CBS SAT. NEWS-SCHIEFFER	C 3621	266	7.6	7.3	170	299	4.8	8.3	107	397	6.2	11.0	139	245	5.0	6.8	112
CBS SATURDAY NIGHT MOVIE	C 5436	231	6.6	4.2	98	433	6.9	8.0	103	420	6.6	7.7	98	298	6.1	5.5	91
CBS WEDNESDAY NIGHT MOVIE	C 6100	278	7.9	4.6	105	403	6.4	6.6	85	402	6.3	6.6	84	329	6.7	5.4	89
CHEERS	N 8889	406	11.6	4.6	106	801	12.8	9.0	116	818	12.9	9.2	117	629	12.9	7.1	117
DALLAS	C 22109	851	24.3	3.8	89	1589	25.4	7.2	93	1730	27.2	7.8	100	1282	26.2	5.8	96
DIFF'RENT STROKES	N 6940	359	10.3	5.2	120	513	8.2	7.4	96	499	7.8	7.2	91	393	8.0	5.7	94
DOUBLE TROUBLE	N 7223	365	10.4	5.1	117	639	10.2	8.8	114	574	9.0	7.9	101	460	9.4	6.4	105
DUCK FACTORY	N 5595	228	6.5	4.1	94	570	9.1	10.2	132	559	8.8	10.0	127	372	7.6	6.6	110
DUKES OF HAZZARD	C 5768	*237	6.8	4.1	95	517	8.3	9.0	116	422	6.6	7.3	93	358	7.3	6.2	103
DYNASTY	A 20053	893	25.5	4.5	103	1650	26.3	8.2	106	1680	26.4	8.4	107	1229	25.1	6.1	101
FACTS OF LIFE	N 8087	449	12.8	5.6	128	727	11.6	9.0	116	581	9.1	7.2	91	534	10.9	6.6	109
FALCON CREST	C 20046	760	21.7	3.8	88	1511	24.1	7.5	97	1480	23.3	7.4	94	1151	23.5	5.7	95
FALL GUY	A 9084	358	10.2	3.9	91	765	12.2	8.4	109	825	13.0	9.1	116	575	11.8	6.3	105
FAMILY TIES	N 7964	359	10.3	4.5	104	680	10.9	8.5	110	599	9.4	7.5	96	549	11.2	6.9	114
FANTASY ISLAND	A 7687	359	10.3	4.7	108	587	9.4	7.6	99	625	9.8	8.1	103	521	10.7	6.8	112
FOULUPS,BLEEPS & BLUNDERS	A 8861	379	10.8	4.3	99	675	10.8	7.6	98	570	9.0	6.4	82	638	13.0	7.2	119
FOUR SEASONS	C 5095	*253	7.2	5.0	115	343	5.5	6.7	87	433	6.8	8.5	108	*330	6.7	6.5	107
GIMME A BREAK	N 8838	385	11.0	4.4	101	813	13.0	9.2	119	635	10.0	7.2	91	523	10.7	5.9	98
HART TO HART	A 8978	270	7.7	3.0	70	748	11.9	8.3	108	692	10.9	7.7	98	599	12.2	6.7	110
HILL STREET BLUES	N 8590	360	10.3	4.2	97	499	8.0	5.8	75	749	11.8	8.7	111	544	11.1	6.3	105
HOTEL	A 14085	655	18.7	4.7	108	1297	20.7	9.2	119	1114	17.5	7.9	101	811	16.6	5.8	95
JEFFERSONS	C 9360	419	12.0	4.5	104	795	12.7	8.5	110	909	14.3	9.7	124	547	11.2	5.8	97
JENNIFER SLEPT HERE	N 5841	*264	7.5	4.5	105	436	7.0	7.5	96	414	6.5	7.1	90	376	7.7	6.4	107
KATE & ALLIE	C 9206	343	9.8	3.7	86	632	10.1	6.9	89	728	11.4	7.9	101	603	12.3	6.6	108
KNIGHT RIDER	N 7076	346	9.9	4.9	113	450	7.2	6.4	82	549	8.6	7.8	99	386	7.9	5.5	90
LOVE BOAT	A 12219	599	17.1	4.9	113	1096	17.5	9.0	116	1105	17.4	9.0	115	889	18.2	7.3	120
MAGNUM PI	C 11199	499	14.3	4.5	103	970	15.5	8.7	112	1054	16.6	9.4	120	843	17.2	7.5	125
MAMA'S FAMILY	N 6057	256	7.3	4.2	98	412	6.6	6.8	88	495	7.8	8.2	104	370	7.6	6.1	101
MASTER, THE	N 3598	*130	3.7	3.6	84	270	4.3	7.5	97	367	5.8	10.2	130	209	4.3	5.8	96
MATT HOUSTON	A 6344	320	9.1	5.0	117	468	7.5	7.4	95	561	8.8	8.8	113	407	8.3	6.4	106
NBC MONDAY NIGHT MOVIE	N 11994	507	14.5	4.2	98	845	13.5	7.0	91	1003	15.8	8.4	106	705	14.4	5.9	97
NBC NIGHTLY NEWS	N 5132	276	7.9	5.4	124	414	6.6	8.1	104	416	6.5	8.1	103	309	6.3	6.0	100
NBC NIGHTLY NEWS-SAT	N 3375	*138	3.9	4.1	95	277	4.4	8.2	106	*215	3.4	6.4	81	253	5.2	7.5	124
NBC NIGHTLY NEWS-SUN	N 3130	*144	4.1	4.6	106	268	4.3	8.6	111	*194	3.0	6.2	79	*150	3.1	4.8	79
NBC SUNDAY NIGHT MOVIE	N 8284	358	10.2	4.3	100	598	9.5	7.2	93	611	9.6	7.4	94	626	12.8	7.6	125
NEWMART	C 9240	384	11.0	4.2	96	732	11.7	7.9	102	678	10.7	7.3	93	660	13.5	7.1	118
ONE DAY AT A TIME	C 7288	328	9.4	4.5	104	539	8.6	7.4	96	573	9.0	7.9	100	453	9.3	6.2	103
PEOPLE ARE FUNNY	N 4855	*200	5.7	4.1	95	303	4.8	6.2	81	386	6.1	8.0	101	286	5.8	5.9	98
REAL PEOPLE	N 8869	442	12.6	5.0	115	731	11.7	8.2	107	731	11.5	8.2	105	573	11.7	6.5	107
REMINGTON STEELE	N 7743	266	7.6	3.4	79	620	9.9	8.0	104	645	10.1	8.3	106	492	10.1	6.4	105
RIPLEY'S BELIEVE IT - NOT	A 5345	252	7.2	4.7	109	399	6.4	7.5	96	462	7.3	8.6	110	285	5.8	5.3	88
RIPTIDE	N 6988	298	8.5	4.3	99	507	8.1	7.3	94	634	10.0	9.1	115	381	7.8	5.5	90
SCARECROW & MRS. KING	C 10002	405	11.6	4.0	94	701	11.2	7.0	91	890	14.0	8.9	113	651	13.3	6.5	108
SIMON & SIMON	C 10638	501	14.3	4.7	109	888	14.2	8.3	108	885	13.9	8.3	106	782	16.0	7.4	122
60 MINUTES	C 13293	631	18.0	4.7	110	1123	17.9	8.4	109	1065	16.7	8.0	102	824	16.8	6.2	103
ST. ELSEWHERE	N 7017	306	8.7	4.4	101	508	8.1	7.2	94	624	9.8	8.9	113	473	9.7	6.7	112
THREE'S COMPANY	A 10917	471	13.5	4.3	100	1012	16.2	9.3	120	868	13.6	8.0	101	832	17.0	7.6	126
T.J. HOOKER	A 9204	404	11.5	4.4	102	790	12.6	8.6	111	825	13.0	9.0					

	TOTAL U.S. '000	VANISH LIQUID				VANISH SOLID											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	8923	100.0	11.0	100	3294	100.0	4.1	100								
18 - 24	9282	914	10.2	9.8	89	*437	13.3	4.7	116								
25 - 34	19072	1840	20.6	9.6	88	766	23.3	4.0	99								
35 - 44	14591	1598	17.9	11.0	99	507	15.4	3.5	85								
45 - 54	11345	1410	15.8	12.4	113	*452	13.7	4.0	98								
55 - 64	11635	1541	17.3	13.2	120	520	15.8	4.5	110								
65 OR OLDER	15061	1619	18.1	10.7	98	612	18.6	4.1	100								
18 - 34	28354	2754	30.9	9.7	88	1204	36.6	4.2	104								
18 - 49	48339	5101	57.2	10.6	96	1985	60.3	4.1	101								
25 - 54	45008	4849	54.3	10.8	98	1725	52.4	3.8	94								
35 - 49	19985	2347	26.3	11.7	107	782	23.7	3.9	96								
50 OR OLDER	32647	3822	42.8	11.7	106	1309	39.7	4.0	99								
GRADUATED COLLEGE	11155	1120	12.6	10.0	91	*327	9.9	2.9	72								
ATTENDED COLLEGE	13682	1313	14.7	9.6	87	607	18.4	4.4	109								
GRADUATED HIGH SCHOOL	33880	3786	42.4	11.2	101	1591	48.3	4.7	115								
DID NOT GRADUATE HIGH SCHOOL	22270	2704	30.3	12.1	110	769	23.3	3.5	85								
EMPLOYED	40306	4188	46.9	10.4	94	1637	49.7	4.1	100								
EMPLOYED FULL-TIME	32850	3536	39.6	10.8	98	1419	43.1	4.3	106								
EMPLOYED PART-TIME	7456	653	7.3	8.8	79	**218	6.6	2.9	72								
NOT EMPLOYED	40680	4734	53.1	11.6	106	1657	50.3	4.1	100								
PROFESSIONAL/MANAGER	10392	1156	13.0	11.1	101	*359	10.9	3.5	85								
TECH/CLERICAL/SALES	17574	1926	21.6	11.0	99	690	20.9	3.9	97								
PRECISION/CRAFT	985	**97	1.1	9.8	89	**52	1.6	5.3	130								
OTHER EMPLOYED	11354	1009	11.3	8.9	81	*537	16.3	4.7	116								
SINGLE	9863	994	11.1	10.1	91	*333	10.1	3.4	83								
MARRIED	51375	5630	63.1	11.0	99	2111	64.1	4.1	101								
DIVORCED/SEPARATED/WIDOWED	19748	2299	25.8	11.6	106	850	25.8	4.3	106								
PARENTS	32590	3362	37.7	10.3	94	1309	39.7	4.0	99								
WHITE	70416	7636	85.6	10.8	98	2881	87.5	4.1	101								
BLACK	8778	1089	12.2	12.4	113	*407	12.4	4.6	114								
OTHER	1791	**199	2.2	11.1	101	**6	0.2	0.3	8								
NORTHEAST-CENSUS	17786	1543	17.3	8.7	79	671	20.4	3.8	93								
NORTH CENTRAL	20741	2744	30.8	13.2	120	1010	30.7	4.9	120								
SOUTH	27775	3174	35.6	11.4	104	1106	33.6	4.0	98								
WEST	14683	1463	16.4	10.0	90	*507	15.4	3.5	85								
NORTHEAST-MKTG.	17961	1383	15.5	7.7	70	612	18.6	3.4	84								
EAST CENTRAL	11885	1565	17.5	13.2	120	550	16.7	4.6	114								
WEST CENTRAL	14090	1879	21.1	13.3	121	687	20.9	4.9	120								
SOUTH	24081	2898	32.5	12.0	109	992	30.1	4.1	101								
PACIFIC	12969	1198	13.4	9.2	84	*453	13.8	3.5	86								
COUNTY SIZE A	32439	3310	37.1	10.2	93	1270	38.6	3.9	96								
COUNTY SIZE B	24915	2938	32.9	11.8	107	1123	34.1	4.5	111								
COUNTY SIZE C	12930	1302	14.6	10.1	91	*448	13.6	3.5	85								
COUNTY SIZE D	10703	1373	15.4	12.8	116	*453	13.8	4.2	104								
METRO CENTRAL CITY	24518	2443	27.4	10.0	90	786	23.9	3.2	79								
METRO SUBURBAN	35919	3957	44.3	11.0	100	1663	50.5	4.6	114								
NON METRO	20549	2522	28.3	12.3	111	845	25.7	4.1	101								
TOP 5 ADI'S	18341	1895	21.2	10.3	94	694	21.1	3.8	93								
TOP 10 ADI'S	25378	2335	26.2	9.2	84	953	28.9	3.8	92								
TOP 20 ADI'S	36488	3660	41.0	10.0	91	1420	43.1	3.9	96								
HSOLD INC. \$50,000 OR MORE	6612	834	9.3	12.6	114	**279	8.5	4.2	104								
\$40,000 OR MORE	12659	1446	16.2	11.4	104	*489	14.8	3.9	95								
\$30,000 OR MORE	24698	2679	30.0	10.8	98	1096	33.3	4.4	109								
\$25,000 OR MORE	32077	3412	38.2	10.6	97	1307	39.7	4.1	100								
\$20,000 - \$24,999	9144	807	9.0	8.8	80	*458	13.9	5.0	123								
\$15,000 - \$19,999	8728	901	10.1	10.3	94	*292	8.9	3.3	82								
\$10,000 - \$14,999	12562	1709	19.2	13.6	123	527	16.0	4.2	103								
UNDER \$10,000	18475	2094	23.5	11.3	103	710	21.6	3.8	94								
HOUSEHOLD OF 1 PERSON	11987	1486	16.7	12.4	113	509	15.5	4.2	104								
2 PEOPLE	26577	2939	32.9	11.1	100	1173	35.6	4.4	109								
3 OR 4 PEOPLE	30617	3326	37.3	10.9	99	1194	36.2	3.9	96								
5 OR MORE PEOPLE	11804	1172	13.1	9.9	90	*418	12.7	3.5	87								
NO CHILD IN HSHLD	46165	5346	59.9	11.6	105	1908	57.9	4.1	102								
CHILD(REN) UNDER 2 YRS	5325	*497	5.6	9.3	85	**245	7.4	4.6	113								
2 - 5 YEARS	14221	1574	17.6	11.1	100	624	18.9	4.4	108								
6 - 11 YEARS	15117	1519	17.0	10.0	91	540	16.4	3.6	88								
12 - 17 YEARS	16611	1754	19.7	10.6	96	530	16.1	3.2	78								
RESIDENCE OWNED	55884	6521	73.1	11.7	106	2358	71.6	4.2	104								
VALUE: \$50,000 OR MORE	31744	3405	38.2	10.7	97	1314	39.9	4.1	102								
VALUE: UNDER \$50,000	24140	3116	34.9	12.9	117	1044	31.7	4.3	106								

		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	8923	100.0	11.0	100	3294	100.0	4.1	100								
MAGAZINES	QUINTILE 1	15799	2120	23.8	13.4	122	797	24.2	5.0	124								
	QUINTILE 2	17259	1880	21.1	10.9	99	615	18.7	3.6	88								
	QUINTILE 3	13545	1359	15.2	10.0	91	*504	15.3	3.7	91								
	QUINTILE 4	15133	1625	18.2	10.7	97	586	17.8	3.9	95								
	QUINTILE 5	19250	1938	21.7	10.1	91	793	24.1	4.1	101								
NEWSPAPERS	QUINTILE 1	12413	1552	17.4	12.5	113	*455	13.8	3.7	90								
	QUINTILE 2	24116	2745	30.8	11.4	103	966	29.3	4.0	98								
	QUINTILE 3	11261	1074	12.0	9.5	87	*473	14.4	4.2	103								
	QUINTILE 4	20255	2054	23.0	10.1	92	985	29.9	4.9	120								
	QUINTILE 5	12940	1498	16.8	11.6	105	*415	12.6	3.2	79								
OUTDOOR	QUINTILE 1	14852	1773	19.9	11.9	108	563	17.1	3.8	93								
	QUINTILE 2	15725	1731	19.4	11.0	100	691	21.0	4.4	108								
	QUINTILE 3	16330	1775	19.9	10.9	99	721	21.9	4.4	109								
	QUINTILE 4	16744	1924	21.6	11.5	104	672	20.4	4.0	99								
	QUINTILE 5	17334	1720	19.3	9.9	90	647	19.6	3.7	92								
RADIO-DRIVE TIME	QUINTILE 1	15911	1846	20.7	11.6	105	679	20.6	4.3	105								
	QUINTILE 2	14837	1443	16.2	9.7	88	450	13.7	3.0	75								
	QUINTILE 3	15339	1738	19.5	11.3	103	734	22.3	4.8	118								
	QUINTILE 4	16723	1917	21.5	11.5	104	821	24.9	4.9	121								
	QUINTILE 5	18176	1979	22.2	10.9	99	610	18.5	3.4	83								
RADIO-MID- DAY	TERCILE 1	21020	2493	27.9	11.9	108	884	26.8	4.2	103								
	TERCILE 2	21610	2339	26.2	10.8	98	928	28.2	4.3	106								
	TERCILE 3	38355	4091	45.8	10.7	97	1482	45.0	3.9	95								
RADIO-TOTAL	QUINTILE 1	15988	1954	21.9	12.2	111	698	21.2	4.4	107								
	QUINTILE 2	15626	1442	16.2	9.2	84	622	18.9	4.0	98								
	QUINTILE 3	16723	1914	21.5	11.4	104	601	18.2	3.6	88								
	QUINTILE 4	16342	1871	21.0	11.4	104	887	26.9	5.4	133								
	QUINTILE 5	16306	1743	19.5	10.7	97	485	14.7	3.0	73								
TV-PRIME TIME	QUINTILE 1	15953	2073	23.2	13.0	118	664	20.2	4.2	102								
	QUINTILE 2	16137	1777	19.9	11.0	100	586	17.8	3.6	89								
	QUINTILE 3	16420	1664	18.6	10.1	92	737	22.4	4.5	110								
	QUINTILE 4	16687	1808	20.3	10.8	98	616	18.7	3.7	91								
	QUINTILE 5	15789	1602	18.0	10.1	92	692	21.0	4.4	108								
TV-DAYTIME	TERCILE 1	27736	3343	37.5	12.1	109	1236	37.5	4.5	110								
	TERCILE 2	26489	2968	33.3	11.2	102	1151	34.9	4.3	107								
	TERCILE 3	26761	2612	29.3	9.8	89	906	27.5	3.4	83								
TV-TOTAL	QUINTILE 1	16345	2012	22.5	12.3	112	667	20.2	4.1	100								
	QUINTILE 2	16447	1818	20.4	11.1	100	649	19.7	3.9	97								
	QUINTILE 3	15980	1864	20.9	11.7	106	742	22.5	4.6	114								
	QUINTILE 4	15887	1645	18.4	10.4	94	687	20.9	4.3	106								
	QUINTILE 5	16326	1585	17.8	9.7	88	549	16.7	3.4	83								
MAGAZINES-NEWSPAPERS: DUAL		20721	2700	30.3	13.0	118	837	25.4	4.0	99								
MAGAZINE IMPERATIVE		19186	1955	21.9	10.2	92	853	25.9	4.4	109								
NEWSPAPER IMPERATIVE		21899	2167	24.3	9.9	90	793	24.1	3.6	89								
MAGAZINES-OUTDOOR: DUAL		15451	1962	22.0	12.7	115	649	19.7	4.2	103								
MAGAZINE IMPERATIVE		25953	2899	32.5	11.2	101	1110	33.7	4.3	105								
OUTDOOR IMPERATIVE		24400	2626	29.4	10.8	98	988	30.0	4.0	100								
MAGAZINES-RADIO: DUAL		18049	2044	22.9	11.3	103	810	24.6	4.5	110								
MAGAZINE IMPERATIVE		23571	2909	32.6	12.3	112	945	28.7	4.0	99								
RADIO IMPERATIVE		23278	2312	25.9	9.9	90	841	25.5	3.6	89								
MAGAZINES-TELEVISION: DUAL		15459	2006	22.5	13.0	118	701	21.3	4.5	111								
MAGAZINE IMPERATIVE		25829	2828	31.7	10.9	99	1017	30.9	3.9	97								
TELEVISION IMPERATIVE		26039	2723	30.5	10.5	95	1029	31.2	4.0	97								
NEWSPAPERS-OUTDOOR: DUAL		16605	1956	21.9	11.8	107	690	20.9	4.2	102								
NEWSPAPER IMPERATIVE		26834	2901	32.5	10.8	98	1030	31.3	3.8	94								
OUTDOOR IMPERATIVE		23346	2579	28.9	11.0	100	984	29.9	4.2	104								
NEWSPAPERS-RADIO: DUAL		17133	1995	22.4	11.6	106	735	22.3	4.3	105								
NEWSPAPER IMPERATIVE		25892	2990	33.5	11.5	105	1004	30.5	3.9	95								
RADIO IMPERATIVE		23167	2435	27.3	10.5	95	927	28.1	4.0	98								
NEWSPAPERS-TELEVISION: DUAL		17159	2127	23.8	12.4	113	743	22.6	4.3	106								
NEWSPAPER IMPERATIVE		26214	2803	31.4	10.7	97	949	28.8	3.6	89								
TELEVISION IMPERATIVE		23412	2461	27.6	10.5	95	943	28.6	4.0	99								
OUTDOOR-RADIO: DUAL		15303	1605	18.0	10.5	95	682	20.7	4.5	110								
OUTDOOR IMPERATIVE		24901	2980	33.4	12.0	109	1022	31.0	4.1	101								
RADIO IMPERATIVE		26492	2905	32.6	11.0	100	1012	30.7	3.8	94								
OUTDOOR-TELEVISION: DUAL		14794	1794	20.1	12.1	110	659	20.0	4.5	110								
OUTDOOR IMPERATIVE		25437	2770	31.0	10.9	99	985	29.9	3.9	95								
TELEVISION IMPERATIVE		27877	3246	36.4	11.6	106	1131	34.3	4.1	100								
RADIO-TELEVISION: DUAL		15996	1802	20.2	11.3	102	586	17.8	3.7	90								
RADIO IMPERATIVE		25478	2657	29.8	10.4	95	1062	32.2	4.2	102								
TELEVISION IMPERATIVE		26573	3188	35.7	12.0	109	1171	35.5	4.4	108								

	TOTAL U.S. '000	VANISH LIQUID				VANISH SOLID				A	B % DOWN	C ACROSS %	D INDX	A	B % DOWN	C ACROSS %	D INDX	A	B % DOWN	C ACROSS %	D INDX
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX												
TOTAL FEMALE HOMEMAKERS	80986	8923	100.0	11.0	100	3294	100.0	4.1	100												
ATLANTIC MONTHLY	415	**47	0.5	11.3	103	**29	0.9	7.0	172												
BARRON'S	453	**53	0.6	11.7	106	**15	0.5	3.3	81												
BETTER HOMES & GARDENS	16256	2316	26.0	14.2	129	687	20.9	4.2	104												
BON APPETIT	2535	278	3.1	11.0	100	*99	3.0	3.9	96												
BUSINESS WEEK	1278	*192	2.2	15.0	136	**53	1.6	4.1	102												
CAR AND DRIVER	378	**42	0.5	11.1	101	**14	0.4	3.7	91												
CBS MAGAZINE NETWORK (GROSS)	1498	*134	1.5	8.9	81	**143	4.3	9.5	235												
CHANGING TIMES	1505	*169	1.9	11.2	102	**74	2.2	4.9	121												
COLONIAL HOMES	1231	*141	1.6	11.5	104	**44	1.3	3.6	88												
CONDE NAST MAG. PKG. (GROSS)	14146	1606	18.0	11.4	103	758	23.0	5.4	132												
CONSUMERS DIGEST	1323	*237	2.7	17.9	163	**106	3.2	8.0	197												
COSMOPOLITAN	7102	781	8.8	11.0	100	373	11.3	5.3	129												
COUNTRY LIVING	2481	293	3.3	11.8	107	**87	2.6	3.5	86												
CUISINE	1472	*136	1.5	9.2	84	**75	2.3	5.1	125												
CYCLE WORLD	425	**53	0.6	12.5	113	**2	0.1	0.5	12												
DCI:CREATIVE IDEAS FOR LIV	2510	325	3.6	12.9	118	**130	3.9	5.2	127												
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	808	9.1	12.1	110	364	11.1	5.4	134												
DISCOVER	894	**122	1.4	13.6	124	**86	2.6	9.6	237												
EBONY	3507	534	6.0	15.2	138	*238	7.2	6.8	167												
ESQUIRE	1083	*155	1.7	14.3	130	**53	1.6	4.9	120												
ESSENCE	1830	293	3.3	16.0	145	*86	2.6	4.7	116												
FAMILY CIRCLE	15930	1974	22.1	12.4	112	729	22.1	4.6	113												
THE FAMILY HANDYMAN	1126	*176	2.0	15.6	142	**66	2.0	5.9	144												
FAMILY WEEKLY	11468	1368	15.3	11.9	108	481	14.6	4.2	103												
FIELD & STREAM	2234	398	4.5	17.8	162	*164	5.0	7.3	180												
FOOD & WINE	579	**85	1.0	14.7	133	**43	1.3	7.4	183												
FORBES	728	**56	0.6	7.7	70	**11	0.3	1.5	37												
FORTUNE	906	**144	1.6	15.9	144	**48	1.5	5.3	130												
GENTLEMEN'S QUARTERLY	791	**97	1.1	12.3	111	**28	0.9	3.5	87												
GLAMOUR	5265	628	7.0	11.9	108	330	10.0	6.3	154												
GOLF DIGEST	636	**56	0.6	8.8	80	**5	0.2	0.8	19												
GOLF DIGEST/TENNIS (GROSS)	1186	**94	1.1	7.9	72	**26	0.8	2.2	54												
GOLF MAGAZINE	441	**40	0.4	9.1	82	**9	0.3	2.0	50												
GOLF MAGAZINE/SKI (GROSS)	922	*144	1.6	15.6	142	**15	0.5	1.6	40												
GOOD HOUSEKEEPING	16487	2095	23.5	12.7	115	690	20.9	4.2	103												
HARPER'S BAZAAR	2423	263	2.9	10.9	99	*158	4.8	6.5	160												
HEALTH	1994	315	3.5	15.8	143	*114	3.5	5.7	141												
HEARST MAG CORP. BUY (GROSS)	44101	5291	59.3	12.0	109	1986	60.3	4.5	111												
HEARST MAN POWER (GROSS)	1993	330	3.7	16.6	150	**78	2.4	3.9	96												
HEARST WOMAN POWER (GROSS)	31274	3767	42.2	12.0	109	1413	42.9	4.5	111												
HOUSE BEAUTIFUL	3623	399	4.5	11.0	100	*172	5.2	4.7	117												
INC.	283	**24	0.3	8.5	77	**8	0.2	2.8	70												
JET	2928	432	4.8	14.8	134	*175	5.3	6.0	147												
LADIES' HOME JOURNAL	11918	1450	16.3	12.2	110	533	16.2	4.5	110												
LHJ FAMILY GRP COMBO(GROSS)	16764	2091	23.4	12.5	113	821	24.9	4.9	120												
LIFE	4254	517	5.8	12.2	110	*189	5.7	4.4	109												
L.A. TIMES HOME MAGAZINE	1145	**57	0.6	5.0	45	**20	0.6	1.7	43												
MADemoiselle	2884	335	3.8	11.6	105	*139	4.2	4.8	118												
MC CALL'S	13460	1844	20.7	13.7	124	648	19.7	4.8	118												
MC CALL'S/WRK MOTHER (GROSS)	14606	2030	22.8	13.9	126	711	21.6	4.9	120												
MECHANIX ILLUSTRATED	772	**65	0.7	8.4	76	**11	0.3	1.4	35												
METROPOLITAN HOME	967	**118	1.3	12.2	111	**86	2.6	8.9	219												
MONEY	1588	*202	2.3	12.7	115	**59	1.8	3.7	91												
MOTHER EARTH NEWS	1002	**66	0.7	6.6	60	**26	0.8	2.6	64												
MS.	825	*109	1.2	13.2	120	**39	1.2	4.7	116												
NATIONAL ENQUIRER	10336	1421	15.9	13.7	125	481	14.6	4.7	114												
NATIONAL GEOGRAPHIC	9597	1118	12.5	11.6	106	380	11.5	4.0	97												
NATIONAL SUNDAY MAGAZINE PKG	49558	5646	63.3	11.4	103	2064	62.7	4.2	102												
NATURAL HISTORY	573	**44	0.5	7.7	70	**28	0.9	4.9	120												
NEW WOMAN	1699	*185	2.1	10.9	99	**101	3.1	5.9	146												
NEW YORK INCLUDING CUE	443	**60	0.7	13.5	123	**20	0.6	4.5	111												
THE NEW YORKER	1270	*119	1.3	9.4	85	**40	1.2	3.1	77												
NEWSWEEK	6277	715	8.0	11.4	103	*215	6.5	3.4	84												
THE N.Y. TIMES DAILY EDITION	1205	**120	1.3	10.0	90	**11	0.3	0.9	22												
THE N.Y. TIMES MAGAZINE	2081	*197	2.2	9.5	86	**45	1.4	2.2	53												
OMNI	788	**115	1.3	14.6	132	**20	0.6	2.5	62												
ON CABLE	1158	*198	2.2	17.1	155	**29	0.9	2.5	62												
1001 HOME IDEAS	2852	326	3.7	11.4	104	*174	5.3	6.1	150												
ORGANIC GARDENING	1658	*196	2.2	11.8	107	*106	3.2	6.4	157												
OUTDOOR LIFE	896	**80	0.9	8.9	81	**66	2.0	7.4	181												
PARADE MAGAZINE	24275	2822	31.6	11.6	106	1049	31.8	4.3	106												

	TOTAL U.S. '000	VANISH LIQUID				VANISH SOLID											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	8923	100.0	11.0	100	3294	100.0	4.1	100								
PARENTS	3845	431	4.8	11.2	102	*234	7.1	6.1	150								
PENTHOUSE	831	**91	1.0	11.0	99	**20	0.6	2.4	59								
PEOPLE	11645	1313	14.7	11.3	102	475	14.4	4.1	100								
PLAYBOY	2006	*225	2.5	11.2	102	*87	2.6	4.3	107								
POPULAR HOT RODDING	297	*90	1.0	30.3	275	*39	1.2	13.1	323								
POPULAR MECHANICS	1018	**182	2.0	17.9	162	*37	1.1	3.6	89								
POPULAR SCIENCE	878	**129	1.4	14.7	133	*44	1.3	5.0	123								
PREVENTION	3913	532	6.0	13.6	123	*194	5.9	5.0	122								
PSYCHOLOGY TODAY	1710	*207	2.3	12.1	110	*88	2.7	5.1	127								
READER'S DIGEST	22204	2656	29.8	12.0	109	895	27.2	4.0	99								
REDBOOK	7684	891	10.0	11.6	105	349	10.6	4.5	112								
ROAD & TRACK	410	*44	0.5	10.7	97	*35	1.1	8.5	210								
ROLLING STONE	969	*168	1.9	17.3	157	*81	2.5	8.4	206								
RUNNER'S WORLD	298	*77	0.9	25.8	235	*53	1.6	17.8	437								
SATURDAY EVENING POST	1169	*155	1.7	13.3	120	*58	1.8	5.0	122								
SCIENCE 84	587	*44	0.5	7.5	68	*12	0.4	2.0	50								
SCIENCE DIGEST	482	*65	0.7	13.5	122	*10	0.3	2.1	51								
SCIENTIFIC AMERICAN	594	*35	0.4	5.9	53	*6	0.2	1.0	25								
SELF	2089	263	2.9	12.6	114	*126	3.8	6.0	148								
SEVENTEEN	2411	284	3.2	11.8	107	*113	3.4	4.7	115								
SKI	480	*104	1.2	21.7	197	*5	0.2	1.0	26								
SMITHSONIAN	2760	178	2.0	6.4	59	*87	2.6	3.2	77								
SOAP OPERA DIGEST	3013	524	5.9	17.4	158	*176	5.3	5.8	144								
SOUTHERN LIVING	4184	483	5.4	11.5	105	*235	7.1	5.6	138								
SPORT	559	*94	1.1	16.8	153	*64	1.9	11.4	281								
THE SPORTING NEWS	436	*90	1.0	20.6	187	*8	0.2	1.8	45								
SPORTS AFIELD	493	*83	0.9	16.8	153	*31	0.9	6.3	155								
SPORTS ILLUSTRATED	2758	373	4.2	13.5	123	*176	5.3	6.4	157								
STAR	7456	998	11.2	13.4	121	273	8.3	3.7	90								
SUNDAY	24936	2737	30.7	11.0	100	960	29.1	3.8	95								
SUNSET	2124	*185	2.1	8.7	79	*136	4.1	6.4	157								
TV GUIDE	21661	2494	28.0	11.5	105	901	27.4	4.2	102								
TENNIS	550	*38	0.4	6.9	63	*21	0.6	3.8	94								
TIME	8880	1073	12.0	12.1	110	296	9.0	3.3	82								
TOWN & COUNTRY	917	*83	0.9	9.1	82	*34	1.0	3.7	91								
TRAVEL & LEISURE	972	*133	1.5	13.7	124	*43	1.3	4.4	109								
TRUE STORY	3256	567	6.4	16.9	153	*127	3.9	3.8	93								
U.S. NEWS & WORLD REPORT	3410	451	5.1	13.2	120	*116	3.5	3.4	84								
USA TODAY	1759	225	2.5	12.8	116	*62	1.9	3.5	87								
US	1873	316	3.5	16.9	153	*117	3.6	6.2	154								
VOGUE	3909	381	4.3	9.7	88	*163	4.9	4.2	103								
WALL STREET JOURNAL	1886	*329	3.7	17.4	158	*57	1.7	3.0	74								
WEIGHT WATCHERS	2120	307	3.4	14.5	131	*102	3.1	4.8	118								
WOMAN'S DAY	14172	1643	18.4	11.6	105	581	17.6	4.1	101								
WORKING MOTHER	1146	*185	2.1	16.1	147	*63	1.9	5.5	135								
WORKING WOMAN	1322	*150	1.7	11.3	103	*80	2.4	6.1	149								
WORLD TENNIS	*163	*8	0.1	4.9	45	*8	0.2	4.9	121								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	391	4.4	15.4	140	*131	4.0	5.2	127								
BLAIR INSERTS	43657	4886	54.8	11.2	102	1760	53.4	4.0	99								
DAILY NEWSPAPERS																	
READ ANY	51633	5732	64.2	11.1	101	2109	64.0	4.1	100								
READ ONE	43463	4784	53.6	11.0	100	1857	56.4	4.3	105								
READ TWO OR MORE	8170	948	10.6	11.6	105	252	7.7	3.1	76								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5903	66.2	11.2	102	2179	66.2	4.1	102								
READ ONE	46126	5002	56.1	10.8	98	1954	59.3	4.2	104								
READ TWO OR MORE	6592	901	10.1	13.8	125	225	6.8	3.4	84								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.43				26.72											
30 DAY REACH	71455	7950	89.1	11.1	101	2926	88.8	4.1	101								
50 SHWG - 30 DAY AV FREQ	14.56	15.03				13.87											
30 DAY REACH	67742	7537	84.5	11.1	101	2814	85.4	4.2	102								
25 SHWG - 30 DAY AV FREQ	7.94	8.11				7.58											
30 DAY REACH	62117	6990	78.3	11.3	102	2585	78.5	4.2	102								
CABLE TV: HOME WIRED	32077	3534	39.6	11.0	100	1529	46.4	4.8	117								
HOME NOT WIRED	48909	5388	60.4	11.0	100	1765	53.6	3.6	89								
HAVE PAY CABLE	15935	1682	18.9	10.6	96	618	18.8	3.9	95								

	TOTAL U.S. '000	VANISH LIQUID				VANISH SOLID				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	8923	100.0	11.0	100	3294	100.0	4.1	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4803	53.8	10.9	99	1821	55.3	4.1	102								
10:00 AM - 3:00 PM	30659	3506	39.3	11.4	104	1306	39.6	4.3	105								
3:00 PM - 7:00 PM	31045	3352	37.6	10.8	98	1386	42.1	4.5	110								
7:00 PM - MIDNIGHT	15767	1699	19.0	10.8	98	662	20.1	4.2	103								
MIDNIGHT - 6:00 AM	9120	972	10.9	10.7	97	436	13.2	4.8	118								
6:00 AM - MIDNIGHT	58527	6428	72.0	11.0	100	2525	76.7	4.3	106								
ENTIRE DAY	59311	6523	73.1	11.0	100	2574	78.1	4.3	107								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1911	21.4	11.8	107	671	20.4	4.1	102								
ALL NEWS	2256	*160	1.8	7.1	64	**109	3.3	4.8	119								
AOR/PROGRESSIVE	3874	337	3.8	8.7	79	*148	4.5	3.8	94								
BEAUTIFUL MUSIC	5660	625	7.0	11.0	100	262	8.0	4.6	114								
BLACK	2204	272	3.0	12.3	112	*121	3.7	5.5	135								
CLASSICAL	1418	*118	1.3	8.3	76	**68	2.1	4.8	118								
CHR/ROCK	9538	967	10.8	10.1	92	355	10.8	3.7	92								
COUNTRY	12648	1358	15.2	10.7	97	473	14.4	3.7	92								
GOLDEN OLDIES	1191	**123	1.4	10.3	94	**43	1.3	3.6	89								
MOR/NOSTALGIA	4757	460	5.2	9.7	88	*196	6.0	4.1	101								
NEWS/TALK	3863	449	5.0	11.6	105	*150	4.6	3.9	95								
RELIGIOUS	3084	303	3.4	9.8	89	*197	6.0	6.4	157								
SOFT ROCK	521	**48	0.5	9.2	84	**10	0.3	1.9	47								
URBAN CONTEMPORARY	1585	*165	1.8	10.4	94	**77	2.3	4.9	119								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	357	4.0	10.9	99	**120	3.6	3.7	90								
ABC DIRECTION	2316	200	2.2	8.6	78	*112	3.4	4.8	119								
ABC ENTERTAINMENT	4834	497	5.6	10.3	93	*192	5.8	4.0	98								
ABC FM	2202	304	3.4	13.8	125	**89	2.7	4.0	99								
ABC INFORMATION	5425	662	7.4	12.2	111	270	8.2	5.0	122								
ABC ROCK	1677	*148	1.7	8.8	80	**61	1.9	3.6	89								
CBS	4430	469	5.3	10.6	96	256	7.8	5.8	142								
MUTUAL	4992	604	6.8	12.1	110	*229	7.0	4.6	113								
NBC	4679	428	4.8	9.1	83	*132	4.0	2.8	69								
RADIO RADIO	1994	*210	2.4	10.5	96	**120	3.6	6.0	148								
RKO ONE	2298	*178	2.0	7.7	70	**73	2.2	3.2	78								
RKO TWO	3311	369	4.1	11.1	101	**95	2.9	2.9	71								
THE SOURCE	2114	*205	2.3	9.7	88	**104	3.2	4.9	121								
NON-WIRED : BLAIR	8654	945	10.6	10.9	99	415	12.6	4.8	118								
INTERNET	12025	1191	13.3	9.9	90	416	12.6	3.5	85								
KATZ RADIO GROUP	15359	1583	17.7	10.3	94	648	19.7	4.2	104								
SUPERNET	10628	1224	13.7	11.5	105	425	12.9	4.0	98								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1127	12.6	13.0	118	350	10.6	4.0	99								
WKDAY 9:00 AM - 1:00 PM	12163	1406	15.8	11.6	105	491	14.9	4.0	99								
WKDAY 1:00 PM - 4:30 PM	16150	1931	21.6	12.0	109	706	21.4	4.4	107								
WKDAY 4:30 PM - 7:30 PM	22463	2539	28.5	11.3	103	877	26.6	3.9	96								
WKDAY 7:30 PM - 8:00 PM	31795	3682	41.3	11.6	105	1372	41.7	4.3	106								
WKDAY 11:00 PM - 11:30 PM	23977	2918	32.7	12.2	110	1046	31.8	4.4	107								
WKDAY 11:30 PM - 1:00 AM	7703	986	11.1	12.8	116	397	12.1	5.2	127								
M-SAT 8-11 PM+SUN 7-11 PM	33800	3883	43.5	11.5	104	1367	41.5	4.0	99								
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	828	9.3	12.7	115	255	7.7	3.9	96								
ANOTHER WORLD	N 4620	459	5.1	9.9	90	234	7.1	5.1	125								
AS THE WORLD TURNS	C 5614	654	7.3	11.6	106	246	7.5	4.4	108								
CAPITOL	C 3396	338	3.8	10.0	90	*149	4.5	4.4	108								
CBS MORN. NEWS 1	C 1446	208	2.3	14.4	131	*129	3.9	8.9	219								
CBS MORN. NEWS 2	C 1207	130	1.5	10.8	98	*74	2.2	6.1	151								
DAYS OF OUR LIVES	N 5877	571	6.4	9.7	88	302	9.2	5.1	126								
FACTS OF LIFE - DAYTIME	N 2290	267	3.0	11.7	106	*97	2.9	4.2	104								
FAMILY FEUD	A 3023	319	3.6	10.6	96	117	3.6	3.9	95								
GENERAL HOSPITAL	A 6097	805	9.0	13.2	120	223	6.8	3.7	90								
GOOD MORNING, AMERICA-730	A 3515	418	4.7	11.9	108	134	4.1	3.8	94								
GOOD MORNING, AMERICA-830	A 2818	279	3.1	9.9	90	126	3.8	4.5	110								
GUIDING LIGHT	C 5339	525	5.9	9.8	89	239	7.3	4.5	110								
ONE LIFE TO LIVE	A 4478	594	6.7	13.3	120	189	5.7	4.2	104								
PRESS YOUR LUCK	C 2244	292	3.3	13.0	118	129	3.9	5.7	141								
PRICE IS RIGHT 1	C 4348	513	5.7	11.8	107	215	6.5	4.9	122								
PRICE IS RIGHT 2	C 5014	560	6.3	11.2	101	246	7.5	4.9	121								
RYAN'S HOPE	A 3150	410	4.6	13.0	118	133	4.0	4.2	104								
SALE OF THE CENTURY	N 2695	260	2.9	9.6	88	120	3.6	4.5	109								
SEARCH FOR TOMORROW	N 2319	263	2.9	11.3	103	*119	3.6	5.1	126								
TODAY SHOW 1	N 2693	354	4.0	13.1	119	*89	2.7	3.3	81								
TODAY SHOW 2	N 2498	326	3.7	13.1	118	*97	2.9	3.9	95								
\$25,000 PYRAMID	C 2753	320	3.6	11.6	105	175	5.3	6.4	156								
WHEEL OF FORTUNE	N 4388	474	5.3	10.8	98	181	5.5	4.1	101								
YOUNG AND THE RESTLESS	C 5695	600	6.7	10.5	96	206	6.3	3.6	89								
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	170	1.9	9.7	88	**72	2.2	4.1	101								
NBA PLAYOFF GAME -1	C 1136	*136	1.5	12.0	109	**34	1.0	3.0	74								
NBC MAJOR LEAGUE PRE-GAME	N 953	*137	1.5	14.4	130	**22	0.7	2.3	57								
SPORTSWORLD - SUN	N 1233	*133	1.5	10.8	98	**59	1.8	4.8	118								
SUNDAY MORNING	C 1611	*141	1.6	8.8	79	**72	2.2	4.5	110								

	TOTAL U.S. '000	VANISH LIQUID				VANISH SOLID											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	8923	100.0	11.0	100	3294	100.0	4.1	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3094	34.7	11.9	108	1079	32.8	4.1	102								
NETWORK AFFILIATES - LATE	20261	2483	27.8	12.3	111	877	26.6	4.3	106								
INDEPENDENTS - LATE	2076	231	2.6	11.1	101	*64	1.9	3.1	76								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1289	14.4	12.3	112	490	14.9	4.7	115								
ABC MONDAY NIGHT MOVIE	A 6412	813	9.1	12.7	115	229	7.0	3.6	88								
ABC SUNDAY NIGHT MOVIE	A 12407	1209	13.5	9.7	88	458	13.9	3.7	91								
ABC WORLD NEWS TONIGHT	A 6176	681	7.6	11.0	100	238	7.2	3.9	95								
AFTERMASH	C 5863	808	9.1	13.8	125	*251	7.6	4.3	105								
ALICE	C 9594	1145	12.8	11.9	108	361	11.0	3.8	93								
AMERICAN PARADE	C 6622	727	8.1	11.0	100	256	7.8	3.9	95								
BENSON	A 10886	1196	13.4	11.0	100	403	12.2	3.7	91								
BLUE THUNDER	A 5036	703	7.9	14.0	127	320	9.7	6.4	156								
CAGNEY & LACEY	C 9965	1281	14.4	12.9	117	489	14.8	4.9	121								
CBS EVENING NEWS-DEAN	C 3491	385	4.3	11.0	100	*162	4.9	4.6	114								
CBS EVENING NEWS-RATHER	C 7123	798	8.9	11.2	102	310	9.4	4.4	107								
CBS SAT. NEWS-SCHIEFFER	C 3621	409	4.6	11.3	103	141	4.3	3.9	96								
CBS SATURDAY NIGHT MOVIE	C 5436	722	8.1	13.3	121	234	7.1	4.3	106								
CBS WEDNESDAY NIGHT MOVIE	C 6100	817	9.2	13.4	122	220	6.7	3.6	89								
CHEERS	N 8889	1042	11.7	11.7	106	298	9.0	3.4	82								
DALLAS	C 22109	2443	27.4	11.0	100	933	28.3	4.2	104								
DIFF'RENT STROKES	N 6940	863	9.7	12.4	113	238	7.2	3.4	84								
DOUBLE TROUBLE	N 7223	841	9.4	11.6	106	279	8.5	3.9	95								
DUCK FACTORY	N 5595	743	8.3	13.3	121	*223	6.8	4.0	98								
DUKES OF HAZZARD	C 5768	803	9.0	13.9	126	259	7.9	4.5	110								
DYNASTY	A 20053	2218	24.9	11.1	100	779	23.6	3.9	96								
FACTS OF LIFE	N 8087	870	9.8	10.8	98	360	10.9	4.5	109								
FALCON CREST	C 20046	2181	24.4	10.9	99	863	26.2	4.3	106								
FALL GUY	A 9084	1173	13.1	12.9	117	380	11.5	4.2	103								
FAMILY TIES	N 7964	955	10.7	12.0	109	339	10.3	4.3	105								
FANTASY ISLAND	A 7687	808	9.1	10.5	95	364	11.1	4.7	116								
FOULUPS, BLEEPES & BLUNDERS	A 8861	1041	11.7	11.7	107	439	13.3	5.0	122								
FOUR SEASONS	C 5095	581	6.5	11.4	103	*220	6.7	4.3	106								
GIMME A BREAK	N 8838	1051	11.8	11.9	108	351	10.7	4.0	98								
HART TO HART	A 8978	1210	13.6	13.5	122	329	10.0	3.7	90								
HILL STREET BLUES	N 8590	982	11.0	11.4	104	385	11.7	4.5	110								
HOTEL	A 14085	1664	18.6	11.8	107	545	16.5	3.9	95								
JEFFERSONS	C 9360	993	11.1	10.6	96	342	10.4	3.7	90								
JENNIFER SLEPT HERE	N 5841	602	6.7	10.3	94	*173	5.3	3.0	73								
KATE & ALLIE	C 9206	1164	13.0	12.6	115	416	12.6	4.5	111								
KNIGHT RIDER	N 7076	721	8.1	10.2	92	241	7.3	3.4	84								
LOVE BOAT	A 12219	1354	15.2	11.1	101	510	15.5	4.2	103								
MAGNUM PI	C 11199	1440	16.1	12.9	117	449	13.6	4.0	99								
MAMA'S FAMILY	N 6057	781	8.8	12.9	117	276	8.4	4.6	112								
MASTER, THE	N 3598	344	3.9	9.6	87	*164	5.0	4.6	112								
MATT HOUSTON	A 6344	818	9.2	12.9	117	*249	7.6	3.9	96								
NBC MONDAY NIGHT MOVIE	N 11994	1215	13.6	10.1	92	478	14.5	4.0	98								
NBC NIGHTLY NEWS	N 5132	537	6.0	10.5	95	235	7.1	4.6	113								
NBC NIGHTLY NEWS-SAT	N 3375	281	3.1	8.3	76	*145	4.4	4.3	106								
NBC NIGHTLY NEWS-SUN	N 3130	*199	2.2	6.4	58	*171	5.2	5.5	134								
NBC SUNDAY NIGHT MOVIE	N 8284	954	10.7	11.5	105	*339	10.3	4.1	101								
NEWMART	C 9240	1135	12.7	12.3	111	463	14.1	5.0	123								
ONE DAY AT A TIME	C 7288	873	9.8	12.0	109	293	8.9	4.0	99								
PEOPLE ARE FUNNY	N 4855	557	6.2	11.5	104	*219	6.6	4.5	111								
REAL PEOPLE	N 8869	987	11.1	11.1	101	*02	12.2	4.5	111								
REMINGTON STEELE	N 7743	787	8.8	10.2	92	342	10.4	4.4	109								
RIPLEY'S BELIEVE IT - NOT	A 5345	663	7.4	12.4	113	*176	5.3	3.3	81								
RIPTIDE	N 6988	674	7.6	9.6	88	400	12.1	5.7	141								
SCARECROW & MRS. KING	C 10002	1265	14.2	12.6	115	412	12.5	4.1	101								
SIMON & SIMON	C 10638	1428	16.0	13.4	122	475	14.4	4.5	110								
60 MINUTES	C 13293	1460	16.4	11.0	100	613	18.6	4.6	113								
ST. ELSEWHERE	N 7017	777	8.7	11.1	101	245	7.4	3.5	86								
THREE'S COMPANY	A 10917	1138	12.8	10.4	95	460	14.0	4.2	104								
T.J. HOOKER	A 9204	1136	12.7	12.3	112	420	12.8	4.6	112								
TONIGHT SHOW	N 2372	269	3.0	11.3	103	121	3.7	5.1	125								
TRAPPER JOHN, M.D.	C 9846	1346	15.1	13.7	124	417	12.7	4.2	104								
TV BLOOPERS & PRAC. JOKES	N 9105	985	11.0	10.8	98	414	12.6	4.5	112								
20/20	A 9387	1129	12.7	12.0	109	*06	12.3	4.3	106								
WEBSTER	A 11067	1311	14.7	11.8	108	387	11.7	3.5	86								
WORLD NEWS - SUN	A 3062	391	4.4	12.8	116	*103	3.1	3.4	83								
YELLOW ROSE	N 4978	624	7.0	12.5	114	214	6.5	4.3	106								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	1252	14.0	14.1	128	*443	13.4	5.0	123								
BASKETBALL - COLLEGE GAMES	4080	628	7.0	15.4	140	*192	5.8	4.7	116								
BASKETBALL - PRO GAMES	3607	668	7.5	18.5	168	*200	6.1	5.5	136								
BOWLING	3883	719	8.1	18.5	168	*171	5.2	4.4	108								
BOXING	3928	704	7.9	17.9	163	*188	5.7	4.8	118								
FOOTBALL - COLLEGE GAMES	6366	941	10.5	14.8	134	*318	9.7	5.0	123								
FOOTBALL - PRO GAMES	11300	1395	17.9	14.1	128	*581	17.6	5.1	126								
GOLF	3378	610	6.8	18.1	164	*206	6.3	6.1	150								
POST-SEASON COLL. FOOTBALL	4906	648	7.3	13.2	120	*221	6.7	4.5	111								
POST-SEASON PRO FOOTBALL	6120	810	9.1	13.2	120	*392	11.9	6.4	157								
TENNIS	3033	*416	4.7	13.7	124	*210	6.4	6.9	170								
WRESTLING - PROFESSIONAL	3344	*564	6.3	16.9	153	*274	8.3	8.2	201								

	TOTAL U.S. '000	ALL SANI-FLUSH				ALL TY-D-BOL				ALL VANISH				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	9126	100.0	11.3	100	8219	100.0	10.1	100	11623	100.0	14.4	100				
18 - 24	9282	1048	11.5	11.3	100	1034	12.6	11.1	110	1286	11.1	13.9	97				
25 - 34	19072	1990	21.8	10.4	93	2064	25.1	10.8	107	2488	21.4	13.0	91				
35 - 44	14591	1504	16.5	10.3	91	1353	16.5	9.3	91	2028	17.4	13.9	97				
45 - 54	11345	1151	12.6	10.1	90	1392	16.9	12.3	121	1784	15.3	15.7	110				
55 - 64	11635	1344	14.7	11.6	103	1038	12.6	8.9	88	1920	16.5	16.5	115				
65 OR OLDER	15061	2089	22.9	13.9	123	1339	16.3	8.9	88	2117	18.2	14.1	98				
18 - 34	28354	3038	33.3	10.7	95	3098	37.7	10.9	108	3774	32.5	13.3	93				
18 - 49	48339	5133	56.2	10.6	94	5003	60.9	10.3	102	6781	58.3	14.0	98				
25 - 54	45008	4645	50.9	10.3	92	4809	58.5	10.7	105	6300	54.2	14.0	98				
35 - 49	19985	2095	23.0	10.5	93	1905	23.2	9.5	94	3007	25.9	15.0	105				
50 OR OLDER	32647	3993	43.8	12.2	109	3216	39.1	9.9	97	4842	41.7	14.8	103				
GRADUATED COLLEGE	11155	1006	11.0	9.0	80	921	11.2	8.3	81	1396	12.0	12.5	87				
ATTENDED COLLEGE	13682	1278	14.0	9.3	83	1187	14.4	8.7	85	1829	15.7	13.4	93				
GRADUATED HIGH SCHOOL	33880	3974	43.5	11.7	104	3869	47.1	11.4	113	5142	44.2	15.2	106				
DID NOT GRADUATE HIGH SCHOOL	22270	2868	31.4	12.9	114	2243	27.3	10.1	99	3256	28.0	14.6	102				
EMPLOYED	40306	4019	44.0	10.0	88	4208	51.2	10.4	103	5576	48.0	13.8	96				
EMPLOYED FULL-TIME	32850	3420	37.5	10.4	92	3530	42.9	10.7	106	4748	40.9	14.5	101				
EMPLOYED PART-TIME	7456	599	6.6	8.0	71	678	8.2	9.1	90	827	7.1	11.1	77				
NOT EMPLOYED	40680	5107	56.0	12.6	111	4012	48.8	9.9	97	6047	52.0	14.9	104				
PROFESSIONAL/MANAGER	10392	934	10.2	9.0	80	1129	13.7	10.9	107	1451	12.5	14.0	97				
TECH/CLERICAL/SALES	17574	1683	18.4	9.6	85	1528	18.6	8.7	86	2508	21.6	14.3	99				
PRECISION/CRAFT	985	**67	0.7	6.8	60	**156	1.9	15.8	156	**133	1.1	13.5	94				
OTHER EMPLOYED	11354	1335	14.6	11.8	104	1395	17.0	12.3	121	1483	12.8	13.1	91				
SINGLE	9863	1031	11.3	10.5	93	908	11.0	9.2	91	1257	10.8	12.7	89				
MARRIED	51375	5526	60.6	10.8	95	5371	65.3	10.5	103	7356	63.3	14.3	100				
DIVORCED/SEPARATED/WIDOWED	19748	2569	28.2	13.0	115	1941	23.6	9.8	97	3011	25.9	15.2	106				
PARENTS	32590	3347	36.7	10.3	91	3646	44.4	11.2	110	4455	38.3	13.7	95				
WHITE	70416	7700	84.4	10.9	97	6671	81.2	9.5	93	10040	86.4	14.3	99				
BLACK	8778	1268	13.9	14.4	128	1465	17.8	16.7	164	1378	11.9	15.7	109				
OTHER	1791	**158	1.7	8.8	78	**83	1.0	4.6	46	**204	1.8	11.4	79				
NORTHEAST-CENSUS	17786	1923	21.1	10.8	96	1705	20.7	9.6	94	2143	18.4	12.0	84				
NORTH CENTRAL	20741	2827	31.0	13.6	121	1691	20.6	8.2	80	3557	30.6	17.1	119				
SOUTH	27775	3350	36.7	12.1	107	3524	42.9	12.7	125	4063	35.0	14.6	102				
WEST	14683	1026	11.2	7.0	62	1300	15.8	8.9	87	1860	16.0	12.7	88				
NORTHEAST-MKTG.	17961	1883	20.6	10.5	93	1763	21.5	9.8	97	1923	16.5	10.7	75				
EAST CENTRAL	11885	1733	19.0	14.6	129	931	11.3	7.8	77	2019	17.4	17.0	118				
WEST CENTRAL	14090	1791	19.6	12.7	113	1135	13.8	8.1	79	2430	20.9	17.2	120				
SOUTH	24081	2880	31.6	12.0	106	3224	39.2	13.4	132	3696	31.8	15.3	107				
PACIFIC	12969	839	9.2	6.5	57	1167	14.2	9.0	89	1555	13.4	12.0	84				
COUNTY SIZE A	32439	3576	39.2	11.0	98	3306	40.2	10.2	100	4342	37.4	13.4	93				
COUNTY SIZE B	24915	2696	29.5	10.8	96	2645	32.2	10.6	105	3886	33.4	15.6	109				
COUNTY SIZE C	12930	1363	14.9	10.5	94	1353	16.5	10.5	103	1664	14.3	12.9	90				
COUNTY SIZE D	10703	1490	16.3	13.9	124	916	11.1	8.6	84	1730	14.9	16.2	113				
METRO CENTRAL CITY	24518	2513	27.5	10.2	91	2528	30.8	10.3	102	3065	26.4	12.5	87				
METRO SUBURBAN	35919	3933	43.1	10.9	97	3887	47.3	10.8	107	5360	46.1	14.9	104				
NON METRO	20549	2680	29.4	13.0	116	1805	22.0	8.8	87	3198	27.5	15.6	108				
TOP 5 ADI'S	18341	1879	20.6	10.2	91	1851	22.5	10.1	99	2425	20.9	13.2	92				
TOP 10 ADI'S	25378	2467	27.0	9.7	86	2617	31.8	10.3	102	3105	26.7	12.2	85				
TOP 20 ADI'S	36488	3736	40.9	10.2	91	3632	44.2	10.0	98	4853	41.8	13.3	93				
HSGLD INC. \$50,000 OR MORE	6612	*492	5.4	7.4	66	*692	8.4	10.5	103	1050	9.0	15.9	111				
\$40,000 OR MORE	12659	1095	12.0	8.6	77	1241	15.1	9.8	97	1838	15.8	14.5	101				
\$30,000 OR MORE	24698	2374	26.0	9.6	85	2351	28.6	9.5	94	3612	31.1	14.6	102				
\$25,000 OR MORE	32077	3049	33.4	9.5	84	3208	39.0	10.0	99	4487	38.6	14.0	97				
\$20,000 - \$24,999	9144	957	10.5	10.5	93	904	11.0	9.9	97	1225	10.5	13.4	93				
\$15,000 - \$19,999	8728	952	10.4	10.9	97	715	8.7	8.2	81	1147	9.9	13.1	92				
\$10,000 - \$14,999	12562	1786	19.6	14.2	126	1458	17.7	11.6	114	2130	18.3	17.0	118				
UNDER \$10,000	18475	2383	26.1	12.9	114	1935	23.5	10.5	103	2633	22.7	14.3	99				
HOUSEHOLD OF 1 PERSON	11987	1461	16.0	12.2	108	920	11.2	7.7	76	1941	16.7	16.2	113				
2 PEOPLE	26577	3106	34.0	11.7	104	2645	32.2	10.0	98	3816	32.8	14.4	100				
3 OR 4 PEOPLE	30617	3541	38.8	11.6	103	3469	42.2	11.3	112	4335	37.3	14.2	99				
5 OR MORE PEOPLE	11804	1019	11.2	8.6	77	1185	14.4	10.0	99	1531	13.2	13.0	90				
NO CHILD IN HSHLD	46165	5483	60.1	11.9	105	4212	51.2	9.1	90	6910	59.5	15.0	104				
CHILD(REN) UNDER 2 YRS	5325	*616	6.7	11.6	103	*580	7.1	10.9	107	734	6.3	13.8	96				
2 - 5 YEARS	14221	1535	16.8	10.8	96	1640	20.0	11.5	114	2099	18.1	14.8	103				
6 - 11 YEARS	15117	1623	17.8	10.7	95	1778	21.6	11.8	116	1944	16.7	12.9	90				
12 - 17 YEARS	16611	1548	17.0	9.3	83	1797	21.9	10.8	107	2172	18.7	13.1	91				
RESIDENCE OWNED	55884	6371	69.8	11.4	101	5736	69.8	10.3	101	8470	72.9	15.2	106				
VALUE: \$50,000 OR MORE	31744	3126	34.3	9.8	87	3112	37.9	9.8	97	4473	38.5	14.1	98				
VALUE: UNDER \$50,000	24140	3245	35.6	13.4	119	2624	31.9	10.9	107	3997	34.4	16.6	115				

		TOTAL U.S. '000	ALL SANI-FLUSH				ALL TY-D-BOL				ALL VANISH				A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers		80986	9126	100.0	11.3	100	8219	100.0	10.1	100	11623	100.0	14.4	100				
MAGAZINES	QUINTILE 1	15799	2005	22.0	12.7	113	1935	23.5	12.2	121	2744	23.6	17.4	121				
	QUINTILE 2	17259	2087	22.9	12.1	107	1775	21.6	10.3	101	2365	20.3	13.7	95				
	QUINTILE 3	13545	1246	13.7	9.2	82	1229	15.0	9.1	89	1810	15.6	13.4	93				
	QUINTILE 4	15133	1793	19.6	11.8	105	1500	18.3	9.9	98	2127	18.3	14.1	98				
	QUINTILE 5	19250	1996	21.9	10.4	92	1781	21.7	9.3	91	2577	22.2	13.4	93				
NEWSPAPERS	QUINTILE 1	12413	1325	14.5	10.7	95	1065	13.0	8.6	85	1931	16.6	15.6	108				
	QUINTILE 2	24116	2703	29.6	11.2	99	2698	32.8	11.2	110	3575	30.8	14.8	103				
	QUINTILE 3	11261	1287	14.1	11.4	101	1463	17.8	13.0	128	1473	12.7	13.1	91				
	QUINTILE 4	20255	2284	25.0	11.3	100	1772	21.6	8.7	86	2836	24.4	14.0	98				
	QUINTILE 5	12940	1528	16.7	11.8	105	1222	14.9	9.4	93	1809	15.6	14.0	97				
OUTDOOR	QUINTILE 1	14852	1735	19.0	11.7	104	1682	20.5	11.3	112	2235	19.2	15.0	105				
	QUINTILE 2	15725	1759	19.3	11.2	99	1695	20.6	10.8	106	2344	20.2	14.9	104				
	QUINTILE 3	16330	1806	19.8	11.1	98	1792	21.8	11.0	108	2349	20.2	14.4	100				
	QUINTILE 4	16744	1882	20.6	11.2	100	1570	19.1	9.4	92	2448	21.1	14.6	102				
	QUINTILE 5	17334	1943	21.3	11.2	99	1481	18.0	8.5	84	2247	19.3	13.0	90				
RADIO-DRIVE TIME	QUINTILE 1	15911	2074	22.7	13.0	116	1748	21.3	11.0	108	2364	20.3	14.9	104				
	QUINTILE 2	14837	1863	20.4	12.6	111	1485	18.1	10.0	99	1793	15.4	12.1	84				
	QUINTILE 3	15339	1463	16.0	9.5	85	1454	17.7	9.5	93	2363	20.3	15.4	107				
	QUINTILE 4	16723	1729	18.9	10.3	92	1604	19.5	9.6	95	2635	22.7	15.8	110				
	QUINTILE 5	18176	1997	21.9	11.0	98	1928	23.5	10.6	105	2468	21.2	13.6	95				
RADIO-MID- DAY	QUINTILE 1	21020	2692	29.5	12.8	114	2427	29.5	11.5	114	3190	27.4	15.2	106				
	QUINTILE 2	21610	2507	27.5	11.6	103	2434	29.6	11.3	111	3092	26.6	14.3	100				
	QUINTILE 3	38355	3927	43.0	10.2	91	3359	40.9	8.8	86	5341	46.0	13.9	97				
	QUINTILE 4	15988	2201	24.1	13.8	122	1962	23.9	12.3	121	2499	21.5	15.6	109				
	QUINTILE 5	15626	1637	17.9	10.5	93	1381	16.8	8.8	87	1960	16.9	12.5	87				
RADIO-TOTAL	QUINTILE 1	16723	1938	21.2	11.6	103	1688	20.5	10.1	99	2360	20.3	14.1	98				
	QUINTILE 2	16342	1655	18.1	10.1	90	1517	18.5	9.3	91	2668	23.0	16.3	114				
	QUINTILE 3	16306	1696	18.6	10.4	92	1671	20.3	10.2	101	2135	18.4	13.1	91				
	QUINTILE 4	15953	1885	20.7	11.8	105	1672	20.3	10.5	103	2603	22.4	16.3	114				
	QUINTILE 5	16137	1643	18.0	10.2	90	1867	22.7	11.6	114	2203	19.0	13.7	95				
TV-PRIME TIME	QUINTILE 1	16420	1921	21.0	11.7	104	1617	19.7	9.8	97	2283	19.6	13.9	97				
	QUINTILE 2	16687	1966	21.5	11.8	105	1691	20.6	10.1	100	2382	20.5	14.3	99				
	QUINTILE 3	15789	1712	18.8	10.8	96	1373	16.7	8.7	86	2152	18.5	13.6	95				
	QUINTILE 4	27736	3461	37.9	12.5	111	3122	38.0	11.3	111	4297	37.0	15.5	108				
	QUINTILE 5	26489	3203	35.1	12.1	107	2717	33.1	10.3	101	3932	33.8	14.8	103				
TV-DAYTIME	QUINTILE 1	26761	2462	27.0	9.2	82	2380	29.0	8.9	88	3394	29.2	12.7	88				
	QUINTILE 2	16345	2023	22.2	12.4	110	1669	20.3	10.2	101	2516	21.6	15.4	107				
	QUINTILE 3	16447	1880	20.6	11.4	101	1962	23.9	11.9	118	2339	20.1	14.2	99				
	QUINTILE 4	15980	1990	21.8	12.5	111	1793	21.8	11.2	111	2473	21.3	15.5	108				
	QUINTILE 5	15887	1629	17.9	10.3	91	1484	18.1	9.3	92	2243	19.3	14.1	98				
TV-TOTAL	QUINTILE 1	16326	1604	17.6	9.8	87	1311	16.0	8.0	79	2052	17.7	12.6	88				
	QUINTILE 2	15451	1981	21.7	12.8	114	1876	22.8	12.1	120	2527	21.7	16.4	114				
	QUINTILE 3	25953	3037	33.3	11.7	104	2551	31.0	9.8	97	3745	32.2	14.4	101				
	QUINTILE 4	24400	2422	26.5	9.9	88	2264	27.5	9.3	91	3462	29.8	14.2	99				
	QUINTILE 5	18049	2355	25.8	13.0	116	2182	26.5	12.1	119	2657	22.9	14.7	103				
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	19186	2385	26.1	12.4	110	2154	26.2	11.2	111	2625	22.6	13.7	95				
	NEWSPAPER IMPERATIVE	21899	2323	25.5	10.6	94	2261	27.5	10.3	102	2867	24.7	13.1	91				
	QUINTILE 1	15451	1981	21.7	12.8	114	1876	22.8	12.1	120	2527	21.7	16.4	114				
	QUINTILE 2	25953	3037	33.3	11.7	104	2551	31.0	9.8	97	3745	32.2	14.4	101				
	QUINTILE 3	24400	2422	26.5	9.9	88	2264	27.5	9.3	91	3462	29.8	14.2	99				
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	18049	2355	25.8	13.0	116	2182	26.5	12.1	119	2657	22.9	14.7	103				
	OUTDOOR IMPERATIVE	23571	2563	28.1	10.9	96	2380	29.0	10.1	99	3700	31.8	15.7	109				
	QUINTILE 1	23278	2576	28.2	11.1	98	2165	26.3	9.3	92	3011	25.9	12.9	90				
	QUINTILE 2	15459	1899	20.8	12.3	109	1964	23.9	12.7	125	2530	21.8	16.4	114				
	QUINTILE 3	25829	2814	30.8	10.9	97	2494	30.3	9.7	95	3687	31.7	14.3	99				
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	26039	2972	32.6	11.4	101	2581	31.4	9.9	98	3582	30.8	13.8	96				
	RADIO IMPERATIVE	16605	1861	20.4	11.2	99	2124	25.8	12.8	126	2595	22.3	15.6	109				
	QUINTILE 1	26834	2983	32.7	11.1	99	2631	32.0	9.8	97	3725	32.0	13.9	97				
	QUINTILE 2	23346	2636	28.9	11.3	100	2305	28.0	9.9	97	3347	28.8	14.3	100				
	QUINTILE 3	17133	2038	22.3	11.9	106	1834	22.3	10.7	105	2568	22.1	15.0	104				
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	25892	2765	30.3	10.7	95	2658	32.3	10.3	101	3877	33.4	15.0	104				
	OUTDOOR IMPERATIVE	23167	2791	30.6	12.0	107	2381	29.0	10.3	101	3152	27.1	13.6	95				
	QUINTILE 1	17159	2009	22.0	11.7	104	2075	25.2	12.1	119	2686	23.1	15.7	109				
	QUINTILE 2	26214	2731	29.9	10.4	92	2503	30.5	9.5	94	3670	31.6	14.0	98				
	QUINTILE 3	23412	2741	30.0	11.7	104	2389	29.1	10.2	101	3188	27.4	13.6	95				
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	15303	2122	23.3	13.9	123	1845	22.4	12.1	119	2148	18.5	14.0	98				
	TELEVISION IMPERATIVE	24901	2480	27.2	10.0	88	2471	30.1	9.9	98	3880	33.4	15.6	109				
	QUINTILE 1	26492	3046	33.4	11.5	102	2543	30.9	9.6	95	3693	31.8	13.9	97				
	QUINTILE 2	14794	1813	19.9	12.3	109	1925	23.4	13.0	128	2351	20.2	15.9	111				
	QUINTILE 3	25437	2711	29.7	10.7	95	2457	29.9	9.7	95	3617	31.1	14.2	99				
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	27877	3366	36.9	12.1	107	2856	34.7	10.2	101	4091	35.2	14.7	102				
	TELEVISION IMPERATIVE	15996	2010	22.0	12.6	112	1711	20.8	10.7	105	2220	19.1	13.9	97				
	QUINTILE 1	25478	2860	31.3	11.2	100	2526	30.7	9.9	98	3541	30.5	13.9	97				
	QUINTILE 2	26573	3042	33.3	11.4	102	2873	35.0	10.8	107	4153	35.7	15.6	109				
	QUINTILE 3																	

	TOTAL U.S. '000	ALL SANI-FLUSH				ALL TY-D-BOL				ALL VANISH				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	9126	100.0	11.3	100	8219	100.0	10.1	100	11623	100.0	14.4	100				
ATLANTIC MONTHLY	415	**25	0.3	6.0	53	**16	0.2	3.9	38	**67	0.6	16.1	112				
BARRON'S	453	**40	0.4	8.8	78	**79	1.0	17.4	172	**65	0.6	14.3	100				
BETTER HOMES & GARDENS	16256	1974	21.6	12.1	108	1999	24.3	12.3	121	2842	24.5	17.5	122				
BON APPETIT	2535	*219	2.4	8.6	77	*194	2.4	7.7	75	353	3.0	13.9	97				
BUSINESS WEEK	1278	**96	1.1	7.5	67	**101	1.2	7.9	78	*238	2.0	18.6	130				
CAR AND DRIVER	378	**64	0.7	16.9	150	**56	0.7	14.8	146	**45	0.4	11.9	83				
CBS MAGAZINE NETWORK (GROSS)	1498	*172	1.9	11.5	102	*195	2.4	13.0	128	*246	2.1	16.4	114				
CHANGING TIMES	1505	*156	1.7	10.4	92	*132	1.6	8.8	86	226	1.9	15.0	105				
COLONIAL HOMES	1231	*193	2.1	15.7	139	*122	1.5	9.9	98	*163	1.4	13.2	92				
CONDE NAST MAG. PKG. (GROSS)	14146	1572	17.2	11.1	99	1686	20.5	11.9	117	2126	18.3	15.0	105				
CONSUMERS DIGEST	1323	**102	1.1	7.7	68	*159	1.9	12.0	118	333	2.9	25.2	175				
COSMOPOLITAN	7102	935	10.2	13.2	117	758	9.2	10.7	105	1053	9.1	14.8	103				
COUNTRY LIVING	2481	298	3.3	12.0	107	*217	2.6	8.7	86	356	3.1	14.3	100				
CUISINE	1472	*173	1.9	11.8	104	*131	1.6	8.9	88	*182	1.6	12.4	86				
CYCLE WORLD	425	**96	1.1	22.6	200	**37	0.5	8.7	86	**53	0.5	12.5	87				
DCI:CREATIVE IDEAS FOR LIV	2510	367	4.0	14.6	130	320	3.9	12.7	126	416	3.6	16.6	115				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	871	9.5	13.0	115	840	10.2	12.5	124	1057	9.1	15.8	110				
DISCOVER	894	**137	1.5	15.3	136	**109	1.3	12.2	120	*188	1.6	21.0	147				
EBONY	3507	650	7.1	18.5	164	643	7.8	18.3	181	694	6.0	19.8	138				
ESQUIRE	1083	*180	2.0	16.6	147	*147	1.8	13.6	134	*193	1.7	17.8	124				
ESSENCE	1830	324	3.6	17.7	157	342	4.2	18.7	184	353	3.0	19.3	134				
FAMILY CIRCLE	15930	1683	18.4	10.6	94	1648	20.1	10.3	102	2538	21.8	15.9	111				
THE FAMILY HANDYMAN	1126	*174	1.9	15.5	137	*142	1.7	12.6	124	*219	1.9	19.4	136				
FAMILY WEEKLY	11468	1348	14.8	11.8	104	1100	13.4	9.6	95	1770	15.2	15.4	108				
FIELD & STREAM	2234	388	4.3	17.4	154	*269	3.3	12.0	119	524	4.5	23.5	163				
FOOD & WINE	579	**82	0.9	14.2	126	**125	1.5	21.6	213	*111	1.0	19.2	134				
FORBES	728	**51	0.6	7.0	62	**91	1.1	12.5	123	**59	0.5	8.1	56				
FORTUNE	906	**49	0.5	5.4	48	**140	1.7	15.5	152	**182	1.6	20.1	140				
GENTLEMEN'S QUARTERLY	791	**54	0.6	6.8	61	**98	1.2	12.4	122	*117	1.0	14.8	103				
GLAMOUR	5265	626	6.9	11.9	106	705	8.6	13.4	132	861	7.4	16.4	114				
GOLF DIGEST	636	**59	0.6	9.3	82	**34	0.4	5.3	53	**61	0.5	9.6	67				
GOLF DIGEST/TENNIS (GROSS)	1186	*114	1.2	9.6	85	**66	0.8	5.6	55	*111	1.0	9.4	65				
GOLF MAGAZINE	441	**45	0.5	10.2	91	**43	0.5	9.8	96	**50	0.4	11.3	79				
GOLF MAGAZINE/SKI (GROSS)	922	**75	0.8	8.1	72	**84	1.0	9.1	90	*159	1.4	17.2	120				
GOOD HOUSEKEEPING	16487	1927	21.1	11.7	104	1919	23.3	11.6	115	2613	22.5	15.8	110				
HARPER'S BAZAAR	2423	341	3.7	14.1	125	277	3.4	11.4	113	373	3.2	15.4	107				
HEALTH	1994	294	3.2	14.7	131	353	4.3	17.7	174	373	3.4	19.7	137				
HEARST MAG CORP. BUY (GROSS)	44101	5484	50.1	12.4	110	4965	60.4	11.3	111	6756	58.1	15.3	107				
HEARST MAN POWER (GROSS)	1993	314	3.4	15.8	140	*221	2.7	11.1	109	379	3.3	19.0	133				
HEARST WOMAN POWER (GROSS)	31274	3760	41.2	12.0	107	3622	44.1	11.6	114	4851	41.7	15.5	108				
HOUSE BEAUTIFUL	3623	497	5.4	13.7	122	409	5.0	11.3	111	532	4.6	14.7	102				
INC.	283	**18	0.2	6.4	56	**63	0.8	22.3	219	**32	0.3	11.3	79				
JET	2928	521	5.7	17.8	158	563	6.8	19.2	189	559	4.8	19.1	133				
LADIES' HOME JOURNAL	11918	1256	13.8	10.5	94	1395	17.0	11.7	115	1908	16.4	16.0	112				
LHJ FAMILY GRP COMBO(GROSS)	16764	1841	20.2	11.0	97	2174	26.5	13.0	128	2768	23.8	16.5	115				
LIFE	4254	489	5.4	11.5	102	431	5.2	10.1	100	668	5.7	15.7	109				
L.A. TIMES HOME MAGAZINE	1145	**68	0.7	5.9	53	**127	1.5	11.1	109	**64	0.6	5.6	39				
MADMOISELLE	2884	279	3.1	9.7	86	393	4.8	13.6	134	413	3.6	14.3	100				
MC CALL'S	13460	1696	18.6	12.6	112	1519	18.5	11.3	111	2370	20.4	17.6	123				
MC CALL'S/WRK MOTHER (GROSS)	14606	1816	19.9	12.4	110	1704	20.7	11.7	115	2606	22.4	17.8	124				
MECHANIX ILLUSTRATED	772	**99	1.1	12.8	114	**62	0.8	8.0	79	**68	0.6	8.8	61				
METROPOLITAN HOME	967	**86	0.9	8.9	79	*157	1.9	16.2	160	*184	1.6	19.0	133				
MONEY	1588	*103	1.1	6.5	58	*161	2.0	10.1	100	*239	2.1	15.1	105				
MOTHER EARTH NEWS	1002	**96	1.1	9.6	85	**82	1.0	8.2	81	**90	0.8	9.0	63				
MS.	825	*176	1.9	21.3	189	**96	1.2	11.6	115	*137	1.2	16.6	116				
NATIONAL ENQUIRER	10336	1491	16.3	14.4	128	1384	16.8	13.4	132	1760	15.1	17.0	119				
NATIONAL GEOGRAPHIC	9597	870	9.5	9.1	80	805	9.8	8.4	83	1451	12.5	15.1	105				
NATIONAL SUNDAY MAGAZINE PKG	49558	5489	60.1	11.1	98	5146	62.6	10.4	102	7369	63.4	14.9	104				
NATURAL HISTORY	573	**39	0.4	6.8	60	**52	0.6	9.1	89	**72	0.6	12.6	88				
NEW WOMAN	1699	*203	2.2	11.9	106	*168	2.0	9.9	97	254	2.2	14.9	104				
NEW YORK INCLUDING CUE	443	**54	0.6	12.2	108	**44	0.5	9.9	98	**79	0.7	17.8	124				
THE NEW YORKER	1270	*156	1.7	12.3	109	*128	1.6	10.1	99	*144	1.2	11.3	79				
NEWSWEEK	6277	674	7.4	10.7	95	637	7.8	10.1	100	888	7.6	14.1	99				
THE N.Y. TIMES DAILY EDITION	1205	*126	1.4	10.5	93	*130	1.6	10.8	106	*131	1.1	10.9	76				
THE N.Y. TIMES MAGAZINE	2081	*180	2.0	8.6	77	*191	2.3	9.2	90	*239	2.1	11.5	80				
OWMI	788	**77	0.8	9.8	87	**58	0.7	7.4	73	**124	1.1	15.7	110				
ON CABLE	1158	**65	0.7	5.6	50	*143	1.7	12.3	122	*278	2.0	19.7	137				
1001 HOME IDEAS	2852	292	3.2	10.2	91	426	5.2	14.9	147	466	4.0	16.3	114				
ORGANIC GARDENING	1658	*237	2.6	14.3	127	*161	2.0	9.7	96	*270	2.3	16.3	113				
OUTDOOR LIFE	896	*172	1.9	19.2	170	**73	0.9	8.1	80	*132	1.1	14.7	103				
PARADE MAGAZINE	24275	2827	31.0	11.6	103	2592	31.5	10.7	105	3705	31.9	15.3	106				

	TOTAL U.S. '000	ALL SANI-FLUSH				ALL TY-D-BOL				ALL VANISH				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	9126	100.0	11.3	100	8219	100.0	10.1	100	11623	100.0	14.4	100				
PARENTS	3845	511	5.6	13.3	118	410	5.0	10.7	105	618	5.3	16.1	112				
PENTHOUSE	831	**131	1.4	15.8	140	**95	1.2	11.4	113	**111	1.0	13.4	93				
PEOPLE	11645	1220	13.4	10.5	93	1361	16.6	11.7	115	1708	14.7	14.7	102				
PLAYBOY	2006	*272	3.0	13.6	120	*161	2.0	8.0	79	304	2.6	15.2	106				
POPULAR HOT RODDING	297	**96	1.1	32.3	287	**70	0.9	23.6	232	**102	0.9	34.3	239				
POPULAR MECHANICS	1018	**193	2.1	19.0	168	**129	1.6	12.7	125	*208	1.8	20.4	142				
POPULAR SCIENCE	878	**114	1.2	13.0	115	**78	0.9	8.9	88	**170	1.5	19.4	135				
PREVENTION	3913	589	6.5	15.1	134	494	6.0	12.6	124	673	5.8	17.2	120				
PSYCHOLOGY TODAY	1710	*150	1.6	8.8	78	*181	2.2	10.6	104	278	2.4	16.3	113				
READER'S DIGEST	22204	2792	30.6	12.6	112	2405	29.3	10.8	107	3354	28.9	15.1	105				
REDBOOK	7684	898	9.8	11.7	104	945	11.5	12.3	121	1185	10.2	15.4	107				
ROAD & TRACK	410	**28	0.3	6.8	61	**86	1.0	21.0	207	**55	0.5	13.4	93				
ROLLING STONE	969	*165	1.8	17.0	151	**69	0.8	7.1	70	*231	2.0	23.8	166				
RUNNER'S WORLD	298	**36	0.4	12.1	107	**56	0.7	18.8	185	**89	0.8	29.9	208				
SATURDAY EVENING POST	1169	*137	1.5	11.7	104	*151	1.8	12.9	127	*191	1.6	16.3	114				
SCIENCE 84	587	**80	0.9	13.6	121	**41	0.5	7.0	69	**54	0.5	9.2	64				
SCIENCE DIGEST	482	**58	0.6	12.0	107	**37	0.5	7.7	76	**74	0.6	15.4	107				
SCIENTIFIC AMERICAN	594	**53	0.6	8.9	79	**29	0.4	4.9	48	**39	0.3	6.6	46				
SELF	2089	283	3.1	13.5	120	*210	2.6	10.1	99	361	3.1	17.3	120				
SEVENTEEN	2411	359	3.9	14.9	132	290	3.5	12.0	119	362	3.1	15.0	105				
SKI	480	**30	0.3	6.3	55	**40	0.5	8.3	82	**109	0.9	22.7	158				
SMITHSONIAN	2760	241	2.6	8.7	77	222	2.7	8.0	79	257	2.2	9.3	65				
SOAP OPERA DIGEST	3013	510	5.6	16.9	150	467	5.7	15.5	153	664	5.7	22.0	154				
SOUTHERN LIVING	4184	505	5.5	12.1	107	520	6.3	12.4	122	641	5.5	15.3	107				
SPORT	559	**61	0.7	10.9	97	**70	0.9	12.5	123	*152	1.3	27.2	189				
THE SPORTING NEWS	436	**51	0.6	11.7	104	**44	0.5	10.1	99	**98	0.8	22.5	157				
SPORTS AFIELD	493	**64	0.7	13.0	115	**55	0.7	11.2	110	**97	0.8	19.7	137				
SPORTS ILLUSTRATED	2758	356	3.9	12.9	115	*266	3.2	9.6	95	511	4.4	18.5	129				
STAR	7456	1213	13.3	16.3	144	999	12.2	13.4	132	1222	10.5	16.4	114				
SUNDAY	24936	2794	30.6	11.2	99	2522	30.7	10.1	100	3544	30.5	14.2	99				
SUNSET	2124	**101	1.1	4.8	42	*188	2.3	8.9	87	298	2.6	14.0	98				
TV GUIDE	21661	2748	30.1	12.7	113	2745	33.4	12.7	125	3203	27.6	14.8	103				
TENNIS	550	**56	0.6	10.2	90	**31	0.4	5.6	56	**50	0.4	9.1	63				
TIME	8880	1056	11.6	11.9	106	821	10.0	9.2	91	1298	11.2	14.6	102				
TOWN & COUNTRY	917	**63	0.7	6.9	61	**83	1.0	9.1	89	**88	0.8	9.6	67				
TRAVEL & LEISURE	972	**109	1.2	11.2	100	**122	1.5	12.6	124	*148	1.3	15.2	106				
TRUE STORY	3356	647	7.1	19.3	171	420	5.1	12.5	123	649	5.6	19.3	135				
U.S. NEWS & WORLD REPORT	3410	339	3.7	9.9	88	314	3.8	9.2	91	543	4.7	15.9	111				
USA TODAY	1759	*112	1.2	6.4	57	*173	2.1	9.8	97	267	2.3	15.2	106				
US	1873	*273	3.0	14.6	129	*223	2.7	11.9	117	410	3.5	21.9	153				
VOGUE	3909	385	4.2	9.8	87	379	4.6	9.7	96	491	4.2	12.6	88				
WALL STREET JOURNAL	1886	*122	1.3	6.5	57	*161	2.0	8.5	84	*363	3.1	19.2	134				
WEIGHT WATCHERS	2120	346	3.8	16.3	145	232	2.8	10.9	108	327	2.8	15.4	107				
WOMAN'S DAY	14172	1630	17.9	11.5	102	1730	21.0	12.2	120	2091	18.0	14.8	103				
WORKING MOTHER	1146	*120	1.3	10.5	93	*185	2.3	16.1	159	236	2.0	20.6	143				
WORKING WOMAN	1322	*95	1.0	7.2	64	*175	2.1	13.2	130	*210	1.8	15.9	111				
WORLD TENNIS	*163	**70	0.1	4.3	38	**12	0.1	7.4	73	**12	0.1	7.4	51				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	326	3.6	12.9	114	302	3.7	11.9	118	459	3.9	18.1	126				
BLAIR INSERTS	43657	4690	51.4	10.7	95	4633	56.4	10.6	105	6357	54.7	14.6	101				
DAILY NEWSPAPERS																	
READ ANY	51633	5848	64.1	11.3	101	5339	65.0	10.3	102	7543	64.9	14.6	102				
READ ONE	43463	4923	53.9	11.3	101	4623	56.2	10.6	105	6376	54.9	14.7	102				
READ TWO OR MORE	8170	925	10.1	11.3	100	716	8.7	8.8	86	1167	10.0	14.3	100				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5760	63.1	10.9	97	5559	67.6	10.6	104	7729	66.5	14.7	102				
READ ONE	46126	5048	55.3	10.9	97	5031	61.2	10.9	107	6662	57.3	14.4	101				
READ TWO OR MORE	6552	713	7.8	10.9	97	528	6.4	8.1	79	1067	9.2	16.3	113				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.14				30.17				28.07							
30 DAY REACH	71455	8023	87.9	11.2	100	7368	89.6	10.3	102	10343	89.0	14.5	101				
50 SHWG - 30 DAY AV FREQ	14.56	14.72				15.91				14.77							
30 DAY REACH	67742	7685	84.2	11.3	101	6981	84.9	10.3	102	9841	84.7	14.5	101				
25 SHWG - 30 DAY AV FREQ	7.94	8.03				8.44				8.00							
30 DAY REACH	62117	7039	77.1	11.3	101	6613	80.5	10.6	105	9101	78.3	14.7	102				
CABLE TV: HOME WIRED	32077	3535	38.7	11.0	98	3250	39.5	10.1	100	4804	41.3	15.0	104				
HOME NOT WIRED	48909	5592	61.3	11.4	101	4970	60.5	10.2	100	6819	58.7	13.9	97				
HAVE PAY CABLE	15935	1570	17.2	9.9	87	1723	21.0	10.8	107	2182	18.8	13.7	95				

	TOTAL U.S. '000	ALL SANTI-FLUSH				ALL TY-D-BOL				ALL VANISH				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	9126	100.0	11.3	100	8219	100.0	10.1	100	11623	100.0	14.4	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4955	54.3	11.3	100	4416	53.7	10.1	99	6329	54.5	14.4	100				
10:00 AM - 3:00 PM	30659	3815	41.8	12.4	110	3474	42.3	11.3	112	4564	39.3	14.9	104				
3:00 PM - 7:00 PM	31045	3671	40.2	11.8	105	3102	37.7	10.0	98	4480	38.5	14.4	101				
7:00 PM - MIDNIGHT	15767	1940	21.3	12.3	109	1476	18.0	9.4	92	2226	19.2	14.1	98				
MIDNIGHT - 6:00 AM	9120	998	10.9	10.9	97	856	10.4	9.4	92	1331	11.5	14.6	102				
6:00 AM - MIDNIGHT	58527	6710	73.5	11.5	102	5928	72.1	10.1	100	8513	73.2	14.5	101				
ENTIRE DAY	59311	6785	74.3	11.4	102	5980	72.8	10.1	99	8650	74.4	14.6	102				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1886	20.7	11.7	103	1629	19.8	10.1	99	2480	21.3	15.3	107				
ALL NEWS	2256	228	2.5	10.1	90	296	3.6	13.1	129	248	2.1	11.0	77				
ADR/PROGRESSIVE	3874	429	4.7	11.1	98	374	4.6	9.7	95	457	3.9	11.8	82				
BEAUTIFUL MUSIC	5660	631	6.9	11.1	99	522	6.4	9.2	91	835	7.2	14.8	103				
BLACK	2204	380	4.2	17.2	153	392	4.8	17.8	175	343	3.0	15.6	108				
CLASSICAL	1418	*140	1.5	9.9	88	**117	1.4	8.3	81	*183	1.6	12.9	90				
CHR/ROCK	9538	1086	11.9	11.4	101	864	10.5	9.1	89	1266	10.9	13.3	92				
COUNTRY	12648	1415	15.5	11.2	99	1363	16.6	10.8	106	1771	15.2	14.0	98				
GOLDEN OLDIES	1191	**93	1.0	7.8	69	**127	1.5	10.7	105	**142	1.2	11.9	83				
MOR/NOSTALGIA	4757	661	7.2	13.9	123	390	4.7	8.2	81	638	5.5	13.4	93				
NEWS/TALK	3863	375	4.1	9.7	86	334	4.1	8.6	85	564	4.9	14.6	102				
RELIGIOUS	3084	327	3.6	10.6	94	379	4.6	12.3	121	469	4.0	15.2	106				
SOFT ROCK	521	**64	0.7	12.3	109	**68	0.8	13.1	129	**58	0.5	11.1	78				
URBAN CONTEMPORARY	1585	381	4.2	24.0	213	269	3.3	17.0	167	*227	2.0	14.3	100				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	317	3.5	9.7	86	315	3.8	9.7	95	453	3.9	13.9	97				
ABC DIRECTION	2316	319	3.5	13.8	122	*259	3.2	11.2	110	305	2.6	13.2	92				
ABC ENTERTAINMENT	4834	548	6.0	11.3	101	538	6.5	11.1	110	656	5.6	13.6	95				
ABC FM	2202	364	4.0	16.5	147	289	3.5	13.1	129	356	3.1	16.2	113				
ABC INFORMATION	5425	732	8.0	13.5	120	444	5.4	8.2	81	880	7.6	16.2	113				
ABC ROCK	1677	*182	2.0	10.9	96	*179	2.2	10.7	105	*196	1.7	11.7	81				
CBS	4430	594	6.5	13.4	119	425	5.2	9.6	95	688	5.9	15.5	108				
MUTUAL	4992	623	6.8	12.5	111	550	6.7	11.0	109	780	6.7	15.6	109				
NBC	4679	466	5.1	10.0	88	535	6.5	11.4	113	547	4.7	11.7	81				
RADIORADIO	1994	*283	3.1	14.2	126	*215	2.6	10.8	106	301	2.6	15.1	105				
RKO ONE	2298	*251	2.8	10.9	97	*168	2.0	7.3	72	229	2.0	10.0	69				
RKO TWO	3311	482	5.3	14.6	129	373	4.5	11.3	111	454	3.9	13.7	96				
THE SOURCE	2114	233	2.6	11.0	98	*197	2.4	9.3	92	302	2.6	14.3	100				
NON-WIRED : BLAIR	8654	997	10.9	11.5	102	821	10.0	9.5	93	1291	11.1	14.9	104				
INTERNET	12025	1493	16.4	12.4	110	1549	18.8	12.9	127	1512	13.0	12.6	88				
KATZ RADIO GROUP	15359	1665	18.2	10.8	96	1351	16.4	8.8	87	2142	18.4	13.9	97				
SUPERNET	10628	1325	14.5	12.5	111	1028	12.5	9.7	95	1592	13.7	15.0	104				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1001	11.0	11.6	103	926	11.3	10.7	105	1371	11.8	15.8	110				
MKDAY 9:00 AM - 1:00 PM	12163	1513	16.6	12.4	110	1408	17.1	11.6	114	1787	15.4	14.7	102				
MKDAY 1:00 PM - 4:30 PM	16150	2066	22.6	12.8	114	1855	22.6	11.5	113	2475	21.3	15.3	107				
MKDAY 4:30 PM - 7:30 PM	22463	2721	29.8	12.1	107	2353	28.6	10.5	103	3219	27.7	14.3	100				
MKDAY 7:30 PM - 8:00 PM	31795	3711	40.7	11.7	104	3318	40.4	10.4	103	4782	41.1	15.0	105				
MKDAY 11:00 PM - 11:30 PM	23977	2876	31.5	12.0	106	2566	31.2	10.7	105	3761	32.4	15.7	109				
MKDAY 11:30 PM - 1:00 AM	7703	950	10.4	12.3	109	869	10.6	11.3	111	1296	11.2	16.8	117				
M-SAT 8-11 PM+SUN 7-11 PM	33800	3791	41.5	11.2	100	3560	43.3	10.5	104	4990	42.9	14.8	103				
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	781	8.6	11.9	106	764	9.3	11.7	115	1013	8.7	15.5	108				
ANOTHER WORLD	N 4620	503	5.5	10.9	97	537	6.5	11.6	115	627	5.4	13.6	95				
AS THE WORLD TURNS	C 5614	806	8.8	14.4	127	619	7.5	11.0	109	868	7.5	15.5	108				
CAPITOL	C 3396	473	5.2	13.9	124	384	4.7	11.3	111	464	4.0	13.7	95				
CBS MORN. NEWS 1	C 1446	156	1.7	10.8	96	126	1.5	8.7	86	297	2.6	20.5	143				
CBS MORN. NEWS 2	C 1207	111	1.2	9.2	82	134	1.6	11.1	109	183	1.6	15.2	106				
DAYS OF OUR LIVES	N 5877	772	8.5	13.1	117	666	8.1	11.3	112	792	6.8	13.5	94				
FACTS OF LIFE - DAYTIME	N 2290	224	2.5	9.8	87	264	3.2	11.5	114	345	3.0	15.1	105				
FAMILY FEUD	A 3023	384	4.2	12.7	113	294	3.6	9.7	96	401	3.5	13.3	92				
GENERAL HOSPITAL	A 6097	787	8.6	12.9	115	683	8.3	11.2	110	967	8.3	15.9	111				
GOOD MORNING, AMERICA-730	A 3515	435	4.8	12.4	110	367	4.5	10.4	103	499	4.3	14.2	99				
GOOD MORNING, AMERICA-830	A 2818	335	3.7	11.9	105	304	3.7	10.8	106	373	3.2	13.2	92				
GUIDING LIGHT	C 5339	718	7.9	13.4	119	691	8.4	12.9	128	730	6.3	13.7	95				
ONE LIFE TO LIVE	A 4478	560	6.1	12.5	111	474	5.8	10.6	104	747	6.4	16.7	116				
PRESS YOUR LUCK	C 2244	238	2.6	10.6	94	315	3.8	14.0	138	379	3.3	16.9	118				
PRICE IS RIGHT 1	C 4348	627	6.9	14.4	128	452	5.5	10.4	102	683	5.9	15.7	109				
PRICE IS RIGHT 2	C 5014	701	7.7	14.0	124	526	6.4	10.5	103	757	6.5	15.1	105				
RYAN'S HOPE	A 3150	436	4.8	13.8	123	323	3.9	10.3	101	509	4.4	16.2	113				
SALE OF THE CENTURY	N 2695	323	3.5	12.0	106	275	3.3	10.2	101	365	3.1	13.5	94				
SEARCH FOR TOMORROW	N 2319	311	3.4	13.4	119	379	4.6	16.3	161	342	2.9	14.7	103				
TODAY SHOW 1	N 2693	315	3.5	11.7	104	233	2.8	8.7	85	425	3.7	15.8	110				
TODAY SHOW 2	N 2498	310	3.4	12.4	110	186	2.3	7.4	73	406	3.5	16.3	113				
\$25,000 PYRAMID	C 2753	311	3.4	11.3	100	408	5.0	14.8	146	452	3.9	16.4	114				
WHEEL OF FORTUNE	N 4388	486	5.3	11.1	98	598	7.3	13.6	134	625	5.4	14.2	99				
YOUNG AND THE RESTLESS	C 5695	781	8.6	13.7	122	652	7.9	11.4	113	762	6.6	13.4	93				
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	291	3.2	16.5	147	*169	2.1	9.6	95	236	2.0	13.4	93				
NBA PLAYOFF GAME -1	C 1136	*185	2.0	16.3	145	*81	1.0	7.1	70	166	1.4	14.6	102				
NBC MAJOR LEAGUE PRE-GAME	N 953	**109	1.2	11.4	101	**80	1.0	8.4	83	*150	1.3	15.7	110				
SPORTSWORLD - SUN	N 1233	*141	1.5	11.4	101	*156	1.9	12.7	125	188	1.6	15.2	106				
SUNDAY MORNING	C 1611	158	1.7	9.8	87	*144	1.8	8.9	88	205	1.8	12.7	89				

	TOTAL U.S. '000	ALL SANI-FLUSH				ALL TY-D-BOL				ALL VANISH				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	9126	100.0	11.3	100	8219	100.0	10.1	100	11623	100.0	14.4	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3411	37.4	13.1	116	2644	32.2	10.1	100	3943	33.9	15.1	105				
NETWORK AFFILIATES - LATE	20261	2489	27.3	12.3	109	2229	27.1	11.0	108	3194	27.5	15.8	110				
INDEPENDENTS - LATE	2076	205	2.2	9.9	88	150	1.8	7.2	71	290	2.5	14.0	97				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1127	12.3	10.8	96	1348	16.4	12.9	127	1691	14.5	16.2	113				
ABC MONDAY NIGHT MOVIE	A 6412	856	7.2	10.2	91	671	8.2	10.5	103	1001	8.6	15.6	109				
ABC SUNDAY NIGHT MOVIE	A 12407	1250	13.7	10.1	89	1251	15.2	10.1	99	1587	13.7	12.8	89				
ABC WORLD NEWS TONIGHT	A 6176	805	8.8	13.0	116	620	7.5	10.0	99	874	7.5	14.2	99				
AFTERMASH	C 5863	541	5.9	9.2	82	664	8.1	11.3	112	974	8.4	16.6	116				
ALICE	C 9594	1070	11.7	11.2	99	1077	13.1	11.2	111	1416	12.2	14.8	103				
AMERICAN PARADE	C 6622	752	8.2	11.4	101	599	7.3	9.0	89	928	8.0	14.0	98				
BENSON	A 10886	1258	13.8	11.6	103	1043	12.7	9.6	94	1486	12.8	13.7	95				
BLUE THUNDER	A 5036	647	7.1	12.8	114	489	5.9	9.7	96	938	8.1	18.6	130				
CAGNEY & LACEY	C 9965	1153	12.6	11.6	103	945	11.5	9.5	93	1676	14.4	16.8	117				
CBS EVENING NEWS-DEAN	C 3491	415	4.5	11.9	105	376	4.6	10.8	106	531	4.6	15.2	106				
CBS EVENING NEWS-RATHER	C 7123	1010	11.1	14.2	126	706	8.6	9.9	98	1064	9.2	14.9	104				
CBS SAT. NEWS-SCHIEFFER	C 3621	450	4.9	12.4	110	478	5.8	13.2	130	538	4.6	14.9	104				
CBS SATURDAY NIGHT MOVIE	C 5436	613	6.7	11.3	100	549	6.7	10.1	100	917	7.9	16.9	118				
CBS WEDNESDAY NIGHT MOVIE	C 6100	576	6.3	9.4	84	572	7.0	9.4	92	980	8.4	16.1	112				
CHEERS	N 8889	1156	12.7	13.0	115	992	12.1	11.2	110	1274	11.0	14.3	100				
DALLAS	C 22109	2562	28.1	11.6	103	2326	28.3	10.5	104	3191	27.5	14.4	101				
DIFF'RENT STROKES	N 6940	778	8.5	11.2	99	660	8.0	9.5	94	1053	9.1	15.2	106				
DOUBLE TROUBLE	N 7223	936	10.3	13.0	115	753	9.2	10.4	103	1069	9.2	14.8	103				
DUCK FACTORY	N 5595	770	8.4	13.8	122	665	8.1	11.9	117	903	7.8	16.1	112				
DUKES OF HAZZARD	C 5768	768	8.4	13.3	118	682	8.3	11.8	117	1018	8.8	17.6	123				
DYNASTY	A 20053	2509	27.5	12.5	111	2099	25.5	10.5	103	2873	24.7	14.3	100				
FACTS OF LIFE	N 8087	1046	11.5	12.9	115	817	9.9	10.1	100	1160	10.0	14.3	100				
FALCON CREST	C 20046	2322	25.4	11.6	103	2111	25.7	10.5	104	2905	25.0	14.5	101				
FALL GUY	A 9084	1134	12.4	12.5	111	1080	13.1	11.9	117	1469	12.6	16.2	113				
FAMILY TIES	N 7964	1010	11.1	12.7	113	721	8.8	9.1	89	1181	10.2	14.8	103				
FANTASY ISLAND	A 7687	856	9.4	11.1	99	820	10.0	10.7	105	1093	9.4	14.2	99				
FOULUPS, BLEEPES & BLUNDERS	A 8861	1076	11.8	12.1	108	794	9.7	9.0	88	1385	11.9	15.6	109				
FOUR SEASONS	C 5095	453	5.0	8.9	79	479	5.8	9.4	93	734	6.3	14.4	100				
GIMME A BREAK	N 8838	1141	12.5	12.9	115	860	10.5	9.7	96	1285	11.1	14.6	102				
HART TO HART	A 8978	1041	11.4	11.6	103	896	10.9	10.0	98	1457	12.5	16.2	113				
HILL STREET BLUES	N 8590	952	10.4	11.1	98	957	11.6	11.1	110	1287	11.1	15.0	104				
HOTEL	A 14085	1864	20.4	13.2	117	1446	17.6	10.3	101	2115	18.2	15.0	105				
JEFFERSONS	C 9360	1114	12.2	11.9	106	1070	13.0	11.4	113	1256	10.8	13.4	93				
JENNIFER SLEPT HERE	N 5841	660	7.2	11.3	100	545	6.6	9.3	92	740	6.4	12.7	88				
KATE & ALLIE	C 9206	944	10.3	10.3	91	918	11.2	10.0	98	1482	12.8	16.1	112				
KNIGHT RIDER	N 7076	655	7.2	9.3	82	720	8.8	10.2	100	898	7.7	12.7	88				
LOVE BOAT	A 12219	1645	18.0	13.5	119	1407	17.1	11.5	113	1755	15.1	14.4	100				
MAGNUM PI	C 11199	1326	14.5	11.8	105	1419	17.3	12.7	125	1802	15.5	16.1	112				
MAMA'S FAMILY	N 6057	638	7.0	10.5	93	604	7.3	10.0	98	1024	8.8	16.9	118				
MASTER, THE	N 3598	428	4.7	11.9	106	431	5.2	12.0	118	493	4.2	13.7	95				
MATT HOUSTON	A 6344	691	7.6	10.9	97	700	8.5	11.0	109	988	8.5	15.6	109				
NBC MONDAY NIGHT MOVIE	N 11994	1157	12.7	9.6	86	1242	15.1	10.4	102	1621	13.9	13.5	94				
NBC NIGHTLY NEWS	N 5132	612	6.7	11.9	106	509	6.2	9.9	98	718	6.2	14.0	97				
NBC NIGHTLY NEWS-SAT	N 3375	378	4.1	11.2	99	260	3.2	7.7	76	405	3.5	12.0	84				
NBC NIGHTLY NEWS-SUN	N 3130	401	4.4	12.8	114	236	2.9	7.5	74	340	2.9	10.9	76				
NBC SUNDAY NIGHT MOVIE	N 8284	913	10.0	11.0	98	776	9.4	9.4	92	1227	10.6	14.8	103				
NEWHART	C 9240	1091	12.0	11.8	105	891	10.8	9.6	95	1490	12.8	16.1	112				
ONE DAY AT A TIME	C 7288	740	8.1	10.2	90	802	9.8	11.0	108	1103	9.5	15.1	105				
PEOPLE ARE FUNNY	N 4855	464	5.1	9.6	85	444	5.4	9.1	90	734	6.3	15.1	105				
REAL PEOPLE	N 8869	1058	11.6	11.9	106	991	12.1	11.2	110	1301	11.2	14.7	102				
REMINGTON STEELE	N 7743	884	9.7	11.4	101	869	10.6	11.2	111	1083	9.3	14.0	97				
RIPLEY'S BELIEVE IT - NOT	A 5345	552	6.0	10.3	92	602	7.3	11.3	111	817	7.0	15.3	107				
RIPTIDE	N 6988	754	8.3	10.8	96	807	9.8	11.5	114	1007	8.7	14.4	100				
SCARECROW & MRS. KING	C 10002	1133	12.4	11.3	101	1188	14.5	11.9	117	1541	13.3	15.4	107				
SIMON & SIMON	C 10638	1237	13.6	11.6	103	1257	15.3	11.8	116	1804	15.5	17.0	118				
60 MINUTES	C 13293	1665	18.2	12.5	111	1386	16.9	10.4	103	1952	16.8	14.7	102				
ST. ELSEWHERE	N 7017	788	8.6	11.2	100	823	10.0	11.7	116	970	8.3	13.8	96				
THREE'S COMPANY	A 10917	1389	15.2	12.7	113	1109	13.5	10.2	100	1513	13.0	13.9	97				
T.J. HOOKER	A 9204	1212	13.3	13.2	117	981	11.9	10.7	105	1479	12.7	16.1	112				
TONIGHT SHOW	N 2372	324	3.6	13.7	121	183	2.2	7.7	76	373	3.2	15.7	110				
TRAPPER JOHN, M.D.	C 9846	1236	13.5	12.6	111	1144	13.9	11.6	114	1676	14.4	17.0	119				
TV BLOOPERS & PRAC. JOKES	N 9105	979	10.7	10.8	95	857	10.4	9.4	93	1334	11.5	14.7	102				
20/20	A 9387	1111	12.2	11.8	105	885	10.8	9.4	93	1463	12.6	15.6	109				
WEBSTER	A 11067	1262	13.8	11.4	101	1120	13.6	10.1	100	1579	13.6	14.3	99				
WORLD NEWS - SUN	A 30620																

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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IN-BOWL TOILET BOWL FRESHENERS

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-20

	'000	%	UNWEIGHTED
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2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?

YES	18168	22.4	2138
NO	62818	77.6	7297

ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
'000	%	'000	%	'000	%	'000	%	

IF YES

2B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?

BE FRESH	2423	3.0	1875	2.3	480	.6	68	.1	282
VANISH BOWL FRESHENER	9095	11.2	8220	10.1	754	.9	121	.1	1112
OTHER BRANDS	7602	9.4	6859	8.5	378	.5	365	.5	860
DO NOT KNOW	190	.2							27

	'000	%	UNWEIGHTED
--	------	---	------------

2C. ABOUT HOW MANY BOXES, PACKAGES OR CONTAINERS OF IN-BOWL TOILET BOWL FRESHENERS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?

SIX OR MORE	H	564	.7	70
FIVE	H	408	.5	53
FOUR	H	1006	1.2	120
THREE	H	1791	2.2	188
TWO	H	4259	5.3	493
ONE	M	5591	6.9	645
LESS THAN ONE	L	3533	4.4	456
NONE	L	1018	1.3	113

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	18168	100.0	22.4	100	8027	100.0	9.9	100	5591	100.0	6.9	100	4551	100.0	5.6	100
18 - 24	9282	1745	9.6	18.8	84	662	8.2	7.1	72	*544	9.7	5.9	85	*540	11.9	5.8	104
25 - 34	19072	3879	21.4	20.3	91	1818	22.6	9.5	96	1167	20.9	6.1	89	894	19.6	4.7	83
35 - 44	14591	3283	18.1	22.5	100	1730	21.6	11.9	120	957	17.1	6.6	95	596	13.1	4.1	73
45 - 54	11345	2541	14.0	22.4	100	1207	15.0	10.6	107	716	12.8	6.3	91	618	13.6	5.4	97
55 - 64	11635	2710	14.9	23.3	104	1205	15.0	10.4	104	778	13.9	6.7	97	727	16.0	6.2	111
65 OR OLDER	15061	4010	22.1	26.6	119	1405	17.5	9.3	94	1430	25.6	9.5	138	1176	25.8	7.8	133
18 - 34	28354	5624	31.0	19.8	88	2479	30.9	8.7	88	1711	30.6	6.0	87	1434	31.5	5.1	90
18 - 49	48339	10152	55.9	21.0	94	4837	60.3	10.0	101	2995	53.6	6.2	90	2320	51.0	4.8	85
25 - 54	45008	9703	53.4	21.6	96	4755	59.2	10.6	107	2840	50.8	6.3	91	2109	46.3	4.7	83
35 - 49	19985	4528	24.9	22.7	101	2357	29.4	11.8	119	1284	23.0	6.4	93	886	19.5	4.4	79
50 OR OLDER	32647	8016	44.1	24.6	109	3190	39.7	9.8	99	2596	46.4	8.0	115	2231	49.0	6.8	122
GRADUATED COLLEGE	11155	1740	9.6	15.6	70	732	9.1	6.6	66	548	9.8	4.9	71	461	10.1	4.1	74
ATTENDED COLLEGE	13682	2004	11.0	14.6	65	829	10.3	6.1	61	668	11.9	4.9	71	508	11.2	3.7	66
GRADUATED HIGH SCHOOL	33880	7857	43.2	23.2	103	3234	40.3	9.5	96	2547	45.6	7.5	109	2076	45.6	6.1	109
DID NOT GRADUATE HIGH SCHOOL	22270	6567	36.1	29.5	131	3232	40.3	14.5	146	1829	32.7	8.2	119	1506	33.1	6.8	120
EMPLOYED	40306	7831	43.1	19.4	87	3658	45.6	9.1	92	2204	39.4	5.5	79	1969	43.3	4.9	87
EMPLOYED FULL-TIME	32850	6604	36.3	20.1	90	3064	38.2	9.3	94	1855	33.2	5.6	82	1685	37.0	5.1	91
EMPLOYED PART-TIME	7456	1227	6.8	16.5	73	593	7.4	8.0	80	*350	6.3	4.7	68	*285	6.3	3.8	68
NOT EMPLOYED	40680	10337	56.9	25.4	113	4369	54.4	10.7	108	3387	60.6	8.3	121	2582	56.7	6.3	113
PROFESSIONAL/MANAGER	10392	1584	8.7	15.2	68	*647	8.1	6.2	63	*439	7.9	4.2	61	*498	10.9	4.8	85
TECH/CLERICAL/SALES	17574	2987	16.4	17.0	76	1448	18.0	8.2	83	*831	14.9	4.7	68	708	15.6	4.0	72
PRECISION/CRAFT	985	*216	1.2	21.9	98	*124	1.5	12.6	127	*82	1.5	8.3	121	*111	0.2	1.1	20
OTHER EMPLOYED	11354	3044	16.8	26.8	120	1439	17.9	12.7	128	852	15.2	7.5	109	753	16.5	6.6	118
SINGLE	9863	1841	10.1	18.7	83	815	10.2	8.3	83	477	8.5	4.8	70	549	12.1	5.6	99
MARRIED	51375	11283	62.1	22.0	98	5043	62.8	9.8	99	3563	63.7	6.9	100	2677	58.8	5.2	93
DIVORCED/SEPARATED/WIDOWED	19748	5044	27.8	25.5	114	2169	27.0	11.0	111	1551	27.7	7.9	114	1325	29.1	6.7	119
PARENTS	32590	7048	38.8	21.6	96	3522	43.9	10.8	109	2121	37.9	6.5	94	1406	30.9	4.3	77
WHITE	70416	14751	81.2	20.9	93	5942	74.0	8.4	85	4928	88.1	7.0	101	3880	85.3	5.5	98
BLACK	8778	3093	17.0	35.2	157	1910	23.8	21.8	220	623	11.1	7.1	103	560	12.3	6.4	114
OTHER	1791	*325	1.8	18.1	81	*175	2.2	9.8	99	*39	0.7	2.2	32	*111	2.4	6.2	110
NORTHEAST-CENSUS	17786	3656	20.1	20.6	92	1907	23.8	10.7	108	1080	19.3	6.1	88	670	14.7	3.8	67
NORTH CENTRAL	20741	4072	22.4	19.6	88	1554	19.4	7.5	76	1441	25.8	6.9	101	1078	23.7	5.2	92
SOUTH	27775	7892	43.4	28.4	127	3692	46.0	13.3	134	2390	42.7	8.6	125	1810	39.8	6.5	116
WEST	14683	2548	14.0	17.4	77	874	10.9	6.0	60	680	12.2	4.6	67	993	21.8	6.8	120
NORTHEAST-MKTG.	17961	3731	20.5	20.8	93	2024	25.2	11.3	114	1129	20.2	6.3	91	578	12.7	3.2	57
EAST CENTRAL	11885	2793	15.4	23.5	105	1078	13.4	9.1	92	976	17.5	8.2	119	739	16.2	6.2	111
WEST CENTRAL	14090	2456	13.5	17.4	78	892	11.1	6.3	64	902	16.1	6.4	93	662	14.5	4.7	84
SOUTH	24081	6939	38.2	28.8	128	3273	40.8	13.6	137	1986	35.5	8.2	119	1680	36.9	7.0	124
PACIFIC	12969	2250	12.4	17.3	77	760	9.5	5.9	59	598	10.7	4.6	67	892	19.6	6.9	122
COUNTY SIZE A	32439	6492	35.7	20.0	89	3038	37.8	9.4	94	2123	38.0	6.5	95	1332	29.3	4.1	73
COUNTY SIZE B	24915	5838	32.1	23.4	104	2451	30.5	9.8	99	1804	32.3	7.2	105	1583	34.8	6.4	113
COUNTY SIZE C	12930	2930	16.1	22.7	101	1236	15.4	9.6	96	857	15.3	6.6	96	837	18.4	6.5	115
COUNTY SIZE D	10703	2908	16.0	27.2	121	1302	16.2	12.2	123	808	14.5	7.5	109	798	17.5	7.5	133
METRO CENTRAL CITY	24518	5742	31.6	23.4	104	2602	32.4	10.6	107	1671	29.9	6.8	99	1469	32.3	6.0	107
METRO SUBURBAN	35919	7197	39.6	20.0	89	2957	36.8	8.2	83	2502	44.8	7.0	101	1739	38.2	4.8	86
NON METRO	20549	5229	28.8	25.4	113	2468	30.7	12.0	121	1418	25.4	6.9	100	1343	29.5	6.5	116
TOP 5 ADI'S	18341	3667	20.2	20.0	89	1916	23.9	10.4	105	1118	20.0	6.1	88	633	13.9	3.5	61
TOP 10 ADI'S	25378	5042	27.8	19.9	89	2572	32.0	10.1	102	1554	27.8	6.1	89	916	20.1	3.6	64
TOP 20 ADI'S	36488	7287	40.1	20.0	89	3391	42.2	9.3	94	2343	41.9	6.4	93	1553	34.1	4.3	76
HSGLD INC. \$50,000 OR MORE	6612	1066	5.9	16.1	72	*549	6.8	8.3	84	*308	5.5	4.7	67	*209	4.6	3.2	56
\$40,000 OR MORE	12659	2166	11.9	17.1	76	1071	13.3	8.5	85	*521	9.3	4.1	60	*574	12.6	4.5	81
\$30,000 OR MORE	24698	4587	25.2	18.6	83	2144	26.7	8.7	88	1343	24.0	5.4	79	1100	24.2	4.5	79
\$25,000 OR MORE	32077	6059	33.3	18.9	84	2788	34.7	8.7	88	1684	30.1	5.2	76	1588	34.9	5.0	88
\$20,000 - \$24,999	9144	1825	10.0	20.0	89	591	7.4	6.5	65	816	14.6	8.9	129	*418	9.2	4.6	81
\$15,000 - \$19,999	8728	1991	11.0	22.8	102	747	9.3	8.6	86	797	14.3	9.1	132	*446	9.8	5.1	91
\$10,000 - \$14,999	12562	3047	16.8	24.3	108	1381	17.2	11.0	111	912	16.3	7.3	105	754	16.6	6.0	107
UNDER \$10,000	18475	5247	28.9	28.4	127	2520	31.4	13.6	138	1382	24.7	7.5	108	1345	29.6	7.3	130
HOUSEHOLD OF 1 PERSON	11987	2664	14.7	22.2	99	890	11.1	7.4	75	786	14.1	6.6	95	988	21.7	8.2	147
2 PEOPLE	26577	6132	33.8	23.1	103	2440	30.4	9.2	93	2098	37.5	7.9	114	1594	35.0	6.0	107
3 OR 4 PEOPLE	30617	6816	37.5	22.3	99	3307	41.2	10.8	109	1877	33.6	6.1	89	1633	35.9	5.3	95
5 OR MORE PEOPLE	11804	2556	14.1	21.7	97	1390	17.3	11.8	119	830	14.8	7.0	102	*336	7.4	2.8	51
NO CHILD IN HSHLD	46165	10543	58.0	22.8	102	4116	51.3	8.9	90	3325	59.5	7.2	104	3103	68.2	6.7	120
CHILD(REN) UNDER 2 YRS	5325	1035	5.7	19.4	87	*491	6.1	9.2	93	*290	5.2	5.4	79	*254	5.6	4.8	85
2 - 5 YEARS	14221	3181	17.5	22.4	100	1656	20.6	11.6	117	924	16.5	6.5	94	*602	13.2	4.2	75
6 - 11 YEARS	15117	3498	19.3	23.1	103	1914	23.8	12.7	128	963	17.2	6.4	92	621	13.6	4.1	73
12 - 17 YEARS	16611	3690	20.3	22.2	99	2028	25.3	12.2	123	1102	19.7	6.6	96	560	12.3	3.4	60
RESIDENCE OWNED	55884	12480	68.7	22.3	100	5509	68.6	9.9	99	3954	70.7	7.1	102	3018	66.3	5.4	96
VALUE: \$50,000 OR MORE	31744	6105	33.6	19.2	86	2639	32.9	8.3	84	1947	34.8	6.1	89	1519	33.4	4.8	85
VALUE: UNDER \$50,000	24140	6375	35.1	26.4	118	2870	35.8	11.9	120	2007	35.9	8.3	120	1498	32.9	6.2	110

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS		80986	18168	100.0	22.4	100	8027	100.0	9.9	100	5591	100.0	6.9	100	4551	100.0	5.6	100
MAGAZINES	QUINTILE 1	15799	3739	20.6	23.7	105	1701	21.2	10.8	109	1025	18.3	6.5	94	1013	22.3	6.4	114
	QUINTILE 2	17259	3408	18.8	19.7	88	1641	20.4	9.5	96	1164	20.8	6.7	98	604	13.3	3.5	62
	QUINTILE 3	13545	2799	15.4	20.7	92	1332	16.6	9.8	99	685	12.3	5.1	73	782	17.2	5.8	103
	QUINTILE 4	15133	3416	18.8	22.6	101	1512	18.8	10.0	101	1080	19.3	7.1	103	824	18.1	5.4	97
	QUINTILE 5	19250	4806	26.5	25.0	111	1840	22.9	9.6	96	1637	29.3	8.5	123	1329	29.2	6.9	123
NEWSPAPERS	QUINTILE 1	12413	2693	14.8	21.7	97	1227	15.3	9.9	100	872	15.6	7.0	102	594	13.1	4.8	85
	QUINTILE 2	24116	5361	29.5	22.2	99	2369	29.5	9.8	99	1702	30.4	7.1	102	1290	28.3	5.3	95
	QUINTILE 3	11261	2530	13.9	22.5	100	1130	14.1	10.0	101	749	13.4	6.7	96	651	14.3	5.8	103
	QUINTILE 4	20255	4302	23.7	21.2	95	1820	22.7	9.0	91	1360	24.3	6.7	97	1122	24.7	5.5	99
	QUINTILE 5	12940	3283	18.1	25.4	113	1481	18.5	11.4	115	909	16.3	7.0	102	893	19.6	6.9	123
OUTDOOR	QUINTILE 1	14852	3039	16.7	20.5	91	1104	13.8	7.4	75	1090	19.5	7.3	106	845	18.6	5.7	101
	QUINTILE 2	15725	3255	17.9	20.7	92	1241	15.5	7.9	80	1161	20.8	7.4	107	852	18.7	5.4	96
	QUINTILE 3	16330	3530	19.4	21.6	96	1816	22.6	11.1	112	1003	17.9	6.1	89	712	15.6	4.4	78
	QUINTILE 4	16744	3925	21.6	23.4	104	1750	21.8	10.5	105	1018	18.2	6.1	88	1157	25.4	6.9	123
	QUINTILE 5	17334	4420	24.3	25.5	114	2116	26.4	12.2	123	1319	23.6	7.6	110	985	21.6	5.7	101
RADIO-DRIVE TIME	QUINTILE 1	15911	3707	20.4	23.3	104	1761	21.9	11.1	112	1150	20.6	7.2	105	796	17.5	5.0	89
	QUINTILE 2	14837	3205	17.6	21.6	96	1440	17.9	9.7	98	1086	19.4	7.3	106	678	14.9	4.6	81
	QUINTILE 3	15339	3155	17.4	20.6	92	1359	16.9	8.9	89	863	15.4	5.6	81	934	20.5	6.1	108
	QUINTILE 4	16723	3888	21.4	23.2	104	1730	21.6	10.3	104	1148	20.5	6.9	99	1010	22.2	6.0	107
	QUINTILE 5	18176	4213	23.2	23.2	103	1737	21.6	9.6	96	1344	24.0	7.4	107	1132	24.9	6.2	111
RADIO-MID- DAY	TERCILE 1	21020	4756	26.2	22.6	101	2129	26.5	10.1	102	1513	27.1	7.2	104	1114	24.5	5.3	94
	TERCILE 2	21610	5050	27.8	23.4	104	2360	29.4	10.9	110	1442	25.8	6.7	97	1249	27.4	5.8	103
	TERCILE 3	38355	8363	46.0	21.8	97	3538	44.1	9.2	93	2636	47.1	6.9	100	2188	48.1	5.7	102
RADIO-TOTAL	QUINTILE 1	15988	3865	21.3	24.2	108	1843	23.0	11.5	116	1216	21.7	7.6	110	807	17.7	5.0	90
	QUINTILE 2	15626	3376	18.6	21.6	96	1512	18.8	9.7	98	951	17.0	6.1	88	913	20.1	5.8	104
	QUINTILE 3	16723	3686	20.3	22.0	98	1452	18.1	8.7	88	1393	24.9	8.3	121	842	18.5	5.0	90
	QUINTILE 4	16342	3550	19.5	21.7	97	1615	20.1	9.9	100	902	16.1	5.5	80	1033	22.7	6.3	112
	QUINTILE 5	16306	3691	20.3	22.6	101	1605	20.0	9.8	99	1129	20.2	6.9	100	957	21.0	5.9	104
TV-PRIME TIME	QUINTILE 1	15953	3936	21.7	24.7	110	1656	20.6	10.4	105	1226	21.9	7.7	111	1054	23.2	6.6	118
	QUINTILE 2	16137	3819	21.0	23.7	105	1659	20.7	10.3	104	1277	22.8	7.9	115	883	19.4	5.5	97
	QUINTILE 3	16420	3598	19.8	21.9	98	1480	18.4	9.0	91	1128	20.2	6.9	100	990	21.8	6.0	107
	QUINTILE 4	16687	3678	20.2	22.0	98	1752	21.8	10.5	106	1096	19.6	6.6	95	830	18.2	5.0	89
	QUINTILE 5	15789	3137	17.3	19.9	89	1480	18.4	9.4	95	864	15.5	5.5	79	793	17.4	5.0	89
TV-DAYTIME	TERCILE 1	27736	7230	39.8	26.1	116	3335	41.5	12.0	121	2217	39.7	8.0	116	1678	36.9	6.0	108
	TERCILE 2	26489	5766	31.7	21.8	97	2397	29.9	9.0	91	1890	33.8	7.1	103	1478	32.5	5.6	99
	TERCILE 3	26761	5173	28.5	19.3	86	2295	28.6	8.6	87	1483	26.5	5.5	80	1395	30.7	5.2	93
TV-TOTAL	QUINTILE 1	16345	4294	23.6	26.3	117	1933	24.1	11.8	119	1267	22.7	7.8	112	1094	24.0	6.7	119
	QUINTILE 2	16447	4241	23.3	25.8	115	1745	21.7	10.6	107	1462	26.1	8.9	129	1034	22.7	6.3	112
	QUINTILE 3	15980	3247	17.9	20.3	91	1519	18.9	9.5	96	903	16.2	5.7	82	825	18.1	5.2	92
	QUINTILE 4	15887	3391	18.7	21.3	95	1520	18.9	9.6	97	1077	19.3	6.8	98	794	17.4	5.0	89
	QUINTILE 5	16326	2995	16.5	18.3	82	1310	16.3	8.0	81	882	15.8	5.4	78	803	17.6	4.9	88
MAGAZINES-NEWSPAPERS: DUAL		20721	4433	24.4	21.4	95	2018	25.1	9.7	98	1329	23.8	6.4	93	1087	23.9	5.2	93
MAGAZINE IMPERATIVE		19186	4183	23.0	21.8	97	2029	25.3	10.6	107	1190	21.3	6.2	90	963	21.2	5.0	89
NEWSPAPER IMPERATIVE		21899	4893	26.9	22.3	100	2075	25.9	9.5	96	1664	29.8	7.6	110	1155	25.4	5.3	94
MAGAZINES-OUTDOOR: DUAL		15451	3231	17.8	20.9	93	1377	17.2	8.9	90	1133	20.3	7.3	106	721	15.8	4.7	83
MAGAZINE IMPERATIVE		25953	5803	31.9	22.4	100	2934	36.6	11.3	114	1512	27.0	5.8	84	1357	29.8	5.2	93
OUTDOOR IMPERATIVE		24400	5003	27.5	20.5	91	1854	23.1	7.6	77	1718	30.7	7.0	102	1431	31.4	5.9	104
MAGAZINES-RADIO: DUAL		18049	4126	22.7	22.9	102	1985	24.7	11.0	111	1303	23.3	7.2	105	838	18.4	4.6	83
MAGAZINE IMPERATIVE		23571	4754	26.2	20.2	90	2172	27.1	9.2	93	1301	23.3	5.5	80	1281	28.1	5.4	97
RADIO IMPERATIVE		23278	5385	29.6	23.1	103	2221	27.7	9.5	96	1758	31.4	7.6	109	1405	30.9	6.0	107
MAGAZINES-TELEVISION: DUAL		15459	3560	19.6	23.0	103	1657	20.6	10.7	108	1140	20.4	7.4	107	763	16.8	4.9	88
MAGAZINE IMPERATIVE		25829	5017	27.6	19.4	87	2331	29.0	9.0	91	1423	25.5	5.5	80	1263	27.8	4.9	87
TELEVISION IMPERATIVE		26039	6691	36.8	25.7	115	2689	33.5	10.3	104	2153	38.5	8.3	120	1848	40.6	7.1	126
NEWSPAPERS-OUTDOOR: DUAL		16605	3530	19.4	21.3	95	1502	18.7	9.0	91	1204	21.5	7.3	105	825	18.1	5.0	88
NEWSPAPER IMPERATIVE		26834	6084	33.5	22.7	101	2892	36.0	10.8	109	1773	31.7	6.6	96	1419	31.2	5.3	94
OUTDOOR IMPERATIVE		23346	4862	26.8	20.8	93	1943	24.2	8.3	84	1580	28.3	6.8	98	1338	29.4	5.7	102
NEWSPAPERS-RADIO: DUAL		17133	4062	22.4	23.7	106	1797	22.4	10.5	106	1297	23.2	7.6	110	968	21.3	5.6	101
NEWSPAPER IMPERATIVE		25892	5401	29.7	20.9	93	2382	29.7	9.2	93	1754	31.4	6.8	98	1264	27.8	4.9	87
RADIO IMPERATIVE		23167	5131	28.2	22.1	99	2322	28.9	10.0	101	1506	26.9	6.5	94	1303	28.6	5.6	100
NEWSPAPERS-TELEVISION: DUAL		17159	4315	23.8	25.1	112	1806	22.5	10.5	106	1567	28.0	9.1	132	942	20.7	5.5	98
NEWSPAPER IMPERATIVE		26214	5106	28.1	19.5	87	2382	29.7	9.1	92	1495	26.7	5.7	83	1229	27.0	4.7	83
TELEVISION IMPERATIVE		23412	5819	32.0	24.9	111	2530	31.5	10.8	109	1667	29.8	7.1	103	1623	35.7	6.9	123
OUTDOOR-RADIO: DUAL		15303	3459	19.0	22.6	101	1446	18.0	9.4	95	1114	19.9	7.3	105	898	19.7	5.9	104
OUTDOOR IMPERATIVE		24901	4994	27.5	20.1													

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	18168	100.0	22.4	100	8027	100.0	9.9	100	5591	100.0	6.9	100	4551	100.0	5.6	100
ATLANTIC MONTHLY	415	**45	0.2	10.8	48	**27	0.3	6.5	66	**12	0.2	2.9	42	**7	0.2	1.7	30
BARRON'S	453	**49	0.3	10.8	48	**19	0.2	4.2	42	**18	0.3	4.0	58	**12	0.3	2.6	47
BETTER HOMES & GARDENS	16256	3873	21.3	23.8	106	1731	21.6	10.6	107	1155	20.7	7.1	103	986	21.7	6.1	108
BON APPETIT	2535	419	2.3	16.5	74	*153	1.9	6.0	61	*157	2.8	6.2	90	**110	2.4	4.3	77
BUSINESS WEEK	1278	280	1.5	21.9	98	**136	1.7	10.6	107	**34	0.6	2.7	39	**110	2.4	8.6	153
CAR AND DRIVER	378	**61	0.3	16.1	72	**26	0.3	6.9	69	**26	0.5	6.9	100	**9	0.2	2.4	42
CBS MAGAZINE NETWORK (GROSS)	1498	276	1.5	18.4	82	*134	1.7	8.9	90	**83	1.5	5.5	80	**59	1.3	3.9	70
CHANGING TIMES	1505	308	1.7	20.5	91	*179	2.2	11.9	120	**75	1.3	5.0	72	**54	1.2	3.6	64
COLONIAL HOMES	1231	224	1.2	18.2	81	*93	1.2	7.6	76	**86	1.5	7.0	101	**46	1.0	3.7	66
CONDE NAST MAG. PKG. (GROSS)	14146	2990	16.5	21.1	94	1382	17.2	9.8	99	920	16.5	6.5	94	688	15.1	4.9	87
CONSUMERS DIGEST	1323	374	2.1	28.3	126	*180	2.2	13.6	137	**100	1.8	7.6	109	**95	2.1	7.2	128
COSMOPOLITAN	7102	1629	9.0	22.9	102	763	9.5	10.7	108	471	8.4	6.6	96	395	8.7	5.6	99
COUNTRY LIVING	2481	495	2.7	20.0	89	*235	2.9	9.5	96	*137	2.5	5.5	80	*122	2.7	4.9	88
CUISINE	1472	306	1.7	20.8	93	*127	1.6	8.6	87	**80	1.4	5.4	79	**98	2.2	6.7	118
CYCLE WORLD	425	**97	0.5	22.8	102	**60	0.7	14.1	142	**29	0.5	6.8	99	**9	0.2	2.1	38
DCI:CREATIVE IDEAS FOR LIV	2510	675	3.7	26.9	120	318	4.0	12.7	128	*221	4.0	8.8	128	**137	3.0	5.5	97
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1581	8.7	23.6	105	705	8.8	10.5	106	538	9.6	8.0	116	338	7.4	5.0	90
DISCOVER	894	*238	1.3	26.6	119	**76	0.9	8.5	86	**48	0.9	5.4	78	**114	2.5	12.8	227
EBONY	3507	1245	6.9	35.5	158	820	10.2	23.4	236	235	4.2	6.7	97	191	4.2	5.4	97
ESQUIRE	1083	324	1.8	29.9	133	*197	2.5	18.2	184	**75	1.3	6.9	100	**52	1.1	4.8	85
ESSENCE	1830	717	3.9	39.2	175	448	5.6	24.5	247	*180	3.2	9.8	142	*89	2.0	4.9	87
FAMILY CIRCLE	15930	3571	19.7	22.4	100	1621	20.2	10.2	103	1144	20.5	7.2	104	806	17.7	5.1	90
THE FAMILY HANDYMAN	1126	247	1.4	21.9	98	*152	1.9	13.5	136	**69	1.2	6.1	89	**27	0.6	2.4	43
FAMILY WEEKLY	11468	2895	15.9	25.2	113	1129	14.1	9.8	99	838	15.0	7.3	106	928	20.4	8.1	144
FIELD & STREAM	2234	514	2.8	23.0	103	*280	3.5	12.5	126	*163	2.9	7.3	106	**71	1.6	3.2	57
FOOD & WINE	579	*187	1.0	32.3	144	**55	0.7	9.5	96	**58	1.0	10.0	145	**73	1.6	12.6	224
FORBES	728	*104	0.6	14.3	64	**34	0.4	4.7	47	**36	0.6	4.9	72	**35	0.8	4.8	86
FORTUNE	906	*175	1.0	19.3	86	**99	1.2	10.9	110	**23	0.4	2.5	37	**53	1.2	5.8	104
GENTLEMEN'S QUARTERLY	791	*207	1.1	26.2	117	**95	1.2	12.0	121	**69	1.2	8.7	126	**44	1.0	5.6	99
GLAMOUR	5265	1169	6.4	22.2	99	518	6.5	9.8	99	406	7.3	7.7	112	245	5.4	4.7	83
GOLF DIGEST	636	*116	0.6	18.2	81	**41	0.5	6.4	65	**54	1.0	8.5	123	**22	0.5	3.5	62
GOLF DIGEST/TENNIS (GROSS)	1186	281	1.5	23.7	106	*120	1.5	10.1	102	**105	1.9	8.9	128	**56	1.2	4.7	84
GOLF MAGAZINE	441	**52	0.3	11.8	53	**10	0.1	2.3	23	**14	0.3	3.2	46	**28	0.6	6.3	113
GOLF MAGAZINE/SKI (GROSS)	922	*132	0.7	14.8	64	**45	0.6	4.9	49	**30	0.5	3.3	47	**57	1.3	6.2	110
GOOD HOUSEKEEPING	16487	3513	19.3	21.3	95	1609	20.0	9.8	98	1040	18.6	6.3	91	863	19.0	5.2	93
HARPER'S BAZAAR	2423	566	3.1	23.4	104	263	3.3	10.9	110	*169	3.0	7.0	101	**134	2.9	5.5	98
HEALTH	1994	525	2.9	26.3	117	262	3.3	13.1	133	*134	2.4	6.7	97	**128	2.8	6.4	114
HEARST MAG CORP. BUY (GROSS)	44101	9549	52.6	21.7	97	4414	55.0	10.0	101	2784	49.8	6.3	91	2351	51.7	5.3	95
HEARST MAN POWER (GROSS)	1993	418	2.3	21.0	93	*170	2.1	8.5	86	**177	3.2	8.9	129	**71	1.6	3.6	63
HEARST WOMAN POWER (GROSS)	31274	6764	37.2	21.6	96	3130	39.0	10.0	101	1950	34.9	6.2	90	1684	37.0	5.4	96
HOUSE BEAUTIFUL	3623	878	4.8	24.2	108	450	5.6	12.4	125	*203	3.6	5.6	81	*225	4.9	6.2	111
INC.	283	**74	0.4	26.1	117	**28	0.3	9.9	100	**28	0.5	9.9	143	**18	0.4	6.4	113
JET	2928	1082	6.0	37.0	165	740	9.2	25.3	255	184	3.3	6.3	91	*159	3.5	5.4	97
LADIES' HOME JOURNAL	11918	2731	15.0	22.9	102	1235	15.4	10.4	105	828	14.8	6.9	101	669	14.7	5.6	100
LHJ FAMILY GRP COMBO(GROSS)	16764	3796	20.9	22.6	101	1726	21.5	10.3	104	1115	19.9	6.7	96	956	21.0	5.7	103
LIFE	4254	1064	5.9	25.0	111	517	6.4	12.2	123	368	6.6	8.7	125	*179	3.9	4.2	75
L.A. TIMES HOME MAGAZINE	1145	*151	0.8	13.2	59	**64	0.8	5.6	56	**56	1.0	4.9	71	**31	0.7	2.7	46
MADEMOISELLE	2884	657	3.6	22.8	102	320	4.0	11.1	112	*162	2.9	5.6	81	*175	3.8	6.1	108
MC CALL'S	13460	3133	17.2	23.3	104	1489	18.5	11.1	112	907	16.2	6.7	98	738	16.2	5.5	96
MC CALL'S/WRK MOTHER (GROSS)	14606	3431	18.9	23.5	105	1636	20.4	11.2	113	985	17.6	6.7	98	810	17.8	5.5	99
MECHANIX ILLUSTRATED	772	*170	0.9	22.0	98	**78	1.0	10.1	102	**68	1.2	8.8	128	**24	0.5	3.1	55
METROPOLITAN HOME	967	228	1.3	23.6	105	**86	1.1	8.9	90	**54	1.0	5.6	81	**88	1.9	9.1	163
MONEY	1588	335	1.8	21.1	94	*136	1.7	8.6	86	**67	1.2	4.2	61	**132	2.9	8.3	141
MOTHER EARTH NEWS	1002	*181	1.0	18.1	81	**49	0.6	4.9	49	**60	1.1	6.0	87	**72	1.6	7.2	121
MS.	825	*165	0.9	20.0	89	**92	1.1	11.2	113	**49	0.9	5.9	86	**25	0.5	3.0	55
NATIONAL ENQUIRER	10336	3163	17.4	30.6	136	1540	19.2	14.9	150	863	15.4	8.3	121	761	16.7	7.4	133
NATIONAL GEOGRAPHIC	9597	1422	7.8	14.8	66	573	7.1	6.0	60	395	7.1	4.1	60	453	10.0	4.7	86
NATIONAL SUNDAY MAGAZINE PKG	49558	10629	58.5	21.4	96	4564	56.9	9.2	93	3438	61.5	6.9	100	2627	57.7	5.3	99
NATURAL HISTORY	573	**49	0.3	8.6	38	**21	0.3	3.7	37	**19	0.3	3.3	48	**8	0.2	1.4	29
NEW WOMAN	1699	366	2.0	21.5	96	*169	2.1	9.9	100	**111	2.0	6.5	95	**87	1.9	5.1	92
NEW YORK INCLUDING CUE	443	**70	0.4	15.8	70	**43	0.5	9.7	98	**11	0.2	2.5	36	**15	0.3	3.4	60
THE NEW YORKER	1270	210	1.2	16.5	74	*106	1.3	8.3	84	**69	1.2	5.4	79	**35	0.8	2.8	46
NEWSWEEK	6277	1224	6.7	19.5	87	546	6.8	8.7	88	381	6.8	6.1	88	298	6.5	4.7	86
THE N.Y. TIMES DAILY EDITION	1205	*154	0.8	12.8	57	**88	1.1	7.3	74	**44	0.8	3.7	53	**22	0.5	1.8	38
THE N.Y. TIMES MAGAZINE	2081	269	1.5	12.9	58	**147	1.8	7.1	71	**81	1.4	3.9	56	**41	0.9	2.0	36
OMNI	788	*209	1.2	26.5	118	**84	1.0	10.7	108	**55	1.0	7.0	101	**70	1.5	8.9	153
ON CABLE	1158	*168	0.9	14.5	65	**103	1.3	8.9	90	**43	0.8	3.7	54	**22	0.5	1.9	39
1001 HOME IDEAS	2852	540	3.0	18.9	84	229	2.9	8.0	81	*152	2.7	5.3	77	*159	3.5	5.6	99
ORGANIC GARDENING	1658	354	1.9	21.4	95	*150	1.9	9.0	91	**112	2.0	6.8	98	**92	2.0	5.5	99
OUTDOOR LIFE	896	*226	1.2	25.2	112	*134	1.7	15.0	151	**53	0.9	5.9	86	**39	0.9	4.4	77
PARADE MAGAZINE	24275	5272	29.0	21.7	97	2343	29.2	9.7	97	1705	30.5	7.0	102	1224	26.9	5.0	99

IN-BOWL TOILET BOWL FRESHENERS: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	18168	100.0	22.4	100	8027	100.0	9.9	100	5591	100.0	6.9	100	4551	100.0	5.6	100
PARENTS	3845	717	3.9	18.6	83	373	4.6	9.7	98	*213	3.8	5.5	80	**131	2.9	3.4	61
PENTHOUSE	831	*297	1.6	35.7	159	*213	2.7	25.6	259	**51	0.9	6.1	89	**33	0.7	4.0	71
PEOPLE	11645	2578	14.2	22.1	99	1280	15.9	11.0	111	701	12.5	6.0	87	597	13.1	5.1	91
PLAYBOY	2006	551	3.0	27.5	122	300	3.7	15.0	151	*153	2.7	7.6	110	**98	2.2	4.9	87
POPULAR HOT RODDING	297	**91	0.5	30.6	137	**41	0.5	13.8	139	**42	0.8	14.1	205	**8	0.2	2.7	48
POPULAR MECHANICS	1018	*223	1.2	21.9	98	**99	1.2	9.7	98	**108	1.9	10.6	154	**17	0.4	1.7	30
POPULAR SCIENCE	878	*202	1.1	23.0	103	**109	1.4	12.4	125	**45	0.8	5.1	74	**48	1.1	5.5	97
PREVENTION	3913	838	4.6	21.4	95	376	4.7	9.6	97	*266	4.8	6.8	98	*195	4.3	5.0	89
PSYCHOLOGY TODAY	1710	304	1.7	17.8	79	**123	1.5	7.2	73	**93	1.7	5.4	79	**89	2.0	5.2	93
READER'S DIGEST	22204	4792	26.4	21.6	96	2038	25.4	9.2	93	1509	17.0	6.8	98	1245	27.4	5.6	100
REDBOOK	7684	1622	8.9	21.1	94	758	9.4	9.9	100	439	7.9	5.7	83	426	9.4	5.5	99
ROAD & TRACK	410	**58	0.3	14.1	63	**21	0.3	5.1	52	**19	0.3	4.6	67	**18	0.4	4.4	78
ROLLING STONE	969	*246	1.4	25.4	113	**79	1.0	8.2	82	**91	1.6	9.4	136	**76	1.7	7.8	140
RUNNER'S WORLD	298	**20	0.1	6.7	30	**9	0.1	3.0	30	**7	0.1	2.3	34	**3	0.1	1.0	18
SATURDAY EVENING POST	1169	257	1.4	22.0	98	*116	1.4	9.9	100	**72	1.3	6.2	89	**69	1.5	5.9	105
SCIENCE 84	587	**83	0.5	14.1	63	**40	0.5	6.8	69	**28	0.5	4.8	69	**15	0.3	2.6	45
SCIENCE DIGEST	422	**81	0.4	16.8	75	**36	0.4	7.5	75	**18	0.3	3.7	54	**27	0.6	5.6	100
SCIENTIFIC AMERICAN	594	**40	0.2	6.7	30	**20	0.2	3.4	34	**11	0.2	1.9	27	**9	0.2	1.5	27
SELF	2089	386	2.1	18.5	82	*131	1.6	6.3	63	*168	3.0	8.0	116	**88	1.9	4.2	75
SEVENTEEN	2411	504	2.8	20.9	93	232	2.9	9.6	97	*152	2.7	6.3	91	**120	2.6	5.0	89
SKI	480	**80	0.4	16.7	74	**36	0.4	7.5	76	**16	0.3	3.3	48	**29	0.6	6.0	108
SMITHSONIAN	2760	470	2.6	17.0	76	*204	2.5	7.4	75	*107	1.9	3.9	56	*159	3.5	5.8	103
SOAP OPERA DIGEST	3013	1068	5.9	35.4	158	530	6.6	17.6	177	347	6.2	11.5	167	*191	4.2	6.3	113
SOUTHERN LIVING	4184	906	5.0	21.7	97	387	4.8	9.2	93	317	5.7	7.6	110	*202	4.4	4.8	86
SPORT	559	*177	1.0	31.7	141	**105	1.3	18.8	190	**20	0.4	3.6	52	**52	1.1	9.3	166
THE SPORTING NEWS	436	**69	0.4	15.8	71	**53	0.7	12.2	123	**4	0.1	0.9	13	**12	0.3	2.8	49
SPORTS AFIELD	493	**114	0.6	23.1	103	**35	0.4	7.1	72	**52	0.9	10.5	153	**26	0.6	5.3	94
SPORTS ILLUSTRATED	2758	752	4.1	27.3	122	301	3.7	10.9	110	*249	4.5	9.0	131	*202	4.4	7.3	130
STAR	7456	2385	13.1	32.0	143	1264	15.7	17.0	171	658	11.8	8.8	128	463	10.2	6.2	111
SUNDAY	24936	4929	27.1	19.8	88	2271	28.3	9.1	92	1702	30.4	6.8	99	955	21.0	3.8	68
SUNSET	2124	223	1.2	10.5	47	**59	0.7	2.8	28	**70	1.3	3.3	48	**94	2.1	4.4	79
TV GUIDE	21661	5418	29.8	25.0	111	2666	33.2	12.3	124	1508	27.0	7.0	101	1244	27.3	5.7	102
TENNIS	550	*164	0.9	29.8	133	**79	1.0	14.4	145	**51	0.9	9.3	134	**34	0.7	6.2	110
TIME	8880	1624	8.9	18.3	82	814	10.1	9.2	92	375	6.7	4.2	61	435	9.6	4.9	87
TOWN & COUNTRY	917	*164	0.9	17.9	80	**49	0.6	5.3	54	**49	0.9	5.3	77	**65	1.4	7.1	126
TRAVEL & LEISURE	972	*198	1.1	20.4	91	**118	1.5	12.1	122	**33	0.6	3.4	49	**47	1.0	4.8	86
TRUE STORY	3356	1175	6.5	35.0	156	685	8.5	20.4	206	311	5.6	9.3	134	*179	3.9	5.3	95
U.S. NEWS & WORLD REPORT	3410	627	3.5	18.4	82	269	3.4	7.9	80	*147	2.6	4.3	62	*212	4.7	6.2	111
USA TODAY	1759	396	2.2	22.5	100	**123	1.5	7.0	71	*177	3.2	10.1	146	**96	2.1	5.5	97
US	1873	535	2.9	28.6	127	*294	3.7	15.7	158	*130	2.3	6.9	101	**111	2.4	5.9	105
VOGUE	3909	778	4.3	19.9	89	413	5.1	10.6	107	*185	3.3	4.7	69	*181	4.0	4.6	82
WALL STREET JOURNAL	1886	316	1.7	16.8	75	**107	1.3	5.7	57	**105	1.9	5.6	81	**104	2.3	5.5	98
WEIGHT WATCHERS	2120	486	2.7	22.9	102	291	3.6	13.7	138	*153	2.7	7.2	105	**42	0.9	2.0	35
WOMAN'S DAY	14172	3140	17.3	22.2	99	1500	18.7	10.6	107	985	17.6	7.0	101	655	14.4	4.6	82
WORKING MOTHER	1146	297	1.6	25.9	116	*147	1.8	12.8	129	**78	1.4	6.8	99	**73	1.6	6.4	113
WORKING WOMAN	1322	249	1.4	18.8	84	*119	1.5	9.0	91	**74	1.3	5.6	81	**56	1.2	4.2	75
WORLD TENNIS	*163	**45	0.2	27.6	123	**10	0.1	6.1	62	**20	0.4	12.3	178	**15	0.3	9.2	164
ZIFF-DAVIS MAG NETHK (GROSS)	2532	592	3.3	23.4	104	*279	3.5	11.0	111	*213	3.8	8.4	122	**100	2.2	3.9	70
BLAIR INSERTS	43657	9084	50.0	20.8	93	4056	50.5	9.3	94	2878	51.5	6.6	95	2150	47.2	4.9	88
DAILY NEWSPAPERS																	
READ ANY	51633	11538	63.5	22.3	100	5171	64.4	10.0	101	3573	63.9	6.9	100	2795	61.4	5.4	96
READ ONE	43463	9802	54.0	22.6	101	4376	54.5	10.1	102	2976	53.2	6.8	99	2450	53.8	5.6	100
READ TWO OR MORE	8170	1736	9.6	21.2	95	794	9.9	9.7	98	597	10.7	7.3	106	345	7.6	4.2	75
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	11348	62.5	21.5	96	4990	62.2	9.5	96	3582	64.1	6.8	98	2776	61.0	5.3	94
READ ONE	46126	9913	54.6	21.5	96	4424	55.1	9.6	97	3063	54.8	6.6	96	2426	53.3	5.3	94
READ TWO OR MORE	6552	1435	7.9	21.9	98	565	7.0	8.6	87	520	9.3	7.9	115	350	7.7	5.3	95
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.58				24.11				30.20				26.43			
30 DAY REACH	71455	15568	85.7	21.8	97	6803	84.8	9.5	96	4833	86.4	6.8	98	3933	86.4	5.5	98
50 SHWG - 30 DAY AV FREQ	14.56	14.06				12.78				15.93				13.96			
30 DAY REACH	67742	14737	81.1	21.8	97	6408	79.8	9.5	95	4593	82.1	6.8	98	3736	82.1	5.5	98
25 SHWG - 30 DAY AV FREQ	7.94	7.73				7.08				8.89				7.45			
30 DAY REACH	62117	13385	73.7	21.5	96	5762	71.8	9.3	94	4114	73.6	6.6	96	3509	77.1	5.6	101
CABLE TV: HOME WIRED	32077	7504	41.3	23.4	104	3370	42.0	10.5	106	2174	38.9	6.8	98	1960	43.1	6.1	109
HOME NOT WIRED	48909	10664	58.7	21.8	97	4657	58.0	9.5	96	3417	61.1	7.0	101	2590	56.9	5.3	94
HAVE PAY CABLE	15935	3565	19.6	22.4	100	1837	22.9	11.5	116	1075	19.2	6.7	98	654	14.4	4.1	73

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	18168	100.0	22.4	100	8027	100.0	9.9	100	5591	100.0	6.9	100	4551	100.0	5.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	9485	52.2	21.6	96	4286	53.4	9.8	98	2817	50.4	6.4	93	2382	52.3	5.4	97
10:00 AM - 3:00 PM	30659	7018	38.6	22.9	102	3178	39.6	10.4	105	2179	39.0	7.1	103	1661	36.5	5.4	96
3:00 PM - 7:00 PM	31045	6656	36.6	21.4	96	2986	37.2	9.6	97	2161	38.7	7.0	101	1509	33.2	4.9	86
7:00 PM - MIDNIGHT	15767	3555	19.6	22.5	101	1533	19.1	9.7	98	1180	21.1	7.5	106	842	18.5	5.3	95
MIDNIGHT - 6:00 AM	9120	2144	11.8	23.5	105	1005	12.5	11.0	111	662	11.8	7.3	105	477	10.5	5.2	93
6:00 AM - MIDNIGHT	58527	12946	71.3	22.1	99	5801	72.3	9.9	100	4028	72.0	6.9	100	3117	68.5	5.3	95
ENTIRE DAY	59311	13150	72.4	22.2	99	5863	73.0	9.9	100	4095	73.2	6.9	100	3192	70.1	5.4	96
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	16172	3438	18.9	21.3	95	1530	19.1	9.5	95	1060	19.0	6.6	95	849	18.7	5.2	93
ALL NEWS	2256	472	2.6	20.9	93	*218	2.7	9.7	97	*122	2.2	5.4	78	*132	2.9	5.9	104
AOR/PROGRESSIVE	3874	799	4.4	20.6	92	283	3.5	7.3	74	274	4.9	7.1	102	*242	5.3	6.2	111
BEAUTIFUL MUSIC	5660	1132	6.2	20.0	89	519	6.5	9.2	93	333	6.0	5.9	85	281	6.2	5.0	88
BLACK	2204	714	3.9	32.4	144	461	5.7	20.9	211	*135	2.4	6.1	89	*118	2.6	5.4	95
CLASSICAL	1418	*211	1.2	14.9	66	**128	1.6	9.0	91	*64	1.1	4.5	65	*220	0.4	1.4	25
CHR/ROCK	9538	1948	10.7	20.4	91	815	10.2	8.5	86	626	11.2	6.6	95	507	11.1	5.3	95
COUNTRY	12648	3097	17.0	24.5	109	1350	16.8	10.7	108	1042	18.6	8.2	119	704	15.5	5.6	99
GOLDEN OLDIES	1191	304	1.7	25.5	114	*136	1.7	11.4	115	*127	2.3	10.7	154	*41	0.9	3.4	61
MOR/NOSTALGIA	4757	1032	5.7	21.7	97	396	4.9	8.3	84	355	6.3	7.5	108	282	6.2	5.9	105
NEWS/TALK	3863	703	3.9	18.2	81	319	4.0	8.3	83	*212	3.8	5.5	79	*173	3.8	4.5	80
RELIGIOUS	3084	741	4.1	24.0	107	*253	3.2	8.2	83	*245	4.4	7.9	115	*243	5.3	7.9	140
SOFT ROCK	521	**54	0.3	10.4	46	*28	0.3	5.4	54	*16	0.3	3.1	44	*10	0.2	1.9	34
URBAN CONTEMPORARY	1585	571	3.1	36.0	161	385	4.8	24.3	245	*148	2.6	9.3	135	*38	0.8	2.4	43
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	776	4.3	23.8	106	464	5.8	14.2	144	*161	2.9	4.9	72	*152	3.3	4.7	83
ABC DIRECTION	2316	635	3.5	27.4	122	303	3.8	13.1	132	*221	4.0	9.5	138	*110	2.4	4.7	85
ABC ENTERTAINMENT	4834	850	4.7	17.6	78	423	5.3	8.8	88	261	4.7	5.4	78	*167	3.7	3.5	61
ABC FM	2202	504	2.8	22.9	102	*263	3.3	11.9	121	*138	2.5	6.3	91	*103	2.3	4.7	83
ABC INFORMATION	5425	1242	6.8	22.9	102	467	5.8	8.6	87	332	5.9	6.1	89	444	9.8	8.2	146
ABC ROCK	1677	334	1.8	19.9	89	*129	1.6	7.7	78	*121	2.2	7.2	105	*84	1.8	5.0	89
CBS	4430	843	4.6	19.0	85	422	5.3	9.5	96	*167	3.0	3.8	55	254	5.6	5.7	102
MUTUAL	4992	1274	7.0	25.5	114	547	6.8	11.0	111	529	9.5	10.6	153	198	4.4	4.0	71
NBC	4679	953	5.2	20.4	91	389	4.8	8.3	84	310	5.5	6.6	96	*254	5.6	5.4	97
RADIO/ABC	1994	480	2.6	24.1	107	*247	3.1	12.4	125	*135	2.4	6.8	98	*88	2.2	4.9	87
RKO ONE	2298	557	3.1	24.2	108	*218	2.7	9.5	96	*211	3.8	9.2	133	*129	2.8	5.6	100
RKO TWO	3311	831	4.6	25.1	112	385	4.8	11.6	117	271	4.8	8.2	119	*175	3.8	5.3	94
THE SOURCE	2114	510	2.8	24.1	108	*190	2.4	9.0	91	*189	3.4	8.9	130	*131	2.9	6.2	110
NON-WIRED : BLAIR	8654	1809	10.0	20.9	93	805	10.0	9.3	94	630	11.3	7.3	105	374	8.2	4.3	77
INTERNET	12025	2664	14.7	22.2	99	1279	15.9	10.6	107	764	13.7	6.4	92	621	13.6	5.2	92
KATZ RADIO GROUP	15359	3106	17.1	20.2	90	1340	16.7	8.7	88	1024	18.3	6.7	97	741	16.3	4.8	86
SUPERNET	10628	2550	14.0	24.0	107	1106	13.8	10.4	105	706	12.6	6.6	96	738	16.2	6.9	124
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2165	11.9	25.0	111	893	11.1	10.3	104	641	11.5	7.4	107	631	13.9	7.3	130
WKDAY 9:00 AM - 1:00 PM	12163	3218	17.7	26.5	118	1545	19.2	12.7	128	920	16.5	7.6	110	753	16.5	6.2	110
WKDAY 1:00 PM - 4:30 PM	16150	4304	23.7	26.7	119	1997	24.9	12.4	125	1300	23.3	8.0	117	1007	22.1	6.2	111
WKDAY 4:30 PM - 7:30 PM	22463	5467	30.1	24.3	108	2429	30.3	10.8	109	1618	28.9	7.2	104	1419	31.2	6.3	112
WKDAY 7:30 PM - 8:00 PM	31795	7642	42.1	24.0	107	3402	42.4	10.7	108	2334	41.7	7.3	106	1906	41.9	6.0	107
WKDAY 11:00 PM - 11:30 PM	23977	5670	31.2	23.6	105	2398	29.9	10.0	101	1856	33.2	7.7	112	1417	31.1	5.9	105
WKDAY 11:30 PM - 1:00 AM	7703	1918	10.6	24.9	111	740	9.2	9.6	97	714	12.8	9.3	134	465	10.2	6.0	107
M-SAT 8-11 PM-SUN 7-11 PM	33800	7908	43.5	23.4	104	3397	42.3	10.1	101	2503	44.8	7.4	107	2008	44.1	5.9	106
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1749	9.6	26.8	119	872	10.9	13.3	135	474	8.5	7.2	105	403	8.9	6.2	110
ANOTHER WORLD	N 4620	1159	6.4	25.1	112	594	7.4	12.9	130	308	5.5	6.7	97	257	5.6	5.6	99
AS THE WORLD TURNS	C 5614	1510	8.3	26.9	120	666	8.3	11.9	120	488	8.7	8.7	126	356	7.8	6.3	113
CAPITOL	C 3396	975	5.4	28.7	128	505	6.3	14.9	150	287	5.1	8.5	122	182	4.0	5.4	95
CBS MORN. NEWS 1	C 1446	417	2.3	28.8	129	231	2.9	16.0	161	*90	1.6	6.2	90	*96	2.1	6.6	118
CBS MORN. NEWS 2	C 1207	306	1.7	25.4	113	141	1.8	11.7	118	*92	1.6	7.6	110	*73	1.6	6.0	108
DAYS OF OUR LIVES	N 5877	1509	8.3	25.7	114	666	8.3	11.3	114	436	7.8	7.4	107	407	8.9	6.9	123
FACTS OF LIFE - DAYTIME	N 2290	568	3.1	24.8	111	265	3.3	11.6	117	155	2.8	6.8	98	149	3.3	6.5	116
FAMILY FEUD	A 3023	818	4.5	27.1	121	391	4.9	12.9	130	247	4.4	8.2	118	180	4.0	6.0	106
GENERAL HOSPITAL	A 6097	1615	8.9	26.5	118	795	9.9	13.0	132	506	9.1	8.3	120	314	6.9	5.2	92
GOOD MORNING, AMERICA-730A	A 3515	935	5.1	26.6	119	375	4.7	10.7	108	309	5.5	8.8	127	252	5.5	7.2	128
GOOD MORNING, AMERICA-830A	A 2818	804	4.4	28.5	127	315	3.9	11.2	113	278	5.0	9.9	143	211	4.6	7.5	133
GUIDING LIGHT	C 5339	1411	7.8	26.4	118	671	8.4	12.6	127	398	7.1	7.5	108	342	7.5	6.4	114
ONE LIFE TO LIVE	A 4478	1307	7.2	29.2	130	577	7.2	12.9	130	452	8.1	10.1	146	278	6.1	6.2	110
PRESS YOUR LUCK	C 2244	659	3.6	29.4	131	333	4.1	14.8	150	185	3.3	8.2	119	140	3.1	6.2	111
PRICE IS RIGHT 1	C 4348	1248	6.9	28.7	128	631	7.9	14.5	146	332	5.9	7.6	111	285	6.3	6.6	117
PRICE IS RIGHT 2	C 5014	1400															

		TOTAL	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	18168	100.0	22.4	100	8027	100.0	9.9	100	5591	100.0	6.9	100	4551	100.0	5.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	6372	35.1	24.4	109	2796	34.8	10.7	108	1864	33.3	7.2	104	1712	37.6	6.6	117
NETWORK AFFILIATES - LATE		20261	4840	26.6	23.9	106	2054	25.6	10.1	102	1565	28.0	7.7	112	1221	26.8	6.0	107
INDEPENDENTS - LATE		2076	359	2.0	17.3	77	149	1.9	7.2	72	114	2.0	5.5	80	97	2.1	4.7	83
TV EVENING NTMK 6 PM - 2 AM																		
A TEAM		N 10453	2545	14.0	24.3	109	1192	14.8	11.4	115	656	11.7	6.3	91	696	15.3	6.7	118
ABC MONDAY NIGHT MOVIE		A 6412	1397	7.7	21.8	97	575	7.2	9.0	90	501	9.0	7.8	113	321	7.1	5.0	89
ABC SUNDAY NIGHT MOVIE		A 12407	2679	14.7	21.6	96	1110	13.8	8.9	90	903	16.2	7.3	105	666	14.6	5.4	96
ABC WORLD NEWS TONIGHT		A 6176	1684	9.3	27.3	122	752	9.4	12.2	123	418	7.5	6.8	98	514	11.3	8.3	148
AFTERMASH		C 5863	1411	7.8	24.1	107	598	7.4	10.2	103	461	8.2	7.9	114	352	7.7	6.0	107
ALICE		C 9594	2501	13.8	26.1	116	1082	13.5	11.3	114	843	15.1	8.8	127	577	12.7	6.0	107
AMERICAN PARADE		C 6622	1464	8.1	22.1	99	643	8.0	9.7	98	464	8.3	7.0	101	357	7.8	5.4	96
BENSON		A 10886	2562	14.1	23.5	105	1060	13.2	9.7	98	777	13.9	7.1	103	726	16.0	6.7	119
BLUE THUNDER		A 5036	1118	6.2	22.2	99	559	7.0	11.1	112	326	5.8	6.5	94	232	5.1	4.6	82
CAGNEY & LACEY		C 9965	2338	12.9	23.5	105	833	10.4	8.4	84	871	15.6	8.7	127	634	13.9	6.4	113
CBS EVENING NEWS-DEAN		C 3491	911	5.0	26.1	116	412	5.1	11.8	119	*253	4.5	7.2	105	*246	5.4	7.0	125
CBS EVENING NEWS-RATHER		C 7123	1616	8.9	22.7	101	670	8.3	9.4	95	501	9.0	7.0	102	444	9.8	6.2	111
CBS SAT. NEWS-SCHIEFFER		C 3621	925	5.1	25.5	114	344	4.3	9.5	96	246	4.4	6.8	98	336	7.4	9.3	165
CBS SATURDAY NIGHT MOVIE		C 5436	1339	7.4	24.6	110	643	8.0	11.8	119	409	7.3	7.5	109	288	6.3	5.3	94
CBS WEDNESDAY NIGHT MOVIE		C 6100	1291	7.1	21.2	94	490	6.1	8.0	81	361	6.5	5.9	86	439	9.6	7.2	128
CHEERS		N 8889	1942	10.7	21.8	97	816	10.2	9.2	93	610	10.9	6.9	99	516	11.3	5.8	103
DALLAS		C 22109	5459	30.0	24.7	110	2388	29.7	10.8	109	1607	28.7	7.3	105	1463	32.1	6.6	118
DIFF'RENT STROKES		N 6940	1753	9.6	25.3	113	752	9.4	10.8	109	471	8.4	6.8	98	530	11.6	7.6	136
DOUBLE TROUBLE		N 7223	1646	9.1	22.8	102	777	9.7	10.8	109	421	7.5	5.8	84	448	9.8	6.2	110
DUCK FACTORY		N 5595	1269	7.0	22.7	101	585	7.3	10.5	105	381	6.8	6.8	99	302	6.6	5.4	96
DUKES OF HAZZARD		C 5768	1522	8.4	26.4	118	659	8.2	11.4	115	497	8.9	8.6	125	366	8.0	6.3	113
DYNASTY		A 20053	5200	28.6	25.9	116	2390	29.8	11.9	120	1563	28.0	7.8	113	1248	27.4	6.2	111
FACTS OF LIFE		N 8087	1992	11.0	24.6	110	962	12.0	11.9	120	490	8.8	6.1	88	540	11.9	6.7	119
FALCON CREST		C 20046	5069	27.9	25.3	113	2128	26.5	10.6	107	1531	27.4	7.6	111	1410	31.0	7.0	125
FALL GUY		A 9084	2340	12.9	25.8	115	1093	13.6	12.0	121	654	11.7	7.2	104	593	13.0	6.5	116
FAMILY TIES		N 7964	1878	10.3	23.6	105	865	10.8	10.9	110	533	9.5	6.7	97	479	10.5	6.0	107
FANTASY ISLAND		A 7687	1726	9.5	22.5	100	816	10.2	10.6	107	478	8.5	6.2	90	432	9.5	5.6	100
FOULUPS,BLEEPS & BLUNDERS		A 8861	2061	11.3	23.3	104	935	11.6	10.6	106	627	11.2	7.1	102	499	11.0	5.6	100
FOUR SEASONS		C 5095	1211	6.7	23.8	106	542	6.8	10.6	107	418	7.5	8.2	119	*251	5.5	4.9	88
GIMME A BREAK		N 8838	2286	12.6	25.9	115	1076	13.4	12.2	123	639	11.4	7.2	105	571	12.5	6.5	115
HART TO HART		A 8978	2064	11.4	23.0	102	810	10.1	9.0	91	691	12.4	7.7	111	563	12.4	6.3	112
HILL STREET BLUES		N 8590	1914	10.5	22.3	99	719	9.0	8.4	84	691	12.4	8.0	117	504	11.1	5.9	104
HOTEL		A 14085	3619	19.9	25.7	115	1648	20.5	11.7	118	1018	18.2	7.2	105	954	21.0	6.8	121
JEFFERSONS		C 9360	2454	13.5	26.2	117	1207	15.0	12.9	130	749	13.4	8.0	116	498	10.9	5.3	95
JENNIFER SLEPT HERE		N 5841	1364	7.5	23.4	104	602	7.5	10.3	104	409	7.3	7.0	101	353	7.8	6.0	108
KATE & ALLIE		C 9206	1995	11.0	21.7	97	873	10.9	9.5	96	586	10.5	6.4	92	536	11.8	5.8	104
KNIGHT RIDER		N 7076	1610	8.9	22.8	101	727	9.1	10.3	104	438	7.8	6.2	90	445	9.8	6.3	112
LOVE BOAT		A 12219	2892	15.9	23.7	106	1318	16.4	10.8	109	825	14.8	6.8	98	750	16.5	6.1	109
MAGNUM PI		C 11199	2749	15.1	24.5	109	1181	14.7	10.5	106	908	16.2	8.1	117	660	14.5	5.9	105
MAMA'S FAMILY		N 6057	1550	8.5	25.6	114	651	8.1	10.7	108	439	7.9	7.2	105	460	10.1	7.6	135
MASTER, THE		N 3598	909	5.0	25.3	113	378	4.7	10.5	106	261	4.7	7.3	105	270	5.9	7.5	134
MATT HOUSTON		A 6344	1385	7.6	21.8	97	650	8.1	10.2	103	375	6.7	5.9	86	360	7.9	5.7	101
NBC MONDAY NIGHT MOVIE		N 11994	2651	14.6	22.1	99	1088	13.6	9.1	92	860	15.4	7.2	104	704	15.5	5.9	104
NBC NIGHTLY NEWS		N 5132	1323	7.3	25.8	115	573	7.1	11.2	113	412	7.4	8.0	116	339	7.4	6.6	118
NBC NIGHTLY NEWS-SAT		N 3375	812	4.5	24.1	107	313	3.9	9.3	94	*201	3.6	6.0	86	299	6.6	8.9	158
NBC NIGHTLY NEWS-SUN		N 3130	726	4.0	23.2	103	316	3.9	10.1	102	*149	2.7	4.8	69	*261	5.7	8.3	148
NBC SUNDAY NIGHT MOVIE		N 8284	2006	11.0	24.2	108	876	10.9	10.6	107	670	12.0	8.1	117	460	10.1	5.6	99
NEWMART		C 9240	2074	11.4	22.4	100	789	9.8	8.5	86	642	11.5	6.9	101	643	14.1	7.0	124
ONE DAY AT A TIME		C 7288	1509	8.3	20.7	92	679	8.5	9.3	94	501	9.0	6.9	100	329	7.2	4.5	80
PEOPLE ARE FUNNY		N 4855	1333	7.3	27.5	122	504	6.3	10.4	105	385	6.9	7.9	115	444	9.8	9.1	163
REAL PEOPLE		N 8869	2297	12.6	25.9	115	1036	12.9	11.7	118	633	11.3	7.1	103	627	13.8	7.1	126
REMINGTON STEELE		N 7743	1545	8.5	20.0	89	668	8.3	8.6	87	488	8.7	6.3	91	390	8.6	5.0	90
RIPLEY'S BELIEVE IT - NOT		A 5345	1213	6.7	22.7	101	589	7.3	11.0	111	335	6.0	6.3	91	290	6.4	5.4	97
RIPTIDE		N 6988	1610	8.9	23.0	103	665	8.3	9.5	96	483	8.6	6.9	100	461	10.1	6.6	117
SCARECROW & MRS. KING		C 10002	2368	13.0	23.7	106	998	12.4	10.0	101	714	12.8	7.1	103	657	14.4	6.6	117
SIMON & SIMON		C 10638	2901	16.0	27.3	122	1209	15.1	11.4	115	964	17.2	9.1	131	729	16.0	6.9	122
60 MINUTES		C 13293	3135	17.3	23.6	105	1421	17.7	10.7	108	854	15.3	6.4	93	859	18.9	6.5	115
ST. ELSEWHERE		N 7017	1564	8.6	22.3	99	666	8.3	9.5	96	516	9.2	7.4	107	382	8.4	5.4	

	TOTAL U.S. '000	BE FRESH				VANISH BOWL FRESHENER											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2423	100.0	3.0	100	9095	100.0	11.2	100								
18 - 24	9282	**282	11.6	3.0	102	931	10.2	10.0	89								
25 - 34	19072	485	20.0	2.5	85	1809	19.9	9.5	84								
35 - 44	14591	*427	17.6	2.9	98	1547	17.0	10.6	94								
45 - 54	11345	*471	19.4	4.2	139	1283	14.1	11.3	101								
55 - 64	11635	*351	14.5	3.0	101	1322	14.5	11.4	101								
65 OR OLDER	15061	*407	16.8	2.7	90	2203	24.2	14.6	130								
18 - 34	28354	767	31.7	2.7	90	2739	30.1	9.7	86								
18 - 49	48339	1408	58.1	2.9	97	4925	54.2	10.2	91								
25 - 54	45008	1382	57.0	3.1	103	4639	51.0	10.3	92								
35 - 49	19985	641	26.5	3.2	107	2185	24.0	10.9	97								
50 OR OLDER	32647	1015	41.9	3.1	104	4170	45.8	12.8	114								
GRADUATED COLLEGE	11155	*282	11.6	2.5	84	802	8.8	7.2	64								
ATTENDED COLLEGE	13682	**218	9.0	1.6	53	1035	11.4	7.6	67								
GRADUATED HIGH SCHOOL	33880	1038	42.8	3.1	102	4041	44.4	11.9	106								
DID NOT GRADUATE HIGH SCHOOL	22270	885	36.5	4.0	133	3217	35.4	14.4	129								
EMPLOYED	40306	1246	51.4	3.1	103	3590	39.5	8.9	79								
EMPLOYED FULL-TIME	32850	1050	43.3	3.2	107	3084	33.9	9.4	84								
EMPLOYED PART-TIME	7456	**196	8.1	2.6	88	506	5.6	6.8	60								
NOT EMPLOYED	40680	1177	48.6	2.9	97	5505	60.5	13.5	120								
PROFESSIONAL/MANAGER	10392	**241	9.9	2.3	78	733	8.1	7.1	63								
TECH/CLERICAL/SALES	17574	*451	18.6	2.6	86	1415	15.6	8.1	72								
PRECISION/CRAFT	985	**73	3.0	7.4	248	**100	1.1	10.2	90								
OTHER EMPLOYED	11354	*482	19.9	4.2	142	1342	14.8	11.8	105								
SINGLE	9863	*242	10.0	2.5	82	1055	11.6	10.7	95								
MARRIED	51375	1575	65.0	3.1	102	5271	58.0	10.3	91								
DIVORCED/SEPARATED/WIDOWED	19748	606	25.0	3.1	103	2769	30.4	14.0	125								
PARENTS	32590	1040	42.9	3.2	107	3604	39.6	11.1	98								
WHITE	70416	1963	81.0	2.8	93	7283	80.1	10.3	92								
BLACK	8778	433	17.9	4.9	165	1602	17.6	18.3	163								
OTHER	1791	**28	1.2	1.6	52	**210	2.3	11.7	104								
NORTHEAST-CENSUS	17786	587	24.2	3.3	110	1747	19.2	9.8	87								
NORTH CENTRAL	20741	463	19.1	2.2	75	2062	22.7	9.9	89								
SOUTH	27775	1091	45.0	3.9	131	4011	44.1	14.4	129								
WEST	14683	*281	11.6	1.9	64	1275	14.0	8.7	77								
NORTHEAST-MKTG.	17961	686	28.3	3.8	128	1919	21.1	10.7	95								
EAST CENTRAL	11885	*316	13.0	2.7	89	1364	15.0	11.5	102								
WEST CENTRAL	14090	*236	9.7	1.7	56	1268	13.9	9.0	80								
SOUTH	24081	935	38.6	3.9	130	3433	37.7	14.3	127								
PACIFIC	12969	**251	10.4	1.9	65	1111	12.2	8.6	76								
COUNTY SIZE A	32439	965	39.8	3.0	99	3229	35.5	10.0	89								
COUNTY SIZE B	24915	582	24.0	2.3	78	3055	33.6	12.3	109								
COUNTY SIZE C	12930	*388	16.0	3.0	100	1392	15.3	10.8	96								
COUNTY SIZE D	10703	*487	20.1	4.6	152	1419	15.6	13.3	118								
METRO CENTRAL CITY	24518	681	28.1	2.8	93	2945	32.4	12.0	107								
METRO SUBURBAN	35919	964	39.8	2.7	90	3511	38.6	9.8	87								
NON METRO	20549	778	32.1	3.8	127	2639	29.0	12.8	114								
TOP 5 ADI'S	18341	618	25.5	3.4	113	1798	19.8	9.8	87								
TOP 10 ADI'S	25378	791	32.6	3.1	104	2617	28.8	10.3	92								
TOP 20 ADI'S	36488	1138	47.0	3.1	104	3641	40.0	10.0	89								
HSULD INC. \$50,000 OR MORE	6612	**150	6.2	2.3	76	*452	5.0	6.8	61								
\$40,000 OR MORE	12659	**308	12.7	2.4	81	940	10.3	7.4	66								
\$30,000 OR MORE	24698	*672	27.7	2.7	91	2267	24.9	9.2	82								
\$25,000 OR MORE	32077	927	38.3	2.9	97	2861	31.5	8.9	79								
\$20,000 - \$24,999	9144	**233	9.6	2.5	85	856	9.4	9.4	83								
\$15,000 - \$19,999	8728	*305	12.6	3.5	117	976	10.7	11.2	100								
\$10,000 - \$14,999	12562	*325	13.4	2.6	86	1689	18.6	13.4	120								
UNDER \$10,000	18475	633	26.1	3.4	115	2714	29.8	14.7	131								
HOUSEHOLD OF 1 PERSON	11987	282	11.6	2.4	79	1415	15.6	11.8	105								
2 PEOPLE	26577	914	37.7	3.4	115	3024	33.2	11.4	101								
3 OR 4 PEOPLE	30617	859	35.5	2.8	94	3507	38.6	11.5	102								
5 OR MORE PEOPLE	11804	**368	15.2	3.1	104	1149	12.6	9.7	87								
NO CHILD IN HSHLD	46165	1329	54.8	2.9	96	5238	57.6	11.3	101								
CHILD(REN) UNDER 2 YRS	5325	**65	2.7	1.2	41	629	6.9	11.8	105								
2 - 5 YEARS	14221	*492	20.3	3.5	116	1595	17.5	11.2	100								
6 - 11 YEARS	15117	*492	20.3	3.3	109	1836	20.2	12.1	108								
12 - 17 YEARS	16611	525	21.7	3.2	106	1874	20.6	11.3	100								
RESIDENCE OWNED	55884	1714	70.7	3.1	103	6188	68.0	11.1	99								
VALUE: \$50,000 OR MORE	31744	763	31.5	2.4	80	3089	34.0	9.7	87								
VALUE: UNDER \$50,000	24140	952	39.3	3.9	132	3098	34.1	12.8	114								

		TOTAL U.S. '000	BE FRESH				VANISH BOWL FRESHENER											
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	2423	100.0	3.0	100	9095	100.0	11.2	100								
MAGAZINES	QUINTILE 1	15799	557	23.0	3.5	118	1922	21.1	12.2	108								
	QUINTILE 2	17259	*514	21.2	3.0	100	1802	19.8	10.4	93								
	QUINTILE 3	13545	*306	12.6	2.3	76	1408	15.5	10.4	93								
	QUINTILE 4	15133	*455	18.8	3.0	100	1591	17.5	10.5	94								
	QUINTILE 5	19250	590	24.3	3.1	102	2371	26.1	12.3	110								
NEWSPAPERS	QUINTILE 1	12413	*416	17.2	3.4	112	1327	14.6	10.7	95								
	QUINTILE 2	24116	743	30.7	3.1	103	2689	29.6	11.2	99								
	QUINTILE 3	11261	*259	10.7	2.3	77	1301	14.3	11.6	103								
	QUINTILE 4	20255	*538	22.2	2.7	89	2330	25.6	11.5	102								
	QUINTILE 5	12940	*467	19.3	3.6	121	1448	15.9	11.2	100								
OUTDOOR	QUINTILE 1	14852	*387	16.0	2.6	87	1538	16.9	10.4	92								
	QUINTILE 2	15725	*484	20.0	3.1	103	1716	18.9	10.9	97								
	QUINTILE 3	16330	*505	20.8	3.1	103	1768	19.4	10.8	96								
	QUINTILE 4	16744	507	20.9	3.0	101	2023	22.2	12.1	108								
	QUINTILE 5	17334	*541	22.3	3.1	104	2049	22.5	11.8	105								
RADIO-DRIVE TIME	QUINTILE 1	15911	*454	18.7	2.9	95	2043	22.5	12.8	114								
	QUINTILE 2	14837	532	22.0	3.6	120	1583	17.4	10.7	95								
	QUINTILE 3	15339	*468	19.3	3.1	102	1641	18.0	10.7	95								
	QUINTILE 4	16723	587	24.2	3.5	117	1842	20.3	11.0	98								
	QUINTILE 5	18176	*382	15.8	2.1	70	1987	21.8	10.9	97								
RADIO-MID- DAY	TERCILE 1	21020	697	28.8	3.3	111	2429	26.7	11.6	103								
	TERCILE 2	21610	716	29.6	3.3	111	2574	28.3	11.9	106								
	TERCILE 3	38355	1010	41.7	2.6	88	4092	45.0	10.7	95								
RADIO-TOTAL	QUINTILE 1	15988	452	18.7	2.8	94	2058	22.6	12.9	115								
	QUINTILE 2	15626	*549	22.7	3.5	117	1770	19.5	11.3	101								
	QUINTILE 3	16723	634	26.2	3.8	127	1789	19.7	10.7	95								
	QUINTILE 4	16342	*402	16.6	2.5	82	1753	19.3	10.7	96								
	QUINTILE 5	16306	*387	16.0	2.4	79	1724	19.0	10.6	94								
TV-PRIME TIME	QUINTILE 1	15953	463	19.1	2.9	97	1783	19.6	11.2	100								
	QUINTILE 2	16137	*502	20.7	3.1	104	2090	23.0	13.0	115								
	QUINTILE 3	16420	548	22.6	3.3	112	1636	18.0	10.0	89								
	QUINTILE 4	16687	*588	24.3	3.5	118	1888	20.8	11.3	101								
	QUINTILE 5	15789	*321	13.2	2.0	68	1699	18.7	10.8	96								
TV-DAYTIME	TERCILE 1	27736	1085	44.8	3.9	131	3710	40.8	13.4	119								
	TERCILE 2	26489	719	29.7	2.7	91	2840	31.2	10.7	95								
	TERCILE 3	26761	619	25.5	2.3	77	2546	28.0	9.5	85								
TV-TOTAL	QUINTILE 1	16345	545	22.5	3.3	111	2248	24.7	13.8	122								
	QUINTILE 2	16447	540	22.3	3.3	110	2013	22.1	12.2	109								
	QUINTILE 3	15980	553	22.8	3.5	116	1528	16.8	9.6	85								
	QUINTILE 4	15887	*465	19.2	2.9	98	1663	18.3	10.5	93								
	QUINTILE 5	16326	*320	13.2	2.0	66	1643	18.1	10.1	90								
MAGAZINES-NEWSPAPERS: DUAL		20721	594	24.5	2.9	96	2355	25.9	11.4	101								
MAGAZINE IMPERATIVE		19186	618	25.5	3.2	108	2176	23.9	11.3	101								
NEWSPAPER IMPERATIVE		21899	714	29.5	3.3	109	2328	25.6	10.6	95								
MAGAZINES-OUTDOOR: DUAL		15451	*487	20.1	3.2	105	1661	18.3	10.8	96								
MAGAZINE IMPERATIVE		25953	787	32.5	3.0	101	2987	32.8	11.5	102								
OUTDOOR IMPERATIVE		24400	625	25.8	2.6	86	2590	28.5	10.6	95								
MAGAZINES-RADIO: DUAL		18049	613	25.3	3.4	114	2180	24.0	12.1	108								
MAGAZINE IMPERATIVE		23571	623	25.7	2.6	88	2369	26.0	10.1	89								
RADIO IMPERATIVE		23278	781	32.2	3.4	112	2656	29.2	11.4	102								
MAGAZINES-TELEVISION: DUAL		15459	553	22.8	3.6	120	1886	20.7	12.2	109								
MAGAZINE IMPERATIVE		25829	694	28.6	2.7	90	2617	28.8	10.1	90								
TELEVISION IMPERATIVE		26039	805	33.2	3.1	103	3140	34.5	12.1	107								
NEWSPAPERS-OUTDOOR: DUAL		16605	*482	19.9	2.9	97	1838	20.2	11.1	99								
NEWSPAPER IMPERATIVE		26834	830	34.3	3.1	103	2967	32.6	11.1	98								
OUTDOOR IMPERATIVE		23346	681	28.1	2.9	97	2412	26.5	10.3	92								
NEWSPAPERS-RADIO: DUAL		17133	569	23.5	3.3	111	1975	21.7	11.5	103								
NEWSPAPER IMPERATIVE		25892	752	31.0	2.9	97	2744	30.2	10.6	94								
RADIO IMPERATIVE		23167	749	30.9	3.2	108	2736	30.1	11.8	105								
NEWSPAPERS-TELEVISION: DUAL		17159	678	28.0	4.0	132	2110	23.2	12.3	109								
NEWSPAPER IMPERATIVE		26214	679	28.0	2.6	87	2590	28.5	9.9	88								
TELEVISION IMPERATIVE		23412	701	28.9	3.0	100	2835	31.2	12.1	108								
OUTDOOR-RADIO: DUAL		15303	*435	18.0	2.8	95	1811	19.9	11.8	105								
OUTDOOR IMPERATIVE		24901	694	28.6	2.8	93	2510	27.6	10.1	90								
RADIO IMPERATIVE		26492	890	36.7	3.4	112	3182	35.0	12.0	107								
OUTDOOR-TELEVISION: DUAL		14794	*447	18.4	3.0	101	1697	18.7	11.5	102								
OUTDOOR IMPERATIVE		25437	680	28.1	2.7	89	2510	27.6	9.9	88								
TELEVISION IMPERATIVE		27877	975	40.2	3.5	117	3551	39.0	12.7	113								
RADIO-TELEVISION: DUAL		15996	630	26.0	3.9	132	2104	23.1	13.2	117								
RADIO IMPERATIVE		25478	744	30.7	2.9	98	2703	29.7	10.6	94								
TELEVISION IMPERATIVE		26573	819	33.8	3.1	103	2942	32.3	11.1	99								

	TOTAL U.S. '000	BE FRESH				BOWL FRESHENER											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	2423	100.0	3.0	100	9095	100.0	11.2	100								
ATLANTIC MONTHLY	415	**0	0.0	0.0	0	**22	0.2	5.3	47								
BARRON'S	453	**6	0.2	1.3	44	**31	0.3	6.8	61								
BETTER HOMES & GARDENS	16256	550	22.7	3.4	113	1888	20.8	11.6	103								
BON APPETIT	2535	**61	2.5	2.4	80	**22	2.4	8.8	78								
BUSINESS WEEK	1278	**30	1.2	2.3	78	**106	1.2	8.3	74								
CAR AND DRIVER	378	**0	0.0	0.0	0	**27	0.3	7.1	64								
CBS MAGAZINE NETWORK (GROSS)	1498	**51	2.1	3.4	114	**113	1.2	7.5	67								
CHANGING TIMES	1505	**44	1.8	2.9	98	**172	1.9	11.4	102								
COLONIAL HOMES	1231	**42	1.7	3.4	114	**100	1.1	8.1	72								
CONDE NAST MAG. PKG. (GROSS)	14146	454	18.7	3.2	107	1737	19.1	12.3	109								
CONSUMERS DIGEST	1323	**62	2.6	4.7	157	**165	1.8	12.5	111								
COSMOPOLITAN	7102	**203	8.4	2.9	96	883	9.7	12.4	111								
COUNTRY LIVING	2481	**69	2.8	2.8	93	**221	2.4	8.9	79								
CUISINE	1472	**54	2.2	3.7	123	**187	2.1	12.7	113								
CYCLE WORLD	425	**38	1.6	8.9	299	**14	0.2	3.3	29								
DCI:CREATIVE IDEAS FOR LIV	2510	*167	6.9	6.7	222	*245	2.7	9.8	87								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	292	12.1	4.4	146	690	7.6	10.3	92								
DISCOVER	894	**46	1.9	5.1	172	**79	0.9	8.8	79								
ENJOY	3507	199	8.2	5.7	190	618	6.8	17.6	157								
ESQUIRE	1083	**63	2.6	5.8	194	*141	1.6	13.0	116								
ESSENCE	1830	*111	4.6	6.1	203	340	3.7	18.6	165								
FAMILY CIRCLE	15930	516	21.3	3.2	108	1809	19.9	11.4	101								
THE FAMILY HANDYMAN	1126	**60	2.5	5.3	178	*118	1.3	10.5	93								
FAMILY WEEKLY	11468	339	14.0	3.0	99	1407	15.5	12.3	109								
FIELD & STREAM	2234	**54	2.2	2.4	81	*245	2.7	11.0	98								
FOOD & WINE	579	**43	1.8	7.4	248	**113	1.2	19.5	174								
FORBES	728	**4	0.2	0.5	18	**50	0.5	6.9	61								
FORTUNE	906	**30	1.2	3.3	111	**84	0.9	9.3	83								
GENTLEMEN'S QUARTERLY	791	**40	1.7	5.1	169	**82	0.9	10.4	92								
GLAMOUR	5265	*148	6.1	2.8	94	728	8.0	13.8	123								
GOLF DIGEST	636	**15	0.6	2.4	79	**82	0.9	12.9	115								
GOLF DIGEST/TENNIS (GROSS)	1186	**39	1.6	3.3	110	*162	1.8	13.7	122								
GOLF MAGAZINE	441	**10	0.4	2.3	76	**14	0.2	3.2	28								
GOLF MAGAZINE/SKI (GROSS)	922	**14	0.6	1.5	51	**63	0.7	6.8	61								
GOOD HOUSEKEEPING	16487	535	22.1	3.2	108	1898	20.9	11.5	103								
HARPER'S BAZAAR	2423	**84	3.5	3.5	116	314	3.5	13.0	115								
HEALTH	1994	**93	3.8	4.7	156	*249	2.7	12.5	111								
HEARST MAG CORP. BUY (GROSS)	44101	1432	59.1	3.2	109	4934	54.2	11.2	100								
HEARST MAN POWER (GROSS)	1993	**45	1.9	2.3	75	*235	2.6	11.8	105								
HEARST WOMAN POWER (GROSS)	31274	995	41.1	3.2	106	3591	39.5	11.5	102								
HOUSE BEAUTIFUL	3623	*154	6.4	4.3	142	383	4.2	10.6	94								
INC.	283	**8	0.3	2.8	94	**31	0.3	11.0	98								
JET	2928	*151	6.2	5.2	172	570	6.3	19.5	173								
LADIES' HOME JOURNAL	11918	461	19.0	3.9	129	1442	15.9	12.1	108								
LHJ FAMILY GRP COMBO(GROSS)	16764	616	25.4	3.7	123	1931	21.2	11.5	103								
LIFE	4254	*190	7.8	4.5	149	490	5.4	11.5	103								
L.A. TIMES HOME MAGAZINE	1145	**0	0.0	0.0	0	**106	1.2	9.3	82								
MADMOISELLE	2884	**113	4.7	3.9	131	385	4.2	13.3	119								
MC CALL'S	13460	443	18.3	3.3	110	1635	18.0	12.1	108								
MC CALL'S/WRK MOTHER (GROSS)	14606	497	20.5	3.4	114	1796	19.7	12.3	109								
MECHANIX ILLUSTRATED	772	**42	1.7	5.4	182	**47	0.5	6.1	54								
METROPOLITAN HOME	967	**21	0.9	2.2	73	**86	0.9	8.9	79								
MONEY	1588	**70	2.9	4.4	147	*140	1.5	8.8	79								
MOTHER EARTH NEWS	1002	**10	0.4	1.0	33	**62	0.7	6.2	55								
MS.	825	**36	1.5	4.4	146	**79	0.9	9.6	85								
NATIONAL ENQUIRER	10336	382	15.8	3.7	124	1692	18.6	16.4	146								
NATIONAL GEOGRAPHIC	9597	*143	5.9	1.5	50	691	7.6	7.2	64								
NATIONAL SUNDAY MAGAZINE PKG	49558	1364	56.3	2.8	92	5451	59.9	11.0	98								
NATURAL HISTORY	573	**8	0.3	1.4	47	**28	0.3	4.9	44								
NEW WOMAN	1699	**70	2.9	4.1	138	*114	1.3	6.7	60								
NEW YORK INCLUDING CUE	443	**29	1.2	6.5	219	**28	0.3	6.3	56								
THE NEW YORKER	1270	**39	1.6	3.1	103	*139	1.5	10.9	97								
NEWSWEEK	6277	*170	7.0	2.7	91	682	7.5	10.9	97								
THE N.Y. TIMES DAILY EDITION	1205	**18	0.7	1.5	50	*93	1.0	7.7	69								
THE N.Y. TIMES MAGAZINE	2081	**29	1.2	1.4	47	*142	1.6	6.8	61								
OHNI	788	**30	1.2	3.8	127	**73	0.8	9.3	82								
ON CABLE	1158	**22	0.9	1.9	63	**116	1.3	10.0	89								
1001 HOME IDEAS	2852	**62	2.6	2.2	73	240	2.6	8.4	75								
ORGANIC GARDENING	1658	**47	1.9	2.8	95	*185	2.0	11.2	99								
OUTDOOR LIFE	896	**21	0.9	2.3	78	**140	1.5	15.6	139								
PARADE MAGAZINE	24275	758	31.3	3.1	104	2675	29.4	11.0	98								

	TOTAL U.S. '000	BE FRESH				VANISH BOWL FRESHENER											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2423	100.0	3.0	100	9095	100.0	11.2	100								
PARENTS	3845	*162	6.7	4.2	141	412	4.5	10.7	95								
PENTHOUSE	831	**97	4.0	11.7	390	**166	1.8	20.0	178								
PEOPLE	11645	427	17.6	3.7	123	1314	14.4	11.3	100								
PLAYBOY	2006	**104	4.3	5.2	173	*188	2.1	9.4	83								
POPULAR HOT RODDING	297	**13	0.5	4.4	146	**46	0.5	15.5	138								
POPULAR MECHANICS	1018	**33	1.4	3.2	108	**136	1.5	13.4	119								
POPULAR SCIENCE	878	**50	2.1	5.7	190	**116	1.3	13.2	118								
PREVENTION	3913	**98	4.0	2.5	84	311	3.4	7.9	71								
PSYCHOLOGY TODAY	1710	**44	1.8	2.6	86	*169	1.9	9.9	88								
READER'S DIGEST	22204	530	21.9	2.4	80	2505	27.5	11.3	100								
REDBOOK	7684	257	10.6	3.3	112	811	8.9	10.6	94								
ROAD & TRACK	410	**6	0.2	1.5	49	**45	0.5	11.0	98								
ROLLING STONE	969	**49	2.0	5.1	169	*154	1.7	15.9	142								
RUNNER'S WORLD	298	**0	0.0	0.0	0	**10	0.1	3.4	30								
SATURDAY EVENING POST	1169	**31	1.3	2.7	89	*111	1.2	9.5	85								
SCIENCE 84	587	**1	0.0	0.2	6	**42	0.5	7.2	64								
SCIENCE DIGEST	482	**5	0.2	1.0	35	**33	0.4	6.8	61								
SCIENTIFIC AMERICAN	594	**14	0.6	2.4	79	**16	0.2	2.7	24								
SELF	2089	**53	2.2	2.5	85	*176	1.9	8.4	75								
SEVENTEEN	2411	**128	5.3	5.3	177	*172	1.9	7.1	64								
SKI	480	**4	0.2	0.8	28	**48	0.5	10.0	89								
SMITHSONIAN	2760	**80	3.3	2.9	97	244	2.7	8.8	79								
SOAP OPERA DIGEST	3013	*120	5.0	4.0	133	597	6.6	19.8	176								
SOUTHERN LIVING	4184	*126	5.2	3.0	101	445	4.9	10.6	95								
SPORT	559	**13	0.5	2.3	78	**70	0.8	12.5	112								
THE SPORTING NEWS	436	**16	0.7	3.7	123	**23	0.3	5.3	47								
SPORTS AFIELD	493	**8	0.3	1.6	54	**67	0.7	13.6	121								
SPORTS ILLUSTRATED	2758	**92	3.8	3.3	111	376	4.1	13.6	121								
STAR	7456	283	11.7	3.8	127	1243	13.7	16.7	148								
SUNDAY	24936	673	27.8	2.7	90	2625	28.9	10.5	94								
SUNSET	2124	**48	2.0	2.3	76	*129	1.4	6.1	54								
TV GUIDE	21661	1019	42.1	4.7	157	2657	29.2	12.3	109								
TENNIS	550	**24	1.0	4.4	146	**79	0.9	14.4	128								
TIME	8880	*192	7.9	2.2	72	834	9.2	9.4	84								
TOWN & COUNTRY	917	**30	1.2	3.3	109	**76	0.8	8.3	74								
TRAVEL & LEISURE	972	**16	0.7	1.6	55	**65	0.7	6.7	60								
TRUE STORY	3356	*193	8.0	5.8	192	703	7.7	20.9	187								
U.S. NEWS & WORLD REPORT	3410	**86	3.5	2.5	84	371	4.1	10.9	97								
USA TODAY	1759	**58	2.4	3.3	110	*222	2.4	12.6	112								
US	1873	**93	3.8	5.0	166	236	2.6	12.6	112								
VOGUE	3909	*140	5.8	3.6	120	449	4.9	11.5	102								
WALL STREET JOURNAL	1886	**21	0.9	1.1	37	*167	1.8	8.9	79								
WEIGHT WATCHERS	2120	**45	1.9	2.1	71	271	3.0	12.8	114								
WOMAN'S DAY	14172	424	17.5	3.0	100	1588	17.5	11.2	100								
WORKING MOTHER	1146	**54	2.2	4.7	157	*162	1.8	14.1	126								
WORKING WOMAN	1322	**26	1.1	2.0	66	*173	1.9	13.1	117								
WORLD TENNIS	*163	**3	0.1	1.8	62	**16	0.2	9.8	87								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**100	4.1	3.9	132	*221	2.4	8.7	78								
BLAIR INSERTS	43657	1292	53.3	3.0	99	4583	50.4	10.5	93								
DAILY NEWSPAPERS																	
READ ANY	51633	1557	64.3	3.0	101	5838	64.2	11.3	101								
READ ONE	43463	1259	52.0	2.9	97	4983	54.8	11.5	102								
READ TWO OR MORE	8170	297	12.3	3.6	122	855	9.4	10.5	93								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1530	63.1	2.9	97	5760	63.3	10.9	97								
READ ONE	46126	1328	54.8	2.9	96	5073	55.8	11.0	98								
READ TWO OR MORE	6552	*202	8.3	3.1	103	687	7.6	10.5	93								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.12				27.58											
30 DAY REACH	71455	2111	87.1	3.0	99	7810	85.9	10.9	97								
50 SHWG - 30 DAY AV FREQ	14.56	14.43				14.42											
30 DAY REACH	67742	1991	82.2	2.9	98	7497	82.4	11.1	99								
25 SHWG - 30 DAY AV FREQ	7.94	7.83				7.89											
30 DAY REACH	62117	1835	75.7	3.0	99	6855	75.4	11.0	98								
CABLE TV: HOME WIRED	32077	894	36.9	2.8	93	3748	41.2	11.7	104								
HOME NOT WIRED	48909	1529	63.1	3.1	104	5347	58.8	10.9	97								
HAVE PAY CABLE	15935	*495	20.4	3.1	104	2013	22.1	12.6	112								

	TOTAL U.S. '000	BE FRESH				VANISH BOWL FRESHENER											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2423	100.0	3.0	100	9095	100.0	11.2	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1394	57.5	3.2	106	4995	54.9	11.4	101								
10:00 AM - 3:00 PM	30659	1058	43.7	3.5	115	3539	38.9	11.5	103								
3:00 PM - 7:00 PM	31045	1039	42.9	3.3	112	3371	37.1	10.9	97								
7:00 PM - MIDNIGHT	15767	391	16.1	2.5	83	1916	21.1	12.2	108								
MIDNIGHT - 6:00 AM	9120	279	11.5	3.1	102	1126	12.4	12.3	110								
6:00 AM - MIDNIGHT	58527	1859	76.7	3.2	106	6626	72.9	11.3	101								
ENTIRE DAY	59311	1869	77.1	3.2	105	6734	74.0	11.4	101								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	504	20.8	3.1	104	1739	19.1	10.8	96								
ALL NEWS	2256	**67	2.8	3.0	99	*232	2.6	10.3	92								
AOR/PROGRESSIVE	3874	*136	5.6	3.5	117	362	4.0	9.3	83								
BEAUTIFUL MUSIC	5660	*203	8.4	3.6	120	619	6.8	10.9	97								
BLACK	2204	**82	3.4	3.7	124	294	3.2	13.3	119								
CLASSICAL	1418	**50	2.1	3.5	118	**79	0.9	5.6	50								
CHR/ROCK	9538	351	14.5	3.7	123	946	10.4	9.9	88								
COUNTRY	12648	383	15.8	3.0	101	1622	17.8	12.8	114								
GOLDEN OLDIES	1191	**41	1.7	3.4	115	*126	1.4	10.6	94								
MOR/NOSTALGIA	4757	**79	3.3	1.7	56	560	6.2	11.8	105								
NEWS/TALK	3863	**88	3.6	2.3	76	382	4.2	9.9	88								
RELIGIOUS	3084	**89	3.7	2.9	96	344	3.8	11.2	99								
SOFT ROCK	521	**17	0.7	3.3	109	**15	0.2	2.9	26								
URBAN CONTEMPORARY	1585	**76	3.1	4.8	160	339	3.7	21.4	190								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**126	5.2	3.9	129	363	4.0	11.1	99								
ABC DIRECTION	2316	**125	5.2	5.4	180	338	3.7	14.6	130								
ABC ENTERTAINMENT	4834	**104	4.3	2.2	72	418	4.6	8.6	77								
ABC FM	2202	**65	2.7	3.0	99	*256	2.8	11.6	104								
ABC INFORMATION	5425	**86	3.5	1.6	53	612	6.7	11.3	100								
ABC ROCK	1677	**52	2.1	3.1	104	*179	2.0	10.7	95								
CBS	4430	*132	5.4	3.0	100	445	4.9	10.0	89								
MUTUAL	4992	305	12.6	6.1	204	658	7.2	13.2	117								
NBC	4679	**109	4.5	2.3	78	468	5.1	10.0	89								
RADIO RADIO	1994	**78	3.2	3.9	131	*234	2.6	11.7	104								
RKO ONE	2298	**55	2.3	2.4	80	*275	3.0	12.0	107								
RKO TWO	3311	**87	3.6	2.6	88	392	4.3	11.8	105								
THE SOURCE	2114	**129	5.3	6.1	204	*188	2.1	8.9	79								
NON-WIRED : BLAIR	8654	*177	7.3	2.0	68	965	10.6	11.2	99								
INTERNET	12025	413	17.0	3.4	115	1293	14.2	10.8	96								
KATZ RADIO GROUP	15359	556	22.9	3.6	121	1622	17.8	10.6	94								
SUPERNET	10628	*244	10.1	2.3	77	1369	15.1	12.9	115								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	253	10.4	2.9	98	1098	12.1	12.7	113								
WKDAY 9:00 AM - 1:00 PM	12163	426	17.6	3.5	117	1696	18.6	13.9	124								
WKDAY 1:00 PM - 4:30 PM	16150	578	23.9	3.6	120	2296	25.2	14.2	127								
WKDAY 4:30 PM - 7:30 PM	22463	693	28.6	3.1	103	2727	30.0	12.1	108								
WKDAY 7:30 PM - 8:00 PM	31795	1028	42.4	3.2	108	3707	40.8	11.7	104								
WKDAY 11:00 PM - 11:30 PM	23977	773	31.9	3.2	108	2854	31.4	11.9	106								
WKDAY 11:30 PM - 1:00 AM	7703	307	12.7	4.0	133	966	10.6	12.5	112								
M-SAT 8-11 PM+SUN 7-11 PM	33800	1046	43.2	3.1	103	3861	42.5	11.4	102								
WKDY DAYTIME NTK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	214	8.8	3.3	109	933	10.3	14.3	127								
ANOTHER WORLD	N 4620	152	6.3	3.3	110	666	7.3	14.4	128								
AS THE WORLD TURNS	C 5614	257	10.6	4.6	153	792	8.7	14.1	126								
CAPITOL	C 3396	157	6.5	4.6	155	516	5.7	15.2	135								
CBS MORN. NEWS 1	C 1446	**39	1.6	2.7	90	199	2.2	13.8	123								
CBS MORN. NEWS 2	C 1207	**24	1.0	2.0	66	119	1.3	9.9	88								
DAYS OF OUR LIVES	N 5877	213	8.8	3.6	121	863	9.5	14.7	131								
FACTS OF LIFE - DAYTIME	N 2290	*93	3.8	4.1	136	269	3.0	11.7	105								
FAMILY FEUD	A 3023	104	4.3	3.4	115	433	4.8	14.3	128								
GENERAL HOSPITAL	A 6097	185	7.6	3.0	101	922	10.1	15.1	135								
GOOD MORNING, AMERICA-730 A	A 3515	106	4.4	3.0	101	447	4.9	12.7	113								
GOOD MORNING, AMERICA-830 A	A 2818	*91	3.8	3.2	108	425	4.7	15.1	134								
GUIDING LIGHT	C 5339	184	7.6	3.4	115	826	9.1	15.5	138								
ONE LIFE TO LIVE	A 4478	136	5.6	3.0	102	723	7.9	16.1	144								
PRESS YOUR LUCK	C 2244	*92	3.8	4.1	137	283	3.1	12.6	112								
PRICE IS RIGHT 1	C 4348	149	6.1	3.4	115	671	7.4	15.4	137								
PRICE IS RIGHT 2	C 5014	163	6.7	3.3	109	745	8.2	14.9	132								
RYAN'S HOPE	A 3150	136	5.6	4.3	144	495	5.4	15.7	140								
SALE OF THE CENTURY	N 2695	103	4.3	3.8	128	330	3.6	12.2	109								
SEARCH FOR TOMORROW	N 2319	*113	4.7	4.9	163	335	3.7	14.4	129								
TODAY SHOW 1	N 2693	*67	2.8	2.5	83	297	3.3	11.0	98								
TODAY SHOW 2	N 2498	*72	3.0	2.9	96	278	3.1	11.1	99								
\$25,000 PYRAMID	C 2753	142	5.9	5.2	172	436	4.8	15.8	141								
WHEEL OF FORTUNE	N 4388	159	6.6	3.6	121	643	7.1	14.7	130								
YOUNG AND THE RESTLESS	C 5695	246	10.2	4.3	144	852	9.4	15.0	133								
WEEKEND DAYTIME NTK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*73	3.0	4.1	139	303	3.3	17.2	153								
NBA PLAYOFF GAME -1 C	1136	**48	2.0	4.2	141	207	2.3	18.2	162								
NBC MAJOR LEAGUE PRE-GAME N	953	**28	1.2	2.9	98	**96	1.1	10.1	90								
SPORTSWORLD - SUN N	1233	**27	1.1	2.2	73	*134	1.5	10.9	97								
SUNDAY MORNING C	1611	**51	2.1	3.2	106	206	2.3	12.8	114								

	TOTAL U.S. '000	BE FRESH				BOWL FRESHENER											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2423	100.0	3.0	100	9095	100.0	11.2	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	821	33.9	3.2	105	3132	34.4	12.0	107								
NETWORK AFFILIATES - LATE	20261	656	27.1	3.2	108	2393	26.3	11.8	105								
INDEPENDENTS - LATE	2076	*51	2.1	2.5	82	173	1.9	8.3	74								
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 10453	329	13.6	3.1	105	1289	14.2	12.3	110								
ABC MONDAY NIGHT MOVIE	A 6412	*173	7.1	2.7	90	742	8.2	11.6	103								
ABC SUNDAY NIGHT MOVIE	A 12407	381	15.7	3.1	103	1299	14.3	10.5	93								
ABC WORLD NEWS TONIGHT	A 6176	206	8.5	3.3	111	778	8.6	12.6	112								
AFTERMASH	C 5863	*219	9.0	3.7	125	708	7.8	12.1	108								
ALICE	C 9594	275	11.3	2.9	96	1225	13.5	12.8	114								
AMERICAN PARADE	C 6622	*167	6.9	2.5	84	671	7.4	10.1	90								
BENSON	A 10886	268	11.1	2.5	82	1191	13.1	10.9	97								
BLUE THUNDER	A 5036	**108	4.5	2.1	72	531	5.8	10.5	94								
CAGNEY & LACEY	C 9965	236	9.7	2.4	79	1109	12.2	11.1	99								
CBS EVENING NEWS-DEAN	C 3491	**111	4.6	3.2	106	465	5.1	13.3	119								
CBS EVENING NEWS-RATHER	C 7123	198	8.2	2.8	93	849	9.3	11.9	106								
CBS SAT. NEWS-SCHIEFFER	C 3621	*91	3.8	2.5	84	442	4.9	12.2	109								
CBS SATURDAY NIGHT MOVIE	C 5436	195	8.0	3.6	120	656	7.2	12.1	107								
CBS WEDNESDAY NIGHT MOVIE	C 6100	149	6.1	2.4	82	694	7.6	11.4	101								
CHEERS	N 8889	333	13.7	3.7	125	807	8.9	9.1	81								
DALLAS	C 22109	718	29.6	3.2	109	2567	28.2	11.6	103								
DIFF'RENT STROKES	N 6940	221	9.1	3.2	106	912	10.0	13.1	117								
DOUBLE TROUBLE	N 7223	*231	9.5	3.2	107	813	8.9	11.3	100								
DUCK FACTORY	N 5595	*221	9.1	3.9	132	556	6.1	9.9	88								
DUKES OF HAZZARD	C 5768	*143	5.9	2.5	83	730	8.0	12.7	113								
DYNASTY	A 20053	666	27.5	3.3	111	2545	28.0	12.7	113								
FACTS OF LIFE	N 8087	*287	11.8	3.5	119	980	10.8	12.1	108								
FALCON CREST	C 20046	681	28.1	3.4	114	2425	26.7	12.1	108								
FALL GUY	A 9084	271	11.2	3.0	100	1192	13.1	13.1	117								
FAMILY TIES	N 7964	293	12.1	3.7	123	915	10.1	11.5	102								
FANTASY ISLAND	A 7687	219	9.0	2.8	95	872	9.6	11.3	101								
FOULUPS, BLEEPs & BLUNDERS	A 8861	*211	8.7	2.4	80	1040	11.4	11.7	105								
FOUR SEASONS	C 5095	*165	6.8	3.2	108	607	6.7	11.9	106								
GIMME A BREAK	N 8838	302	12.5	3.4	114	1122	12.3	12.7	113								
HART TO HART	A 8978	219	9.0	2.4	82	1003	11.0	11.2	99								
HILL STREET BLUES	N 8590	297	12.3	3.5	116	890	9.8	10.4	92								
HOTEL	A 14085	497	20.5	3.5	118	1576	17.3	11.2	100								
JEFFERSONS	C 9360	285	11.8	3.0	102	1194	13.1	12.8	114								
JENNIFER SLEPT HERE	N 5841	*188	7.8	3.2	108	716	7.9	12.3	109								
KATE & ALLIE	C 9206	*258	10.6	2.8	94	840	9.2	9.1	81								
KNIGHT RIDER	N 7076	*191	7.9	2.7	90	778	8.6	11.0	98								
LOVE BOAT	A 12219	287	11.8	2.3	79	1482	16.3	12.1	108								
MAGNUM PI	C 11199	381	15.7	3.4	114	1315	14.5	11.7	105								
MAMA'S FAMILY	N 6057	*253	10.4	4.2	140	820	9.0	13.5	121								
MASTER, THE	N 3598	*145	6.0	4.0	135	429	4.7	11.9	106								
MATT HOUSTON	A 6344	*199	8.2	3.1	105	560	6.2	8.8	79								
NBC MONDAY NIGHT MOVIE	N 11994	405	16.7	3.4	113	1210	13.3	10.1	90								
NBC NIGHTLY NEWS	N 5132	211	8.7	4.1	137	590	6.5	11.5	102								
NBC NIGHTLY NEWS-SAT	N 3375	*78	3.2	2.3	77	356	3.9	10.5	94								
NBC NIGHTLY NEWS-SUN	N 3130	*96	4.0	3.1	103	374	4.1	11.9	106								
NBC SUNDAY NIGHT MOVIE	N 8284	*334	13.8	4.0	135	1002	11.0	12.1	108								
NEWHART	C 9240	*216	8.9	2.3	78	960	10.6	10.4	93								
ONE DAY AT A TIME	C 7288	*197	8.1	2.7	90	740	8.1	10.2	90								
PEOPLE ARE FUNNY	N 4855	*241	9.9	5.0	166	647	7.1	13.3	119								
REAL PEOPLE	N 8869	353	14.6	4.0	133	1062	11.7	12.0	107								
REMINGTON STEELE	N 7743	*220	9.1	2.8	95	787	8.7	10.2	91								
RIPLEY'S BELIEVE IT - NOT	A 5345	*140	5.8	2.6	88	516	5.7	9.7	86								
RIP TIDE	N 6988	*223	9.2	3.2	107	750	8.2	10.7	96								
SCARECROW & MRS. KING	C 10002	320	13.2	3.2	107	1106	12.2	11.1	98								
SIMON & SIMON	C 10638	341	14.1	3.2	107	1579	17.4	14.8	132								
60 MINUTES	C 13293	420	17.3	3.2	106	1606	17.7	12.1	108								
ST. ELSEWHERE	N 7017	263	10.9	3.7	125	863	9.5	12.3	110								
THREE'S COMPANY	A 10917	254	10.5	2.3	78	1370	15.1	12.5	112								
T.J. HOOKER	A 9204	302	12.5	3.3	110	1190	13.1	12.9	115								
TONIGHT SHOW	N 2372	76	3.1	3.2	107	262	2.9	11.0	98								
TRAPPER JOHN, M.D.	C 9846	240	9.9	2.4	81	1268	13.9	12.9	115								
TV BLOOPERS & PRAC. JOKES	N 9105	263	10.9	2.9	97	964	10.6	10.6	94								
20/20	A 9387	259	10.7	2.8	92	1029	11.3	11.0	98								
WEBSTER	A 11067	304	12.5	2.7	92	1223	13.4	11.1	98								
WORLD NEWS - SUN	A 3062	*115	4.7	3.8	126	326	3.6	10.6	95								
YELLOW ROSE	N 4978	*191	7.9	3.8	128	609	6.7	12.2	109								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	*161	6.6	1.8	61	1090	12.0	12.3	109								
BASKETBALL - COLLEGE GAMES	4080	*184	7.6	4.5	151	543	6.0	13.3	119								
BASKETBALL - PRO GAMES	3607	*108	4.5	3.0	100	567	6.2	15.7	140								
BOWLING	3883	*143	5.9	3.7	123	584	6.4	15.0	134								
BOXING	3928	*160	6.6	4.1	136	745	8.2	19.0	169								
FOOTBALL - COLLEGE GAMES	6366	*146	6.0	2.3	77	811	8.9	12.7	113								
FOOTBALL - PRO GAMES	11300	*403	16.6	3.6	119	1023	11.2	9.1	81								
GOLF	3378	*52	2.1	1.5	51	480	5.3	14.2	127								
POST-SEASON COLL. FOOTBALL	4906	*182	7.5	3.7	124	600	6.6	12.2	109								
POST-SEASON PRO FOOTBALL	6120	*267	11.0	4.4	146	721	7.9	11.8	105								
TENNIS	3033	*87	3.6	2.9	96	*336	3.7	11.1	99								
WRESTLING - PROFESSIONAL	3344	*288	11.9	8.6	288	751	8.3	22.5	200								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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WINDOW & GLASS CLEANERS

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-19

	'000	%	UNWEIGHTED
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5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?

YES	67239	83.0	7714
NO	13747	17.0	1721

IF YES

5B. HOW ARE THEY USED BY YOUR HOUSEHOLD?

ON GLASS SURFACES	32388	40.0	3776
ON NON-GLASS SURFACES	4256	5.3	526
ON BOTH SURFACES	31435	38.8	3520
DO NOT KNOW	4914	6.1	589

ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
'000	%	'000	%	'000	%	'000	%	

5C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?

AJAX WINDOW CLEANER	9774	12.1	3194	3.9	4962	6.1	1618	2.0	1132
BON AMI	886	1.1	146	.2	501	.6	239	.3	107
EASY OFF	4764	5.9	1319	1.6	2413	3.0	1031	1.3	597
GLASS PLUS	24082	29.7	9671	11.9	10909	13.5	3502	4.3	2729
GLASS MAX	2951	3.6	937	1.2	1448	1.8	566	.7	359
SPARKLE	3574	4.4	1181	1.5	1660	2.0	733	.9	421
WINDEX	44096	54.4	24171	29.8	15371	19.0	4554	5.6	4973
OTHER BRANDS	7368	9.1	3230	4.0	2293	2.8	1845	2.3	857
DO NOT KNOW	157	.2							24

	'000	%	UNWEIGHTED
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5D. ABOUT HOW MANY CANS OR BOTTLES OF WINDOW OR GLASS CLEANERS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 6 MONTHS?

SIX OR MORE	H	3131	3.9	321
FIVE	H	1351	1.7	166
FOUR	H	3149	3.9	346
THREE	H	8973	11.1	962
TWO	M	16895	20.9	1881
ONE	M	17623	21.8	2034
LESS THAN ONE	L	15201	18.8	1877
NONE	L	916	1.1	127

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	67239	100.0	83.0	100	16604	100.0	20.5	100	34518	100.0	42.6	100	16117	100.0	19.9	100
18 - 24	9282	7439	11.1	80.1	97	1406	8.5	15.1	74	4098	11.9	44.1	104	1934	12.0	20.8	105
25 - 34	19072	16070	23.9	84.3	101	4032	24.3	21.1	103	8553	24.8	44.8	105	3485	21.6	18.3	92
35 - 44	14591	12531	18.6	85.9	103	3954	23.8	27.1	132	6183	17.9	42.4	99	2395	14.9	16.4	82
45 - 54	11345	9648	14.3	85.0	102	2769	16.7	24.4	119	4950	14.3	43.6	102	1929	12.0	17.0	85
55 - 64	11635	9770	14.5	84.0	101	2137	12.9	18.4	90	5039	14.6	43.3	102	2594	16.1	22.3	101
65 OR OLDER	15061	11781	17.5	78.2	94	2306	13.9	15.3	75	5694	16.5	37.8	89	3780	23.5	25.1	102
18 - 34	28354	23509	35.0	82.9	100	5438	32.8	19.2	94	12651	36.7	44.6	105	5420	33.6	19.1	96
18 - 49	48339	40627	60.4	84.0	101	10891	65.6	22.5	110	20950	60.7	43.3	102	8786	54.5	18.2	91
25 - 54	45008	38249	56.9	85.0	102	10755	64.8	23.9	117	19686	57.0	43.7	103	7809	48.5	17.4	87
35 - 49	19985	17119	25.5	85.7	103	5453	32.8	27.3	133	8299	24.0	41.5	97	3366	20.9	16.8	85
50 OR OLDER	32647	26611	39.6	81.5	98	5713	34.4	17.5	85	13567	39.3	41.6	98	7331	45.5	22.5	113
GRADUATED COLLEGE	11155	9485	14.1	85.0	102	1927	11.6	17.3	84	5003	14.5	44.8	105	2555	15.9	22.9	115
ATTENDED COLLEGE	13682	11746	17.5	85.9	103	2861	17.2	20.9	102	6087	17.6	44.5	104	2798	17.4	20.5	103
GRADUATED HIGH SCHOOL	33880	29072	43.2	85.8	103	7363	44.3	21.7	106	15119	43.8	44.6	105	6591	40.9	19.5	98
DID NOT GRADUATE HIGH SCHOOL	22270	16937	25.2	76.1	92	4454	26.8	20.0	98	8310	24.1	37.3	88	4173	25.9	18.7	94
EMPLOYED	40306	34443	51.2	85.5	103	8595	51.8	21.3	104	17864	51.8	44.3	104	7984	49.5	19.8	100
EMPLOYED FULL-TIME	32850	28012	41.7	85.3	103	7018	42.3	21.4	104	14407	41.7	43.9	103	6587	40.9	20.1	101
EMPLOYED PART-TIME	7456	6431	9.6	86.3	104	1577	9.5	21.2	103	3457	10.0	46.4	109	1397	8.7	18.7	94
NOT EMPLOYED	40680	32796	48.8	80.6	97	8009	48.2	19.7	96	16654	48.2	40.9	96	8133	50.5	20.0	100
PROFESSIONAL/MANAGER	10392	9055	13.5	87.1	105	2159	13.0	20.8	101	4681	13.6	45.0	106	2215	13.7	21.3	107
TECH/CLERICAL/SALES	17574	15385	22.9	87.5	105	3865	23.3	22.0	107	8067	23.4	45.9	108	3453	21.4	19.6	99
PRECISION/CRAFT	985	851	1.3	86.4	104	**131	0.8	13.3	65	*475	1.4	48.2	113	**244	1.5	24.8	124
OTHER EMPLOYED	11354	9152	13.6	80.6	97	2439	14.7	21.5	105	4642	13.4	40.9	96	2072	12.9	18.2	93
SINGLE	9863	7655	11.4	77.6	93	1545	9.3	15.7	76	3748	10.9	38.0	89	2362	14.7	23.9	120
MARRIED	51375	44268	65.8	86.2	104	11667	70.3	22.7	111	23229	67.3	45.2	106	9372	58.1	18.2	93
DIVORCED/SEPARATED/WIDOWED	19748	15317	22.8	77.6	93	3393	20.4	17.2	84	7540	21.8	38.2	90	4384	27.2	22.2	111
PARENTS	32590	27467	40.8	84.3	102	8223	49.5	25.2	123	13823	40.0	42.4	100	5421	33.6	16.6	88
WHITE	70416	59896	89.1	85.1	102	14414	86.8	20.5	100	31108	90.1	44.2	104	14374	89.2	20.4	103
BLACK	8778	6105	9.1	69.5	84	1894	11.4	21.6	105	2886	8.4	32.9	77	1325	8.2	15.1	70
OTHER	1791	1238	1.8	69.1	83	**296	1.8	16.5	81	*524	1.5	29.3	69	**419	2.6	23.4	118
NORTHEAST-CENSUS	17786	15100	22.5	84.9	102	4757	28.6	26.7	130	7406	21.5	41.6	98	2937	18.2	16.5	88
NORTH CENTRAL	20741	18113	26.9	87.3	105	4246	25.6	20.5	100	9734	28.2	46.9	110	4133	25.6	19.9	100
SOUTH	27775	21943	32.6	79.0	95	5143	31.0	18.5	90	11194	32.4	40.3	95	5606	34.8	20.2	101
WEST	14683	12082	18.0	82.3	99	2458	14.8	16.7	82	6184	17.9	42.1	99	3441	21.4	23.4	104
NORTHEAST-MKTG.	17961	15122	22.5	84.2	101	4751	28.6	26.5	129	7678	22.2	42.7	100	2694	16.7	15.0	78
EAST CENTRAL	11885	10063	15.0	84.7	102	2472	14.9	20.8	101	5167	15.0	43.5	102	2425	15.0	20.4	101
WEST CENTRAL	14090	12469	18.5	88.5	107	2735	16.5	19.4	95	6849	19.8	48.6	114	2885	17.9	20.5	101
SOUTH	24081	19003	28.3	78.9	95	4469	26.9	18.6	91	9481	27.5	39.4	92	5053	31.4	21.0	101
PACIFIC	12969	10581	15.7	81.6	98	2177	13.1	16.8	82	5343	15.5	41.2	97	3060	19.0	23.6	111
COUNTY SIZE A	32439	26133	38.9	80.6	97	6805	41.0	21.0	102	13588	39.4	41.9	98	5740	35.6	17.7	88
COUNTY SIZE B	24915	21091	31.4	84.7	102	5376	32.4	21.6	105	10509	30.4	42.2	99	5206	32.3	20.9	100
COUNTY SIZE C	12930	11124	16.5	86.0	104	2472	14.9	19.1	93	5836	16.9	45.1	106	2816	17.5	21.8	101
COUNTY SIZE D	10703	8891	13.2	83.1	100	1952	11.8	18.2	89	4584	13.3	42.8	100	2354	14.6	22.0	111
METRO CENTRAL CITY	24518	19220	28.6	78.4	94	4822	29.0	19.7	96	9204	26.7	37.5	88	5195	32.2	21.2	101
METRO SUBURBAN	35919	30671	45.6	85.4	103	7849	47.3	21.9	107	16431	47.6	45.7	107	6391	39.7	17.8	88
NON METRO	20549	17348	25.8	84.4	102	3934	23.7	19.1	93	8883	25.7	43.2	101	4531	28.1	22.0	111
TOP 5 ADI'S	18341	15227	22.6	83.0	100	4094	24.7	22.3	109	7932	23.0	43.2	101	3201	19.9	17.5	88
TOP 10 ADI'S	25378	20470	30.4	80.7	97	5455	32.9	21.5	105	10500	30.4	41.4	97	4515	28.0	17.8	88
TOP 20 ADI'S	36488	29424	43.8	80.6	97	7380	44.4	20.2	99	15393	44.6	42.2	99	6651	41.3	18.2	93
HSGLD INC. \$50,000 OR MORE	6612	5971	8.9	90.3	109	1970	11.9	29.8	145	2849	8.3	43.1	101	1153	7.2	17.4	88
\$40,000 OR MORE	12659	11393	16.9	90.0	108	3404	20.5	26.9	131	5701	16.5	45.0	106	2287	14.2	18.1	99
\$30,000 OR MORE	24698	21756	32.4	88.1	106	5963	35.9	24.1	118	11542	33.4	46.7	110	4251	26.4	17.2	88
\$25,000 OR MORE	32077	28423	42.3	88.6	107	7810	47.0	24.3	119	14749	42.7	46.0	108	5865	36.4	18.3	93
\$20,000 - \$24,999	9144	7674	11.4	83.9	101	1847	11.1	20.2	99	4088	11.8	44.7	105	1739	10.8	19.0	99
\$15,000 - \$19,999	8728	7088	10.5	81.2	98	1509	9.1	17.3	84	3721	10.8	42.6	100	1858	11.5	21.3	101
\$10,000 - \$14,999	12562	10600	15.8	84.4	102	2628	15.8	20.9	102	5589	16.2	44.5	104	2383	14.8	19.0	99
UNDER \$10,000	18475	13453	20.0	72.8	88	2811	16.9	15.2	74	6370	18.5	34.5	81	4272	26.5	23.1	111
HOUSEHOLD OF 1 PERSON	11987	9304	13.8	77.6	93	1345	8.1	11.2	55	4344	12.6	36.2	85	3614	22.4	30.1	151
2 PEOPLE	26577	22187	33.0	83.5	101	4339	26.1	16.3	80	12121	35.1	45.6	107	5727	35.5	21.5	101
3 OR 4 PEOPLE	30617	25963	38.6	84.8	102	7484	45.1	24.4	119	13156	38.1	43.0	101	5323	33.0	17.4	88
5 OR MORE PEOPLE	11804	9785	14.6	82.9	100	3436	20.7	29.1	142	4896	14.2	41.5	97	1453	9.0	12.3	66
NO CHILD IN HSHLD	46165	37985	56.5	82.3	99	7851	47.3	17.0	83	19638	56.9	42.5	100	10497	65.1	22.7	111
CHILD(REN) UNDER 2 YRS	5325	4344	6.5	81.6	98	979	5.9	18.4	90	2380	6.9	44.7	105	985	6.1	18.5	99
2 - 5 YEARS	14221	11761	17.5	82.7	100	3173	19.1	22.3	109	6340	18.4	44.6	105	2249	14.0	15.8	77
6 - 11 YEARS	15117	12557	18.7	83.1	100	4364	26.3	28.9	141	6058	17.6	40.1	94	2135	13.2	14.1	77
12 - 17 YEARS	16611	13948	20.7	84.0	101	4833	29.1	29.1	142	6642	19.2	40.0	94	2473	15.3	14.9	77
RESIDENCE OWNED	55884	47667	70.9	85.3	103	12132	73.1	21.7	106	24651	71.4	44.1	103	10883	67.5	19.5	99
VALUE: \$50,000 OR MORE	31744	27511	40.9	86.7	104	7115	42.9	22.4	109	14590	42.3	46.0	108	5806	36.0	18.3	99
VALUE: UNDER \$50,000	24140	20156	30.0	83.5	101	5018	30.2	20.8	101	10061	29.1	41.7	98	5077	31.5	21.0	101

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	67239	100.0	83.0	100	16604	100.0	20.5	100	34518	100.0	42.6	100	16117	100.0	19.9	100
MAGAZINES	QUINTILE 1	15799	13771	20.5	87.2	105	3719	22.4	23.5	115	7414	21.5	46.9	110	2638	16.4	16.7	84
	QUINTILE 2	17259	14772	22.0	85.6	103	3813	23.0	22.1	108	7709	22.3	44.7	105	3250	20.2	18.8	95
	QUINTILE 3	13545	11455	17.0	84.6	102	2884	17.4	21.3	104	5679	16.5	41.9	98	2892	17.9	21.4	107
	QUINTILE 4	15133	12516	18.6	82.7	100	2860	17.2	18.9	92	6447	18.7	42.6	100	3209	19.9	21.2	107
	QUINTILE 5	19250	14726	21.9	76.5	92	3329	20.0	17.3	84	7269	21.1	37.8	89	4128	25.6	21.4	108
NEWSPAPERS	QUINTILE 1	12413	10830	16.1	87.2	105	3038	18.3	24.5	119	5576	16.2	44.9	105	2216	13.7	17.9	90
	QUINTILE 2	24116	20574	30.6	85.3	103	5203	31.3	21.6	105	10611	30.7	44.0	103	4760	29.5	19.7	99
	QUINTILE 3	11261	9620	14.3	85.4	103	2528	15.2	22.4	109	5153	14.9	45.8	107	1939	12.0	17.2	87
	QUINTILE 4	20255	16488	24.5	81.4	98	3763	22.7	18.6	91	8265	23.9	40.8	96	4460	27.7	22.0	111
	QUINTILE 5	12940	9728	14.5	75.2	91	2072	12.5	16.0	78	4912	14.2	38.0	89	2743	17.0	21.2	107
OUTDOOR	QUINTILE 1	14852	12659	18.8	85.2	103	3186	19.2	21.5	105	6568	19.0	44.2	104	2905	18.0	19.6	98
	QUINTILE 2	15725	13139	19.5	83.6	101	3187	19.2	20.3	99	6812	19.7	43.3	102	3140	19.5	20.0	100
	QUINTILE 3	16330	13466	20.0	82.5	99	3723	22.4	22.8	111	6592	19.1	40.4	95	3151	19.6	19.3	97
	QUINTILE 4	16744	13754	20.5	82.1	99	3387	20.4	20.2	99	7113	20.6	42.5	100	3254	20.2	19.4	98
	QUINTILE 5	17334	14221	21.1	82.0	99	3122	18.8	18.0	88	7433	21.5	42.9	101	3666	22.7	21.1	106
RADIO-DRIVE TIME	QUINTILE 1	15911	13576	20.2	85.3	103	3618	21.8	22.7	111	7102	20.6	44.6	105	2857	17.7	18.0	90
	QUINTILE 2	14837	12735	18.9	85.8	103	3490	21.0	23.5	115	6533	18.9	44.0	103	2713	16.8	18.3	92
	QUINTILE 3	15339	12589	18.7	82.1	99	2731	16.4	17.8	87	6667	19.3	43.5	102	3191	19.8	20.8	105
	QUINTILE 4	16723	13763	20.5	82.3	99	3375	20.3	20.2	98	7067	20.5	42.3	99	3321	20.6	19.9	100
	QUINTILE 5	18176	14575	21.7	80.2	97	3391	20.4	18.7	91	7149	20.7	39.3	92	4035	25.0	22.2	112
RADIO-MID- DAY	TERCILE 1	21020	17725	26.4	84.3	102	4441	26.7	21.1	103	9247	26.8	44.0	103	4037	25.0	19.2	97
	TERCILE 2	21610	18363	27.3	85.0	102	4850	29.2	22.4	109	9313	27.0	43.1	101	4200	26.1	19.4	98
	TERCILE 3	38355	31151	46.3	81.2	98	7314	44.0	19.1	93	15957	46.2	41.6	98	7880	48.9	20.5	103
RADIO-TOTAL	QUINTILE 1	15988	13734	20.4	85.9	103	3624	21.8	22.7	111	7219	20.9	45.2	106	2891	17.9	18.1	91
	QUINTILE 2	15626	13049	19.4	83.5	101	3425	20.6	21.9	107	6471	18.7	41.4	97	3152	19.6	20.2	101
	QUINTILE 3	16723	13878	20.6	83.0	100	3534	21.3	21.1	103	7325	21.2	43.8	103	3020	18.7	18.1	91
	QUINTILE 4	16342	13668	20.3	83.6	101	3026	18.2	18.5	90	7110	20.6	43.5	102	3533	21.9	21.6	109
	QUINTILE 5	16306	12909	19.2	79.2	95	2995	18.0	18.4	90	6394	18.5	39.2	92	3521	21.8	21.6	109
TV-PRIME TIME	QUINTILE 1	15953	13210	19.6	82.8	100	3420	20.6	21.4	105	6480	18.8	40.6	95	3310	20.5	20.7	104
	QUINTILE 2	16137	14062	20.9	87.1	105	3602	21.7	22.3	109	7351	21.3	45.6	107	3109	19.3	19.3	97
	QUINTILE 3	16420	13621	20.3	83.0	100	3517	21.2	21.4	104	6859	19.9	41.8	98	3245	20.1	19.8	99
	QUINTILE 4	16687	13666	20.3	81.9	99	3497	21.1	21.0	102	7053	20.4	42.3	99	3115	19.3	18.7	94
	QUINTILE 5	15789	12680	18.9	80.3	97	2567	15.5	16.3	79	6775	19.6	42.9	101	3338	20.7	21.1	106
TV-DAYTIME	TERCILE 1	27736	22939	34.1	82.7	100	5740	34.6	20.7	101	11539	33.4	41.6	98	5660	35.1	20.4	103
	TERCILE 2	26489	21903	32.6	82.7	100	5490	33.1	20.7	101	11324	32.8	42.7	100	5090	31.6	19.2	97
	TERCILE 3	26761	22397	33.3	83.7	101	5375	32.4	20.1	98	11656	33.8	43.6	102	5367	33.3	20.1	101
TV-TOTAL	QUINTILE 1	16345	13335	19.8	81.6	98	3360	20.2	20.6	100	6578	19.1	40.2	94	3396	21.1	20.8	104
	QUINTILE 2	16447	13914	20.7	84.6	102	3752	22.6	22.8	111	6871	19.9	41.8	98	3291	20.4	20.0	101
	QUINTILE 3	15980	13544	20.1	84.8	102	3496	21.1	21.9	107	7155	20.7	44.8	105	2892	17.9	18.1	91
	QUINTILE 4	15887	13198	19.6	83.1	100	3123	18.8	19.7	96	6972	20.2	43.9	103	3102	19.2	19.5	98
	QUINTILE 5	16326	13249	19.7	81.2	98	2873	17.3	17.6	86	6941	20.1	42.5	100	3435	21.3	21.0	106
MAGAZINES-NEWSPAPERS: DUAL		20721	17942	26.7	86.6	104	4705	28.3	22.7	111	9357	27.1	45.2	106	3881	24.1	18.7	94
MAGAZINE IMPERATIVE		19186	16320	24.3	85.1	102	4310	26.0	22.5	110	8461	24.5	44.1	103	3549	22.0	18.5	93
NEWSPAPER IMPERATIVE		21899	18520	27.5	84.6	102	4874	29.4	22.3	109	9401	27.2	42.9	101	4245	26.3	19.4	97
MAGAZINES-OUTDOOR: DUAL		15451	13545	20.1	87.7	106	3641	21.9	23.6	115	7168	20.8	46.4	109	2736	17.0	17.7	89
MAGAZINE IMPERATIVE		25953	22016	32.7	84.8	102	5544	33.4	21.4	104	11473	33.2	44.2	104	4999	31.0	19.3	97
OUTDOOR IMPERATIVE		24400	19558	29.1	80.2	97	4626	27.9	19.0	92	9644	27.9	39.5	93	5289	32.8	21.7	109
MAGAZINES-RADIO: DUAL		18049	15482	23.0	85.8	103	4268	25.7	23.6	115	8098	23.5	44.9	105	3115	19.3	17.3	87
MAGAZINE IMPERATIVE		23571	20240	30.1	85.9	103	5060	30.5	21.5	105	10567	30.6	44.8	105	4613	28.6	19.6	98
RADIO IMPERATIVE		23278	19281	28.7	82.8	100	4668	28.1	20.1	98	9791	28.4	42.1	99	4822	29.9	20.7	104
MAGAZINES-TELEVISION: DUAL		15459	13190	19.6	85.3	103	3481	21.0	22.5	110	6743	19.5	43.6	102	2966	18.4	19.2	96
MAGAZINE IMPERATIVE		25829	22112	32.9	85.6	103	5620	33.8	21.8	106	11802	34.2	45.7	107	4690	29.1	18.2	91
TELEVISION IMPERATIVE		26039	21185	31.5	81.4	98	5174	31.2	19.9	97	10546	30.6	40.5	95	5466	33.9	21.0	105
NEWSPAPERS-OUTDOOR: DUAL		16605	14608	21.7	88.0	106	3838	23.1	23.1	113	7574	21.9	45.6	107	3196	19.8	19.2	97
NEWSPAPER IMPERATIVE		26834	22697	33.8	84.6	102	6065	36.5	22.6	110	11554	33.5	43.1	101	5079	31.5	18.9	95
OUTDOOR IMPERATIVE		23346	18599	27.7	79.7	96	4552	27.4	19.5	95	9328	27.0	40.0	94	4720	29.3	20.2	102
NEWSPAPERS-RADIO: DUAL		17133	14884	22.1	86.9	105	3970	23.9	23.2	113	7825	22.7	45.7	107	3089	19.2	18.0	91
NEWSPAPER IMPERATIVE		25892	22012	32.7	85.0	102	5696	34.3	22.0	107	11336	32.8	43.8	103	4980	30.9	19.2	97
RADIO IMPERATIVE		23167	19046	28.3	82.2	99	4812	29.0	20.8	101	9578	27.7	41.3	97	4656	28.9	20.1	101
NEWSPAPERS-TELEVISION: DUAL		17159	14813	22.0	86.3	104	4001	24.1	23.3	114	7812	22.6	45.5	107	3000	18.6	17.5	88
NEWSPAPER IMPERATIVE		26214	22346	33.2	85.2	103	5551	33.4	21.2	103	11738	34.0	44.8	105	5057	31.4	19.3	97
TELEVISION IMPERATIVE		23412	18797	28.0	80.3	97	4596	27.7	19.6	96	9139	26.5	39.0					

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEMAKERS	80986	67239	100.0	83.0	100	16604	100.0	20.5	100	34518	100.0	42.6	100	16117	100.0	19.9	100
ATLANTIC MONTHLY	415	331	0.5	79.8	96	**144	0.9	34.7	169	*116	0.3	28.0	66	**71	0.4	17.1	86
BARRON'S	453	376	0.6	83.0	100	**136	0.8	30.0	146	*161	0.5	35.5	83	**79	0.5	17.4	88
BETTER HOMES & GARDENS	16256	13975	20.8	86.0	104	3438	20.7	21.1	103	7536	21.8	46.4	109	3001	18.6	18.5	93
BON APPETIT	2535	2078	3.1	82.0	99	487	2.9	19.2	94	1113	3.2	43.9	103	479	3.0	18.9	95
BUSINESS WEEK	1278	1017	1.5	79.6	96	*238	1.4	18.6	91	613	1.8	48.0	113	*167	1.0	13.1	61
CAR AND DRIVER	378	275	0.4	72.8	88	**48	0.3	12.7	62	*205	0.6	54.2	127	**21	0.1	5.6	28
CBS MAGAZINE NETWORK (GROSS)	1498	1294	1.9	86.4	104	428	2.6	28.6	139	745	2.2	49.7	117	*121	0.8	8.1	41
CHANGING TIMES	1505	1243	1.8	82.6	99	325	2.0	21.6	105	650	1.9	43.2	101	268	1.7	17.8	89
COLONIAL HOMES	1231	985	1.5	80.0	96	250	1.5	20.3	99	497	1.4	40.4	95	*238	1.5	19.3	97
CONDE NAST MAG. PKG. (GROSS)	14146	12201	18.1	86.3	104	3705	22.3	26.2	128	6227	18.0	44.0	103	2269	14.1	16.0	81
CONSUMERS DIGEST	1323	1140	1.7	86.2	104	*278	1.7	21.0	102	684	2.0	51.7	121	*179	1.1	13.5	68
COSMOPOLITAN	7102	6200	9.2	87.3	105	1767	10.6	24.9	121	3152	9.1	44.4	104	1281	7.9	18.0	91
COUNTRY LIVING	2481	2060	3.1	83.0	100	543	3.3	21.9	107	1163	3.4	46.9	110	354	2.2	14.3	72
CUISINE	1472	1202	1.8	81.7	98	302	1.8	20.5	100	682	2.0	46.3	109	*219	1.4	14.9	75
CYCLE WORLD	425	382	0.6	89.9	108	**89	0.5	20.9	102	*261	0.8	61.4	144	**33	0.2	7.8	39
DCI:CREATIVE IDEAS FOR LIV	2510	2102	3.1	83.7	101	557	3.4	22.2	108	1112	3.2	44.3	104	434	2.7	17.3	87
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5606	8.3	83.7	101	1377	8.3	20.6	100	2933	8.5	43.8	103	1296	8.0	19.4	97
DISCOVER	894	677	1.0	75.7	91	234	1.4	26.2	128	306	0.9	34.2	80	*138	0.9	15.4	78
EBONY	3507	2651	3.9	75.6	91	955	5.8	27.2	133	1216	3.5	34.7	81	480	3.0	13.7	69
ESQUIRE	1083	889	1.3	82.1	99	*219	1.3	20.2	99	530	1.5	48.9	115	*140	0.9	12.9	65
ESSENCE	1830	1413	2.1	77.2	93	476	2.9	26.0	127	685	2.0	37.4	88	252	1.6	13.8	69
FAMILY CIRCLE	15930	13793	20.5	86.6	104	3749	22.6	23.5	115	7315	21.2	45.9	108	2729	16.9	17.1	86
THE FAMILY HANDYMAN	1126	1008	1.5	89.5	108	321	1.9	28.5	139	572	1.7	50.8	119	*114	0.7	10.1	51
FAMILY WEEKLY	11468	9904	14.7	86.4	104	2451	14.8	21.4	104	5231	15.2	45.6	107	2222	13.8	19.4	97
FIELD & STREAM	2234	1977	2.9	88.5	107	461	2.8	20.6	101	1097	3.2	49.1	115	419	2.6	18.8	94
FOOD & WINE	579	498	0.7	86.0	104	*104	0.6	18.0	88	329	1.0	56.8	133	**65	0.4	11.2	56
FORBES	728	616	0.9	84.6	102	*166	1.0	22.8	111	332	1.0	45.6	107	*119	0.7	16.3	83
FORTUNE	906	807	1.2	89.1	107	*247	1.5	27.3	133	408	1.2	45.0	106	*152	0.9	16.8	84
GENTLEMEN'S QUARTERLY	791	638	0.9	80.7	97	*250	1.5	31.6	154	250	0.7	31.6	74	*139	0.9	17.6	88
GLAMOUR	5265	4648	6.9	88.3	106	1337	8.1	25.4	124	2374	6.9	45.1	106	937	5.8	17.8	89
GOLF DIGEST	636	568	0.8	89.3	108	*263	1.6	41.4	202	*181	0.5	28.5	67	**124	0.8	19.5	91
GOLF DIGEST/TENNIS (GROSS)	1186	1050	1.6	88.5	107	425	2.6	35.8	175	386	1.1	32.5	76	*239	1.5	20.2	100
GOLF MAGAZINE	441	407	0.6	92.3	111	*145	0.9	32.9	160	*176	0.5	39.9	94	**86	0.5	19.5	91
GOLF MAGAZINE/SKI (GROSS)	922	828	1.2	89.8	108	*287	1.7	31.1	152	365	1.1	39.6	93	*175	1.1	19.0	90
GOOD HOUSEKEEPING	16487	14457	21.5	87.7	106	3556	21.4	21.6	105	7706	22.3	46.7	110	3194	19.8	19.4	99
HARPER'S BAZAAR	2423	2117	3.1	87.4	105	589	3.5	24.3	119	1120	3.2	46.2	108	408	2.5	16.8	88
HEALTH	1994	1842	2.7	92.4	111	488	2.9	24.5	119	988	2.9	49.5	116	366	2.3	18.4	90
HEARST MAG CORP. BUY (GROSS)	44101	38304	57.0	86.9	105	10405	62.7	23.6	115	19914	57.7	45.2	106	7985	49.5	18.1	90
HEARST MAN POWER (GROSS)	1993	1765	2.6	88.6	107	494	3.0	24.8	121	995	2.9	49.9	117	276	1.7	13.8	70
HEARST WOMAN POWER (GROSS)	31274	27416	40.8	87.7	106	7372	44.4	23.6	115	14195	41.1	45.4	106	5849	36.3	18.7	90
HOUSE BEAUTIFUL	3623	3042	4.5	84.0	101	910	5.5	25.1	123	1526	4.4	42.1	99	606	3.8	16.7	88
INC.	283	252	0.4	89.0	107	**78	0.5	27.6	134	*136	0.4	48.1	113	**38	0.2	13.4	61
JET	2928	2096	3.1	71.6	86	764	4.6	26.1	127	1000	2.9	34.2	80	332	2.1	11.3	55
LADIES' HOME JOURNAL	11918	10583	15.7	88.8	107	2693	16.2	22.6	110	5618	16.3	47.1	111	2273	14.1	19.1	90
LHJ FAMILY GRP COMBO(GROSS)	16764	14888	22.1	88.8	107	3836	23.1	22.9	112	7944	23.0	47.4	111	3108	19.3	18.5	90
LIFE	4254	3435	5.1	80.7	97	1066	6.4	25.1	122	1794	5.2	42.2	99	575	3.6	13.5	66
L.A. TIMES HOME MAGAZINE	1145	976	1.5	85.2	103	*210	1.3	18.3	89	517	1.5	45.2	106	249	1.5	21.7	100
MADEMOISELLE	2884	2477	3.7	85.9	103	756	4.6	26.2	128	1253	3.6	43.4	102	469	2.9	16.3	88
MC CALL'S	13460	11787	17.5	87.6	105	3166	19.1	23.5	115	5956	17.3	44.2	104	2665	16.5	19.8	90
MC CALL'S/MRK MOTHER (GROSS)	14606	12802	19.0	87.6	106	3438	20.7	23.5	115	6505	18.8	44.5	104	2860	17.7	19.6	90
MECHANIX ILLUSTRATED	772	698	1.0	90.4	109	*173	1.0	22.4	109	384	1.1	49.7	117	**140	0.9	18.1	90
METROPOLITAN HOME	967	783	1.2	81.0	98	237	1.4	24.5	120	320	0.9	33.1	78	225	1.4	23.3	111
MONEY	1588	1309	1.9	82.4	99	386	2.3	24.3	119	682	2.0	42.9	101	241	1.5	15.2	77
MOTHER EARTH NEWS	1002	856	1.3	85.4	103	*266	1.6	26.5	129	413	1.2	41.2	97	*177	1.1	17.7	88
MS.	825	704	1.0	85.3	103	*195	1.2	23.6	115	355	1.0	43.0	101	*154	1.0	18.7	89
NATIONAL ENQUIRER	10336	8757	13.0	84.7	102	2508	15.1	24.3	118	4389	12.7	42.5	100	1860	11.5	18.0	90
NATIONAL GEOGRAPHIC	9597	8078	12.0	84.2	101	1768	10.6	18.4	90	4356	12.6	45.4	106	1954	12.1	20.4	100
NATIONAL SUNDAY MAGAZINE PKG	49558	42293	62.9	85.3	103	10967	66.1	22.1	108	21975	63.7	44.3	104	9351	58.0	18.9	90
NATURAL HISTORY	573	433	0.6	75.6	91	*117	0.7	20.4	100	*221	0.6	38.6	90	**95	0.6	16.6	88
NEW WOMAN	1699	1391	2.1	81.9	99	362	2.2	21.3	104	744	2.2	43.8	103	285	1.8	16.8	88
NEW YORK INCLUDING CUE	443	357	0.5	80.6	97	*143	0.9	32.3	157	*147	0.4	33.2	78	**68	0.4	15.3	77
THE NEW YORKER	1270	1090	1.6	85.8	103	272	1.6	21.4	104	550	1.6	43.3	102	268	1.7	21.1	100
NEWSWEEK	6277	5331	7.9	84.9	102	1306	7.9	20.8	101	2937	8.5	46.8	110	1088	6.8	17.3	88
THE N.Y. TIMES DAILY EDITION	1205	1089	1.6	90.4	109	325	2.0	27.0	132	527	1.5	43.7	103	237	1.5	19.7	90
THE N.Y. TIMES MAGAZINE	2081	1744	2.6	83.8	101	496	3.0	23.8	116	876	2.5	42.1	99	372	2.3	17.9	90
OMNI	788	657	1.0	83.4	100	*176	1.1	22.3	109	307	0.9	39.0	91	*174	1.1	22.1	110
ON CABLE	1158	980	1.5	84.6	102	278	1.7	24.0	117	557	1.6	48.1	113	*145	0.9	12.5	66
1001 HOME IDEAS	2852	2463	3.7	86.4	104	655	3.9	23.0	112	1339	3.9	46.9	110	469	2.9	16.4	88
ORGANIC GARDENING	1658	1374	2.0	82.9	100	291	1.8	17.6	86	749	2.2	45.2	106	334	2.1	20.1	100
OUTDOOR LIFE	896	756	1.1	84.4	102	*163	1.0	18.2	89	458	1.3	51.1	120	*134	0.8	15.0	77
PARADE MAGAZINE	24275	20745	30.9	85.5	103	5404	32.5	22.3	109	10911	31.6	44.9	105	4430	27.5	18.2	90

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	67239	100.0	83.0	100	16604	100.0	20.5	100	34518	100.0	42.6	100	16117	100.0	19.9	100
PARENTS	3845	3333	5.0	86.7	104	815	4.9	21.2	103	1899	5.5	49.4	116	619	3.8	16.1	81
PENTHOUSE	831	704	1.0	84.7	102	*262	1.6	31.5	154	299	0.9	36.0	84	*143	0.9	17.2	86
PEOPLE	11645	10035	14.9	86.2	104	2520	15.2	21.6	106	5436	15.7	46.7	110	2079	12.9	17.9	90
PLAYBOY	2006	1648	2.5	82.2	99	489	2.9	24.4	119	850	2.5	42.4	99	309	1.9	15.4	77
POPULAR HOT RODDING	297	274	0.4	92.3	111	**69	0.4	23.2	113	*157	0.5	52.9	124	**48	0.3	16.2	81
POPULAR MECHANICS	1018	924	1.4	90.8	109	*243	1.5	23.9	116	571	1.7	56.1	132	*110	0.7	10.8	54
POPULAR SCIENCE	878	794	1.2	90.4	109	*267	1.6	30.4	148	392	1.1	44.6	105	*135	0.8	15.4	77
PREVENTION	3913	3413	5.1	87.2	105	691	4.2	17.7	86	1898	5.5	48.5	114	824	5.1	21.1	106
PSYCHOLOGY TODAY	1710	1508	2.2	88.2	106	366	2.2	21.4	104	840	2.4	49.1	115	302	1.9	17.7	89
READER'S DIGEST	22204	19169	28.5	86.3	104	4725	28.5	21.3	104	10168	29.5	45.8	107	4276	26.5	19.3	97
REDBOOK	7684	6759	10.1	88.0	106	2049	12.3	26.7	130	3337	9.7	43.4	102	1373	8.5	17.9	90
ROAD & TRACK	410	350	0.5	85.4	103	**124	0.7	30.2	148	*192	0.6	46.8	110	**35	0.2	8.5	43
ROLLING STONE	969	874	1.3	90.2	109	300	1.8	31.0	151	349	1.0	36.0	85	226	1.4	23.3	117
RUNNER'S WORLD	298	258	0.4	86.6	104	**41	0.2	13.8	67	**115	0.3	38.6	91	**102	0.6	34.2	172
SATURDAY EVENING POST	1169	942	1.4	80.6	97	288	1.7	24.6	120	460	1.3	39.3	92	*195	1.2	16.7	84
SCIENCE 84	587	479	0.7	81.6	98	**143	0.9	24.4	119	*212	0.6	36.1	85	*124	0.8	21.1	106
SCIENCE DIGEST	482	414	0.6	85.9	103	**128	0.8	26.6	130	*166	0.5	34.4	81	*121	0.8	25.1	126
SCIENTIFIC AMERICAN	594	523	0.8	88.0	106	**135	0.8	22.7	111	*249	0.7	41.9	98	*139	0.9	23.4	118
SELF	2089	1836	2.7	87.9	106	542	3.3	25.9	127	1034	3.0	49.5	116	261	1.6	12.5	63
SEVENTEEN	2411	1988	3.0	82.5	99	560	3.4	23.2	113	1045	3.0	43.3	102	383	2.4	15.9	80
SKI	480	421	0.6	87.7	106	**142	0.9	29.6	144	*189	0.5	39.4	92	**89	0.6	18.5	93
SMITHSONIAN	2760	2154	3.2	78.0	94	461	2.8	16.7	81	1173	3.4	42.5	100	519	3.2	18.8	94
SOAP OPERA DIGEST	3013	2524	3.8	83.8	101	790	4.8	26.2	128	1328	3.8	44.1	103	407	2.5	13.5	68
SOUTHERN LIVING	4184	3504	5.2	83.7	101	821	4.9	19.6	96	1821	5.3	43.5	102	862	5.3	20.6	104
SPORT	559	456	0.7	81.6	98	*131	0.8	23.4	114	*263	0.8	47.0	110	**62	0.4	11.1	56
THE SPORTING NEWS	436	*360	0.5	82.6	99	**136	0.8	31.2	152	*205	0.6	47.0	110	**19	0.1	4.4	22
SPORTS AFIELD	493	428	0.6	86.8	105	*124	0.7	25.2	123	*259	0.8	52.5	123	**45	0.3	9.1	46
SPORTS ILLUSTRATED	2758	2397	3.6	86.9	105	686	4.1	24.9	121	1201	3.5	43.5	102	511	3.2	18.5	93
STAR	7456	6397	9.5	85.8	103	1874	11.3	25.1	123	3284	9.5	44.0	103	1239	7.7	16.6	84
SUNDAY	24936	21059	31.3	84.5	102	5659	34.1	22.7	111	10746	31.1	43.1	101	4654	28.9	18.7	94
SUNSET	2124	1785	2.7	84.0	101	*250	1.5	11.8	57	1013	2.9	47.7	112	522	3.2	24.6	123
TV GUIDE	21661	18286	27.2	84.4	102	4811	29.0	22.2	108	9739	28.2	45.0	105	3736	23.2	17.2	87
TENNIS	550	482	0.7	87.6	106	*162	1.0	29.5	144	*205	0.6	37.3	87	**115	0.7	20.9	105
TIME	8880	7572	11.3	85.3	103	2101	12.7	23.7	115	3988	11.6	44.9	105	1483	9.2	16.7	84
TOWN & COUNTRY	917	779	1.2	85.0	102	*183	1.1	20.0	97	373	1.1	40.7	95	223	1.4	24.3	122
TRAVEL & LEISURE	972	815	1.2	83.8	101	334	2.0	34.4	168	377	1.1	38.8	91	*103	0.6	10.6	53
TRUE STORY	3356	2804	4.2	83.6	101	885	5.3	26.4	129	1383	4.0	41.2	97	536	3.3	16.0	80
U.S. NEWS & WORLD REPORT	3410	2844	4.2	83.4	100	715	4.3	21.0	102	1442	4.2	42.3	99	687	4.3	20.1	101
USA TODAY	1759	1509	2.2	85.8	103	444	2.7	25.2	123	777	2.3	44.2	104	288	1.8	16.4	82
US	1873	1633	2.4	87.2	105	405	2.4	21.6	105	792	2.3	42.3	99	436	2.7	23.3	117
VOGUE	3909	3239	4.8	82.9	100	1071	6.5	27.4	134	1566	4.5	40.1	94	603	3.7	15.4	78
WALL STREET JOURNAL	1886	1652	2.5	87.6	106	421	2.5	23.3	109	899	2.6	47.7	112	332	2.1	17.6	88
WEIGHT WATCHERS	2120	1819	2.7	85.8	103	389	2.3	18.3	89	1014	2.9	47.8	112	417	2.6	19.7	99
WOMAN'S DAY	14172	12302	18.3	86.8	105	3309	19.9	23.3	114	6582	19.1	46.4	109	2412	15.0	17.0	86
WORKING MOTHER	1146	1015	1.5	88.6	107	272	1.6	23.7	116	549	1.6	47.9	112	*195	1.2	17.0	86
WORKING WOMAN	1322	1185	1.8	89.6	108	311	1.9	23.5	115	592	1.7	44.8	105	282	1.7	21.3	107
WORLD TENNIS	*163	*151	0.2	92.6	112	**25	0.2	15.3	75	**103	0.3	63.2	148	**23	0.1	14.1	71
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2209	3.3	87.2	105	668	4.0	26.4	129	1198	3.5	47.3	111	343	2.1	13.5	68
BLAIR INSERTS	43657	37209	55.3	85.2	103	9651	58.1	22.1	108	19199	55.6	44.0	103	8359	51.9	19.1	96
DAILY NEWSPAPERS																	
READ ANY	51633	43896	65.3	85.0	102	11204	67.5	21.7	106	22465	65.1	43.5	102	10227	63.5	19.8	100
READ ONE	43463	36822	54.8	84.7	102	9282	55.9	21.4	104	18779	54.4	43.2	101	8761	54.4	20.2	101
READ TWO OR MORE	8170	7074	10.5	86.6	104	1921	11.6	23.5	115	3686	10.7	45.1	106	1466	9.1	17.9	90
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	44941	66.8	85.3	103	11570	69.7	22.0	107	23292	67.5	44.2	104	10079	62.5	19.1	96
READ ONE	46126	39192	58.3	85.0	102	9893	59.6	21.4	105	20318	58.9	44.0	103	8980	55.7	19.5	98
READ TWO OR MORE	6552	5749	8.6	87.7	106	1677	10.1	25.6	125	2974	8.6	45.4	106	1099	6.8	16.8	84
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.25				27.94				28.93				27.14			
30 DAY REACH	71455	59178	88.0	82.8	100	14852	89.4	20.8	101	30164	87.4	42.2	99	14163	87.9	19.8	100
50 SHWG - 30 DAY AV FREQ	14.56	14.90				14.53				15.23				14.58			
30 DAY REACH	67742	56241	83.6	83.0	100	14297	86.1	21.1	103	28732	83.2	42.4	100	13212	82.0	19.5	98
25 SHWG - 30 DAY AV FREQ	7.94	8.09				7.88				8.28				7.92			
30 DAY REACH	62117	51757	77.0	83.3	100	13191	79.4	21.2	104	26373	76.4	42.5	100	12192	75.6	19.6	99
CABLE TV: HOME WIRED	32077	27763	41.3	86.6	104	7614	45.9	23.7	116	14263	41.3	44.5	104	5886	36.5	18.3	92
HOME NOT WIRED	48909	39476	58.7	80.7	97	8990	54.1	18.4	90	20255	58.7	41.4	97	10231	63.5	20.9	105
HAVE PAY CABLE	15935	14183	21.1	89.0	107	4439	26.7	27.9	136	7420	21.5	46.6	109	2324	14.4	14.6	73

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	67239	100.0	83.0	100	16604	100.0	20.5	100	34518	100.0	42.6	100	16117	100.0	19.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	37356	55.6	85.1	102	9453	56.9	21.5	105	19642	56.9	44.7	105	8261	51.3	18.8	95
10:00 AM - 3:00 PM	30659	26029	38.7	84.9	102	6583	39.6	21.5	105	13478	39.0	44.0	103	5968	37.0	19.5	98
3:00 PM - 7:00 PM	31045	26316	39.1	84.8	102	6626	39.9	21.3	104	13768	39.9	44.3	104	5922	36.7	19.1	96
7:00 PM - MIDNIGHT	15767	13258	19.7	84.1	101	3345	20.1	21.2	103	6828	19.8	43.3	102	3085	19.1	19.6	98
MIDNIGHT - 6:00 AM	9120	7716	11.5	84.6	102	1970	11.9	21.6	105	3976	11.5	43.6	102	1771	11.0	19.4	98
6:00 AM - MIDNIGHT	58527	49497	73.6	84.6	102	12308	74.1	21.0	103	25851	74.9	44.2	104	11338	70.3	19.4	97
ENTIRE DAY	59311	50125	74.5	84.5	102	12494	75.2	21.1	103	26124	75.7	44.0	103	11507	71.4	19.4	97
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14037	20.9	86.8	105	3495	21.0	21.6	105	7128	20.7	44.1	103	3415	21.2	21.1	106
ALL NEWS	2256	1920	2.9	85.1	103	560	3.4	24.8	121	935	2.7	41.4	97	425	2.6	18.8	95
AOR/PROGRESSIVE	3874	3296	4.9	85.1	102	872	5.3	22.5	110	1705	4.9	44.0	103	720	4.5	18.6	93
BEAUTIFUL MUSIC	5660	4851	7.2	85.7	103	1149	6.9	20.3	99	2645	7.7	46.7	110	1057	6.6	18.7	94
BLACK	2204	1680	2.5	76.2	92	584	3.5	26.5	129	733	2.1	33.3	78	363	2.3	16.5	83
CLASSICAL	1418	1236	1.8	87.2	105	337	2.0	23.8	116	595	1.7	42.0	98	303	1.9	21.4	107
CHR/ROCK	9538	8264	12.3	86.6	104	2210	13.3	23.2	113	4206	12.2	44.1	103	1848	11.5	19.4	97
COUNTRY	12648	10749	16.0	85.0	102	2654	16.0	21.0	102	5849	16.9	46.2	108	2246	13.9	17.8	89
GOLDEN OLDIES	1191	968	1.4	81.3	98	*244	1.5	20.5	100	545	1.6	47.4	111	*160	1.0	13.4	68
MOR/NOSTALGIA	4757	3979	5.9	83.6	101	901	5.4	18.9	92	2034	5.9	42.8	100	1042	6.5	21.9	110
NEWS/TALK	3863	3246	4.8	84.0	101	786	4.7	20.3	99	1726	5.0	44.7	105	734	4.6	19.0	95
RELIGIOUS	3084	2476	3.7	80.3	97	429	2.6	14.2	69	1246	3.6	40.4	95	790	4.9	25.6	129
SOFT ROCK	521	447	0.7	85.8	103	*80	0.5	15.4	75	*189	0.5	36.3	85	*179	1.1	34.4	173
URBAN CONTEMPORARY	1585	1293	1.9	81.6	98	*48	2.7	28.3	138	610	1.8	38.5	90	*234	1.5	14.8	74
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2711	4.0	83.1	100	757	4.6	23.2	113	1337	3.9	41.0	96	617	3.8	18.9	95
ABC DIRECTION	2316	2061	3.1	89.0	107	543	3.3	23.4	114	1120	3.2	48.4	113	398	2.5	17.2	86
ABC ENTERTAINMENT	4834	4071	6.1	84.2	101	976	5.9	20.2	98	2051	5.9	42.4	100	1044	6.5	21.6	109
ABC FM	2202	1767	2.6	80.2	97	476	2.9	21.6	105	891	2.6	40.5	95	400	2.5	18.2	91
ABC INFORMATION	5425	4565	6.8	84.1	101	995	6.0	18.3	89	2406	7.0	44.4	104	1164	7.2	21.5	108
ABC ROCK	1677	1431	2.1	85.3	103	455	2.7	27.1	132	755	2.2	45.0	106	*222	1.4	13.2	67
CBS	4430	3807	5.7	85.9	104	921	5.5	20.8	101	2007	5.8	45.3	106	879	5.5	19.8	100
MUTUAL	4992	4261	6.3	85.4	103	967	5.8	19.4	94	2384	6.9	47.8	112	911	5.7	18.2	92
NBC	4679	4070	6.1	87.0	105	1117	6.7	23.9	116	2140	6.2	45.7	107	813	5.0	17.4	87
RADIO/ADIO	1994	1733	2.6	86.9	105	397	2.4	19.9	97	1000	2.9	50.2	118	336	2.1	16.9	85
RKO ONE	2298	1981	2.9	86.2	104	546	3.3	23.8	116	911	2.6	39.6	93	524	3.3	22.8	115
RKO TWO	3311	2707	4.0	81.8	98	781	4.7	23.6	115	1321	3.8	39.9	94	605	3.8	18.3	92
THE SOURCE	2114	1830	2.7	86.6	104	416	2.5	19.7	96	1018	2.9	48.2	113	396	2.5	18.7	94
NON-WIRED : BLAIR	8654	7414	11.0	85.7	103	1815	10.9	21.0	102	3932	11.4	45.4	107	1667	10.3	19.3	97
INTERNET	12025	10273	15.3	85.4	103	2739	16.5	22.8	111	5178	15.0	43.1	101	2356	14.6	19.6	98
KATZ RADIO GROUP	15359	13114	19.5	85.4	103	3441	20.7	22.4	109	6765	19.6	44.0	103	2907	18.0	18.9	95
SUPERNET	10628	8877	13.2	83.5	101	2456	14.8	23.1	113	4391	12.7	41.3	97	2030	12.6	19.1	96
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	6916	10.3	79.9	96	1505	9.1	17.4	85	3589	10.4	41.4	97	1819	11.3	21.0	100
WKDAY 9:00 AM - 1:00 PM	12163	9943	14.8	81.7	98	2448	14.7	20.1	98	5126	14.9	42.1	99	2369	14.7	19.5	98
WKDAY 1:00 PM - 4:30 PM	16150	13319	19.8	82.5	99	3371	20.3	20.9	102	6827	19.8	42.3	99	3121	19.4	19.3	97
WKDAY 4:30 PM - 7:30 PM	22463	18587	27.6	82.7	100	4773	28.7	21.2	104	9217	26.7	41.0	96	4597	28.5	20.5	103
WKDAY 7:30 PM - 8:00 PM	31795	26309	39.1	82.7	100	6521	39.3	20.5	100	13380	38.8	42.1	99	6408	39.8	20.2	103
WKDAY 11:00 PM - 11:30 PM	23977	20206	30.1	84.3	102	5041	30.4	21.0	103	10340	30.0	43.1	101	4826	29.9	20.1	103
WKDAY 11:30 PM - 1:00 AM	7703	6509	9.7	84.5	102	1612	9.7	20.9	102	3333	9.7	43.3	102	1564	9.7	20.3	102
M-SAT 8-11 PM+SUN 7-11 PM	33800	28323	42.1	83.8	101	7246	43.6	21.4	105	14357	41.6	42.5	100	6720	41.7	19.9	100
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5435	8.1	83.1	100	1467	8.8	22.4	109	2861	8.3	43.8	103	1107	6.9	16.9	85
ANOTHER WORLD	A 4620	3868	5.8	83.7	101	986	5.9	21.3	104	2005	5.8	43.4	102	876	5.4	19.0	95
AS THE WORLD TURNS	C 5614	4542	6.8	80.9	97	988	6.0	17.6	86	2293	6.6	40.8	96	1261	7.8	22.5	113
CAPITOL	C 3396	2603	3.9	76.6	92	608	3.7	17.9	87	1341	3.9	39.5	93	654	4.1	19.3	97
CBS MORN. NEWS 1	C 1446	1134	1.7	78.4	94	239	1.4	16.5	81	602	1.7	41.6	98	293	1.8	20.3	103
CBS MORN. NEWS 2	C 1207	905	1.3	75.0	90	185	1.1	15.3	75	459	1.3	38.0	89	260	1.6	21.5	105
DAYS OF OUR LIVES	N 5877	4962	7.4	84.4	102	1261	7.6	21.5	105	2622	7.6	44.6	105	1079	6.7	18.4	93
FACTS OF LIFE - DAYTIME	N 2290	1708	2.5	74.6	90	423	2.5	18.5	90	949	2.7	41.4	97	336	2.1	14.7	74
FAMILY FEUD	A 3023	2367	3.5	78.3	94	517	3.1	17.1	83	1297	3.8	42.9	101	553	3.4	18.3	93
GENERAL HOSPITAL	A 6097	5076	7.5	83.3	100	1268	7.6	20.8	101	2761	8.0	45.3	106	1046	6.5	17.2	89
GOOD MORNING, AMERICA-730	A 3515	2897	4.3	82.4	99	642	3.9	18.3	89	1621	4.7	46.1	108	634	3.9	18.0	97
GOOD MORNING, AMERICA-830	A 2818	2427	3.6	86.1	104	518	3.1	18.4	90	1364	4.0	48.4	114	545	3.4	19.3	97
GUIDING LIGHT	C 5339	4369	6.5	81.8	99	1106	6.7	20.7	101	2143	6.2	40.1	94	1120	6.9	21.0	103
ONE LIFE TO LIVE	A 4478	3723	5.5	83.1	100	943	5.7	21.1	103	2053	5.9	45.8	108	727	4.5	16.2	83
PRESS YOUR LUCK	C 2244	1910	2.8	85.1	103	471	2.8	21.0	102	902	2.6	40.2	94	537	3.3	23.9	120
PRICE IS RIGHT 1	C 4348	3507	5.2	80.7	97	819	4.9	18.8	92	1780	5.2	40.9	96	908	5.6	20.9	103
PRICE IS RIGHT 2	C 5014	4084	6.1	81.5	98	929	5.6	18.5	90	2130	6.2	42.5	100	1025	6.4	20.4	103
RYAN'S HOPE	A 3150	2651	3.9	84.2	101	835	5.0	26.5	129	1432	4.1	45.5	107	384	2.4	12.2	6
SALE OF THE CENTURY	N 2695	2073	3.1	76.9	93	498	3.0	18.5	90	1108	3.2	41.1	96	468	2.9	17.4	87
SEARCH FOR TOMORROW	N 2319	1955	2.9	84.3	102	431	2.6	18.6	91	1013	2.9	43.7	102	512	3.2	22.1	111
TODAY SHOW 1	N 2693	2161	3.2	80.2	97	454	2.7	16.9	82	1090	3.2	40.5	95	617	3.8	22.9	111
TODAY SHOW 2	N 2498	2000	3.0	80.1	96	387	2.3	15.5	76	1043	3.0	41.8	98	570	3.5	22.8	111
\$25,000 PYRAMID	C 2753	2320	3.5	84.3	102	515	3.1	18.7	91	1189	3.4	43.2	101	617	3.8	22.4	111
WHEEL OF FORTUNE	N 4388	3525	5.2	80.3	97	841	5										

		TOTAL	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	67239	100.0	83.0	100	16604	100.0	20.5	100	34518	100.0	42.6	100	16117	100.0	19.9	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	21478	31.9	82.4	99	5205	31.3	20.0	97	10825	31.4	41.5	97	5447	33.8	20.9	105
NETWORK AFFILIATES - LATE		20261	17068	25.4	84.2	101	4283	25.8	21.1	103	8700	25.2	42.9	101	4086	25.4	20.2	101
INDEPENDENTS - LATE		2076	1688	2.5	81.3	98	394	2.4	19.0	93	881	2.6	42.4	100	413	2.6	19.9	100
TV EVENING NTMK 6 PM - 2 AM																		
A TEAM		N 10453	8677	12.9	83.0	100	2327	14.0	22.3	109	4268	12.4	40.8	96	2083	12.9	19.9	100
ABC MONDAY NIGHT MOVIE		A 6412	5451	8.1	85.0	102	1297	7.8	20.2	99	2913	8.4	45.4	107	1241	7.7	19.4	97
ABC SUNDAY NIGHT MOVIE		A 12407	10373	15.4	83.6	101	2486	15.0	20.0	98	5441	15.8	43.9	103	2445	15.2	19.7	99
ABC WORLD NEWS TONIGHT		A 6176	5127	7.6	83.0	100	1288	7.8	20.9	102	2509	7.3	40.6	95	1330	8.3	21.5	100
AFTERMASH		C 5863	4741	7.1	80.9	97	1139	6.9	19.4	95	2476	7.2	42.2	99	1126	7.0	19.2	97
ALICE		C 9594	7871	11.7	82.0	99	1907	11.5	19.9	97	4047	11.7	42.2	99	1917	11.9	20.0	100
AMERICAN PARADE		C 6622	5503	8.2	83.1	100	1257	7.6	19.0	93	2936	8.5	44.3	104	1311	8.1	19.8	99
BENSON		A 10886	8921	13.3	81.9	99	2064	12.4	19.0	92	4753	13.8	43.7	102	2103	13.0	19.3	97
BLUE THUNDER		A 5036	4246	6.3	84.3	102	1154	7.0	22.9	112	2080	6.0	41.3	97	1013	6.3	20.1	101
CAGNEY & LACEY		C 9965	8448	12.6	84.8	102	2006	12.1	20.1	98	4405	12.8	44.2	104	2037	12.6	20.4	103
CBS EVENING NEWS-DEAN		C 3491	2890	4.3	82.8	100	681	4.1	19.5	95	1388	4.0	39.8	93	821	5.1	23.5	118
CBS EVENING NEWS-RATHER		C 7123	5783	8.6	81.2	98	1194	7.2	16.8	82	3020	8.7	42.4	99	1569	9.7	22.0	111
CBS SAT. NEWS-SCHIEFFER		C 3621	3011	4.5	83.2	100	731	4.4	20.2	98	1494	4.3	41.3	97	786	4.9	21.7	109
CBS SATURDAY NIGHT MOVIE		C 5436	4535	6.7	83.4	100	1117	6.7	20.5	100	2341	6.8	43.1	101	1077	6.7	19.8	100
CBS WEDNESDAY NIGHT MOVIE		C 6100	5068	7.5	83.1	100	1229	7.4	20.1	98	2477	7.2	40.6	95	1362	8.5	22.3	112
CHEERS		N 8889	7675	11.4	86.3	104	2175	13.1	24.5	119	3754	10.9	42.2	99	1746	10.8	19.6	99
DALLAS		C 22109	18819	28.0	85.1	103	4772	28.7	21.6	105	9366	27.1	42.4	99	4681	29.0	21.2	106
DIFF'RENT STROKES		N 6940	5752	8.6	82.9	100	1538	9.3	22.2	108	2779	8.1	40.0	94	1435	8.9	20.7	104
DOUBLE TROUBLE		N 7223	6087	9.1	84.3	102	1594	9.6	22.1	108	2939	8.5	40.7	95	1555	9.6	21.5	108
DUCK FACTORY		N 5595	4769	7.1	85.2	103	1256	7.6	22.4	109	2370	6.9	42.4	99	1142	7.1	20.4	103
DUKES OF HAZZARD		C 5768	4738	7.0	82.1	99	1236	7.4	21.4	105	2165	6.3	37.5	88	1337	8.3	23.2	116
DYNASTY		A 20053	16776	24.9	83.7	101	4348	26.2	21.7	106	8641	25.0	43.1	101	3787	23.5	18.9	95
FACTS OF LIFE		N 8087	6769	10.1	83.7	101	1779	10.7	22.0	107	3222	9.3	39.8	93	1768	11.0	21.9	110
FALCON CREST		C 20046	17220	25.6	85.9	103	4442	26.8	22.2	108	8424	24.4	42.0	99	4355	27.0	21.7	109
FALL GUY		A 9084	7569	11.3	83.3	100	1971	11.9	21.7	106	3793	11.0	41.8	98	1805	11.2	19.9	100
FAMILY TIES		N 7964	6754	10.0	84.8	102	1811	10.9	22.7	111	3357	9.7	42.2	99	1586	9.8	19.9	100
FANTASY ISLAND		A 7687	6391	9.5	83.1	100	1765	10.6	23.0	112	3097	9.0	40.3	95	1529	9.5	19.9	100
FOULUPS,BEEPS & BLUNDERS		A 8861	7672	11.4	86.6	104	2064	12.4	23.3	114	3772	10.9	42.6	100	1836	11.4	20.7	104
FOUR SEASONS		C 5095	4127	6.1	81.0	98	1014	6.1	19.9	97	2173	6.3	42.6	100	940	5.8	18.4	93
GIMME A BREAK		N 8838	7164	10.7	81.1	98	1839	11.1	20.8	101	3652	10.6	41.3	97	1673	10.4	18.9	95
HART TO HART		A 8978	7612	11.3	84.8	102	1899	11.4	21.2	103	3857	11.2	43.0	101	1856	11.5	20.7	104
HILL STREET BLUES		N 8590	7290	10.8	84.9	102	1912	11.5	22.3	109	3763	10.9	43.8	103	1615	10.0	18.8	94
HOTEL		A 14085	11983	17.8	85.1	102	2943	17.7	20.9	102	6292	18.2	44.7	105	2747	17.0	19.5	98
JEFFERSONS		C 9360	7612	11.3	81.3	98	1885	11.4	20.1	98	3911	11.3	41.8	98	1817	11.3	19.4	98
JENNIFER SLEPT HERE		N 5841	4924	7.3	84.3	102	1387	8.4	23.7	116	2360	6.8	40.4	95	1177	7.3	20.2	101
KATE & ALLIE		C 9206	7745	11.5	84.1	101	2014	12.1	21.9	107	3766	10.9	40.9	96	1966	12.2	21.4	107
KNIGHT RIDER		N 7076	5977	8.9	84.5	102	1553	9.4	21.9	107	2935	8.5	41.5	97	1488	9.2	21.0	106
LOVE BOAT		A 12219	10224	15.2	83.7	101	2620	15.8	21.4	105	5119	14.8	41.9	98	2485	15.4	20.3	102
MAGNUM PI		C 11199	9527	14.2	85.1	102	2234	13.5	19.9	97	4912	14.2	43.9	103	2381	14.8	21.3	107
MAMA'S FAMILY		N 6057	4973	7.4	82.1	99	1359	8.2	22.4	109	2439	7.1	40.3	94	1175	7.3	19.4	97
MASTER, THE		N 3598	2922	4.3	81.2	98	844	5.1	23.5	114	1424	4.1	39.6	93	654	4.1	18.2	91
MATT HOUSTON		A 6344	5223	7.8	82.3	99	1347	8.1	21.2	104	2558	7.4	40.3	95	1318	8.2	20.8	104
NBC MONDAY NIGHT MOVIE		N 11994	10094	15.0	84.2	101	2588	15.6	21.6	105	5177	15.0	43.2	101	2329	14.5	19.4	98
NBC NIGHTLY NEWS		N 5132	4414	6.6	86.0	104	1061	6.4	20.7	101	2263	6.6	44.1	103	1089	6.8	21.2	107
NBC NIGHTLY NEWS-SAT		N 3375	2813	4.2	83.3	100	745	4.5	22.1	108	1257	3.6	37.2	87	812	5.0	24.1	121
NBC NIGHTLY NEWS-SUN		N 3130	2527	3.8	80.7	97	667	4.0	21.3	104	1154	3.3	36.9	87	705	4.4	22.5	113
NBC SUNDAY NIGHT MOVIE		N 8284	6955	10.3	84.0	101	1759	10.6	21.2	104	3595	10.4	43.4	102	1601	9.9	19.3	97
NEWMART		C 9240	7785	11.6	84.3	101	1956	11.8	21.2	103	3746	10.9	40.5	95	2082	12.9	22.5	113
ONE DAY AT A TIME		C 7288	6009	8.9	82.5	99	1473	8.9	20.2	99	3089	8.9	42.4	99	1448	9.0	19.9	100
PEOPLE ARE FUNNY		N 4855	3962	5.9	81.6	98	1141	6.9	23.5	115	1979	5.7	40.8	96	842	5.2	17.3	87
REAL PEOPLE		N 8869	7485	11.1	84.4	102	1935	11.7	21.8	106	3688	10.7	41.6	98	1862	11.6	21.0	105
REMINGTON STEELE		N 7743	6365	9.5	82.2	99	1814	10.9	23.4	114	2904	8.4	37.5	88	1647	10.2	21.3	107
RIPLEY'S BELIEVE IT - NOT		A 5345	4602	6.8	86.1	104	1319	7.9	24.7	120	2277	6.6	42.6	100	1007	6.2	18.8	95
RIPTIDE		N 6988	5734	8.5	82.1	99	1586	9.6	22.7	111	2740	7.9	39.2	92	1407	8.7	20.1	101
SCARECROW & MRS. KING		C 10002	8446	12.6	84.4	102	1858	11.2	18.6	91	4427	12.8	44.3	104	2161	13.4	21.6	109
SIMON & SIMON		C 10638	8851	13.2	83.2	100	2304	13.9	21.7	106	4212	12.2	39.6	93	2335	14.5	21.9	110
60 MINUTES		C 13293	10911	16.2	82.1													

	TOTAL U.S. '000	ON GLASS SURFACES				ON NON-GLASS SURFACES				ON BOTH SURFACES				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	32388	100.0	40.0	100	4256	100.0	5.3	100	31435	100.0	38.8	100				
18 - 24	9282	3072	9.5	33.1	83	494	11.6	5.3	101	4167	13.3	44.9	116				
25 - 34	19072	7312	22.6	38.3	96	1169	27.5	6.1	117	8204	26.1	43.0	111				
35 - 44	14591	5831	18.0	40.0	100	725	17.0	5.0	95	6168	19.6	42.3	109				
45 - 54	11345	4991	15.4	44.0	110	609	14.3	5.4	102	4529	14.4	39.9	103				
55 - 64	11635	5248	16.2	45.1	113	*503	11.8	4.3	82	3996	12.7	34.3	88				
65 OR OLDER	15061	5935	18.3	39.4	99	756	17.8	5.0	96	4372	13.9	29.0	75				
18 - 34	28354	10384	32.1	36.6	92	1663	39.1	5.9	112	12371	39.4	43.6	112				
18 - 49	48339	18502	57.1	38.3	96	2696	63.3	5.6	106	20711	65.9	42.8	110				
25 - 54	45008	18133	56.0	40.3	101	2503	58.8	5.6	106	18901	60.1	42.0	108				
35 - 49	19985	8118	25.1	40.6	102	1033	24.3	5.2	98	8340	26.5	41.7	108				
50 OR OLDER	32647	13886	42.9	42.5	106	1560	36.7	4.8	91	10724	34.1	32.8	85				
GRADUATED COLLEGE	11155	4842	14.9	43.4	109	694	16.3	6.2	118	4471	14.2	40.1	103				
ATTENDED COLLEGE	13682	5882	18.2	43.0	107	871	20.5	6.4	121	5860	18.6	42.8	110				
GRADUATED HIGH SCHOOL	33880	13882	42.9	41.0	102	1602	37.6	4.7	90	14163	45.1	41.8	108				
DID NOT GRADUATE HIGH SCHOOL	22270	7781	24.0	34.9	87	1089	25.6	4.9	93	6942	22.1	31.2	80				
EMPLOYED	40306	16968	52.4	42.1	105	2138	50.2	5.3	101	16380	52.1	40.6	105				
EMPLOYED FULL-TIME	32850	13630	42.1	41.5	104	1737	40.8	5.3	101	13354	42.5	40.7	105				
EMPLOYED PART-TIME	7456	3338	10.3	44.8	112	*401	9.4	5.4	102	3026	9.6	40.6	105				
NOT EMPLOYED	40680	15420	47.6	37.9	95	2119	49.8	5.2	99	15055	47.9	37.0	95				
PROFESSIONAL/MANAGER	10392	4579	14.1	44.1	110	573	13.5	5.5	105	4406	14.0	42.4	109				
TECH/CLERICAL/SALES	17574	7495	23.1	42.6	107	1071	25.2	6.1	116	7568	24.1	43.1	111				
PRECISION/CRAFT	985	*363	1.1	36.9	92	**65	1.5	6.6	126	*395	1.3	40.1	103				
OTHER EMPLOYED	11354	4532	14.0	39.9	100	429	10.1	3.8	72	4011	12.8	35.3	91				
SINGLE	9863	3803	11.7	38.6	96	635	14.9	6.4	123	3423	10.9	34.7	89				
MARRIED	51375	21138	65.3	41.1	103	2645	62.1	5.1	98	21778	69.3	42.4	109				
DIVORCED/SEPARATED/WIDOWED	19748	7448	23.0	37.7	94	976	22.9	4.9	94	6234	19.8	31.6	81				
PARENTS	32590	12378	38.2	38.0	95	1732	40.7	5.3	101	14228	45.3	43.7	112				
WHITE	70416	28848	89.1	41.0	102	3704	87.0	5.3	100	28519	90.7	40.5	104				
BLACK	8778	2881	8.9	32.8	82	433	10.2	4.9	94	2387	7.6	27.2	70				
OTHER	1791	*659	2.0	36.8	92	**119	2.8	6.6	126	*529	1.7	29.5	76				
NORTHEAST-CENSUS	17786	7007	21.6	39.4	99	949	22.3	5.3	102	7629	24.3	42.9	111				
NORTH CENTRAL	20741	8961	27.7	43.2	108	1087	25.5	5.2	100	8446	26.9	40.7	105				
SOUTH	27775	10167	31.4	36.6	92	1439	33.8	5.2	99	9969	31.7	35.9	92				
WEST	14683	6254	19.3	42.6	107	782	18.4	5.3	101	5391	17.1	36.7	95				
NORTHEAST-MKTG.	17961	6718	20.7	37.4	94	1436	33.7	8.0	152	7723	24.6	43.0	111				
EAST CENTRAL	11885	5162	15.9	43.4	109	569	13.4	4.8	91	4504	14.3	37.9	98				
WEST CENTRAL	14090	6088	18.8	43.2	108	748	17.6	5.3	101	5909	18.8	41.9	108				
SOUTH	24081	8875	27.4	36.9	92	871	20.5	3.6	69	8683	27.6	36.1	93				
PACIFIC	12969	5546	17.1	42.8	107	*633	14.9	4.9	93	4617	14.7	35.6	92				
COUNTY SIZE A	32439	12888	39.8	39.7	99	2015	47.3	6.2	118	11852	37.7	36.5	94				
COUNTY SIZE B	24915	10281	31.7	41.3	103	1063	25.0	4.3	81	9984	31.8	40.1	103				
COUNTY SIZE C	12930	5188	16.0	40.1	100	642	15.1	5.0	94	5416	17.2	41.9	108				
COUNTY SIZE D	10703	4031	12.4	37.7	94	537	12.6	5.0	95	4182	13.3	39.1	101				
METRO CENTRAL CITY	24518	9319	28.8	38.0	95	1217	28.6	5.0	94	8520	27.1	34.7	90				
METRO SUBURBAN	35919	15259	47.1	42.5	106	1942	45.6	5.4	103	14848	47.2	41.3	106				
NON METRO	20549	7810	24.1	38.0	95	1098	25.8	5.3	102	8067	25.7	39.3	101				
TOP 5 ADI'S	18341	7808	24.1	42.6	106	1090	25.6	5.9	113	6845	21.8	37.3	96				
TOP 10 ADI'S	25378	9884	30.5	38.9	97	1573	37.0	6.2	118	9472	30.1	37.3	96				
TOP 20 ADI'S	36488	14389	44.4	39.4	99	2195	51.6	6.0	114	13368	42.5	36.6	94				
HSHLD INC. \$50,000 OR MORE	6612	2854	8.8	43.2	108	*497	11.7	7.5	143	3024	9.6	45.7	118				
\$40,000 OR MORE	12659	5534	17.1	43.7	109	861	20.2	6.8	129	5631	17.9	44.5	115				
\$30,000 OR MORE	24698	10791	33.3	43.7	109	1547	36.3	6.3	119	10543	33.5	42.7	110				
\$25,000 OR MORE	32077	13974	43.1	43.6	109	2030	47.7	6.3	120	13879	44.2	43.3	111				
\$20,000 - \$24,999	9144	3710	11.5	40.6	101	*386	9.1	4.2	80	3737	11.9	40.9	105				
\$15,000 - \$19,999	8728	3286	10.1	37.6	94	*379	8.9	4.3	83	3618	11.5	41.5	107				
\$10,000 - \$14,999	12562	5019	15.5	40.0	100	575	13.5	4.6	87	4859	15.5	38.7	100				
UNDER \$10,000	18475	6400	19.8	34.6	87	886	20.8	4.8	91	5342	17.0	28.9	74				
HOUSEHOLD OF 1 PERSON	11987	4808	14.8	40.1	100	584	13.7	4.9	93	3534	11.2	29.5	76				
2 PEOPLE	26577	10899	33.7	41.0	103	1481	34.8	5.6	106	10055	32.0	37.8	97				
3 OR 4 PEOPLE	30617	12061	37.2	39.4	99	1521	35.7	5.0	95	12939	41.2	42.3	109				
5 OR MORE PEOPLE	11804	4620	14.3	39.1	98	*671	15.8	5.7	108	4907	15.6	41.6	107				
NO CHILD IN HSHLD	46165	19124	59.0	41.4	104	2431	57.1	5.3	100	16364	52.1	35.4	91				
CHILD(REN) UNDER 2 YRS	5325	1765	5.4	33.1	83	**272	6.4	5.1	97	2374	7.6	44.6	115				
2 - 5 YEARS	14221	5000	15.4	35.2	88	791	18.6	5.6	106	6298	20.0	44.3	114				
6 - 11 YEARS	15117	5430	16.8	35.9	90	721	16.9	4.8	91	6679	21.2	44.2	114				
12 - 17 YEARS	16611	6906	21.3	41.6	104	961	22.6	5.8	110	6731	21.4	40.5	104				
RESIDENCE OWNED	55884	23457	72.4	42.0	105	2919	68.6	5.2	99	22131	70.4	39.6	102				
VALUE: \$50,000 OR MORE	31744	13851	42.8	43.6	109	1877	44.1	5.9	113	12672	40.3	39.9	103				
VALUE: UNDER \$50,000	24140	9606	29.7	39.8	100	1042	24.5	4.3	82	9459	30.1	39.2	101				

WINDOW & GLASS CLEANERS: HOW USED
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ON GLASS SURFACES				ON NON-GLASS SURFACES				ON BOTH SURFACES							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	32388	100.0	40.0	100	4256	100.0	5.3	100	31435	100.0	38.8	100				
MAGAZINES	QUINTILE 1	15799	6496	20.1	41.1	103	904	21.2	5.7	109	6969	22.2	44.1	114				
	QUINTILE 2	17259	7166	22.1	41.5	104	973	22.9	5.6	107	7217	23.0	41.8	108				
	QUINTILE 3	13545	5779	17.8	42.7	107	638	15.0	4.7	90	5264	16.7	38.9	100				
	QUINTILE 4	15133	5788	17.9	38.2	96	758	17.8	5.0	95	5891	18.7	38.9	100				
	QUINTILE 5	19250	7160	22.1	37.2	93	984	23.1	5.1	97	6094	19.4	31.7	82				
NEWSPAPERS	QUINTILE 1	12413	5556	17.2	44.8	112	592	13.9	4.8	91	5173	16.5	41.7	107				
	QUINTILE 2	24116	9972	30.8	41.4	103	1476	34.7	6.1	116	9592	30.5	39.8	102				
	QUINTILE 3	11261	4656	14.4	41.3	103	617	14.5	5.5	104	4616	14.7	41.0	106				
	QUINTILE 4	20255	7932	24.5	39.2	98	1017	23.9	5.0	96	7758	24.7	38.3	99				
	QUINTILE 5	12940	4272	13.2	33.0	83	554	13.0	4.3	81	4296	13.7	33.2	86				
OUTDOOR	QUINTILE 1	14852	6003	18.5	40.4	101	914	21.5	6.2	117	5994	19.1	40.4	104				
	QUINTILE 2	15725	6625	20.5	42.1	105	729	17.1	4.6	88	6000	19.1	38.2	98				
	QUINTILE 3	16330	6629	20.5	40.6	102	956	22.5	5.9	111	6433	20.5	39.4	101				
	QUINTILE 4	16744	6255	19.3	37.4	93	797	18.7	4.8	91	6754	21.5	40.3	104				
	QUINTILE 5	17334	6877	21.2	39.7	99	860	20.2	5.0	94	6254	19.9	36.1	93				
RADIO-DRIVE TIME	QUINTILE 1	15911	6860	21.2	43.1	108	838	19.7	5.3	100	6258	19.9	39.3	101				
	QUINTILE 2	14837	6007	18.5	40.5	101	840	19.7	5.7	108	6233	19.8	42.0	108				
	QUINTILE 3	15339	6031	18.6	39.3	98	731	17.2	4.8	91	5848	18.6	38.1	98				
	QUINTILE 4	16723	6551	20.2	39.2	98	950	22.3	5.7	108	6427	20.4	38.4	99				
	QUINTILE 5	18176	6939	21.4	38.2	95	897	21.1	4.9	94	6671	21.2	36.7	95				
RADIO-MID- DAY	TERCILE 1	21020	8922	27.5	42.4	106	1122	26.4	5.3	102	8165	26.0	38.8	100				
	TERCILE 2	21610	8609	26.6	39.8	100	1311	30.8	6.1	115	8914	28.4	41.2	106				
	TERCILE 3	38355	14857	45.9	38.7	97	1823	42.8	4.8	90	14356	45.7	37.4	96				
RADIO-TOTAL	QUINTILE 1	15988	6792	21.0	42.5	106	879	20.7	5.5	105	6380	20.3	39.9	103				
	QUINTILE 2	15626	6495	20.1	41.6	104	706	16.6	4.5	86	6052	19.3	38.7	100				
	QUINTILE 3	16723	6507	20.1	38.9	97	891	20.9	5.3	101	6875	21.9	41.1	106				
	QUINTILE 4	16342	6604	20.4	40.4	101	1015	23.8	6.2	118	6056	19.3	37.1	95				
	QUINTILE 5	16306	5990	18.5	36.7	92	766	18.0	4.7	89	6073	19.3	37.2	96				
TV-PRIME TIME	QUINTILE 1	15953	6604	20.4	41.4	104	879	20.7	5.5	105	5919	18.8	37.1	96				
	QUINTILE 2	16137	6518	20.1	40.4	101	995	23.4	6.2	117	7136	22.7	44.2	114				
	QUINTILE 3	16420	6733	20.8	41.0	103	778	18.3	4.7	90	6227	19.8	37.9	98				
	QUINTILE 4	16687	6103	18.8	36.6	91	895	21.0	5.4	102	6684	21.3	40.1	103				
	QUINTILE 5	15789	6430	19.9	40.7	102	709	16.7	4.5	85	5469	17.4	34.6	89				
TV-DAYTIME	TERCILE 1	27736	10883	33.6	39.2	98	1387	32.6	5.0	95	10538	33.5	38.0	98				
	TERCILE 2	26489	10282	31.7	38.8	97	1429	33.6	5.4	103	10629	33.8	40.1	103				
	TERCILE 3	26761	11224	34.7	41.9	105	1441	33.9	5.4	102	10268	32.7	38.4	99				
TV-TOTAL	QUINTILE 1	16345	6395	19.7	39.1	98	782	18.4	4.8	91	5826	18.5	35.6	92				
	QUINTILE 2	16447	6780	20.9	41.2	103	806	18.9	4.9	93	6614	21.0	40.2	104				
	QUINTILE 3	15980	6486	20.0	40.6	101	930	21.9	5.8	111	6641	21.1	41.6	107				
	QUINTILE 4	15887	6115	18.9	38.5	96	937	22.0	5.9	112	6541	20.8	41.2	106				
	QUINTILE 5	16326	6612	20.4	40.5	101	802	18.8	4.9	93	5813	18.5	35.6	92				
MAGAZINES-NEWSPAPERS: DUAL		20721	8760	27.0	42.3	106	1226	28.8	5.9	113	8739	27.8	42.2	109				
MAGAZINE IMPERATIVE		19186	7794	24.1	40.6	102	906	21.3	4.7	90	8013	25.5	41.8	108				
NEWSPAPER IMPERATIVE		21899	9179	28.3	41.9	105	1178	27.7	5.4	102	8418	26.8	38.4	99				
MAGAZINES-OUTDOOR: DUAL		15451	6530	20.2	42.3	106	803	18.9	5.2	99	6642	21.1	43.0	111				
MAGAZINE IMPERATIVE		25953	10569	32.6	40.7	102	1473	34.6	5.7	108	10833	34.5	41.7	108				
OUTDOOR IMPERATIVE		24400	9740	30.1	39.9	100	1297	30.5	5.3	101	8575	27.3	35.1	91				
MAGAZINES-RADIO: DUAL		18049	7239	22.4	40.1	100	895	21.0	5.0	94	7990	25.4	44.3	114				
MAGAZINE IMPERATIVE		23571	9775	30.2	41.5	104	1413	33.2	6.0	114	9733	31.0	41.3	106				
RADIO IMPERATIVE		23278	9590	29.6	41.2	103	1173	27.6	5.0	96	8458	26.9	36.3	94				
MAGAZINES-TELEVISION: DUAL		15459	6415	19.8	41.5	104	827	19.4	5.3	102	6369	20.3	41.2	106				
MAGAZINE IMPERATIVE		25829	10755	33.2	41.6	104	1493	35.1	5.8	110	10814	34.4	41.9	108				
TELEVISION IMPERATIVE		26039	10232	31.6	39.3	98	1151	27.0	4.4	84	9271	29.5	35.6	92				
NEWSPAPERS-OUTDOOR: DUAL		16605	7047	21.8	42.4	106	1042	24.5	6.3	119	7035	22.4	42.4	109				
NEWSPAPER IMPERATIVE		26834	11280	34.8	42.0	105	1455	34.2	5.4	103	10615	33.8	39.6	102				
OUTDOOR IMPERATIVE		23346	9117	28.1	39.1	98	1149	27.0	4.9	94	8490	27.0	36.4	94				
NEWSPAPERS-RADIO: DUAL		17133	7427	22.9	43.3	108	827	19.4	4.8	92	7135	22.7	41.6	107				
NEWSPAPER IMPERATIVE		25892	10604	32.7	41.0	102	1685	39.6	6.5	124	10363	33.0	40.0	103				
RADIO IMPERATIVE		23167	9062	28.0	39.1	98	1151	27.0	5.0	95	8807	28.0	38.0	98				
NEWSPAPERS-TELEVISION: DUAL		17159	7370	22.8	43.0	107	737	17.3	4.3	82	6965	22.2	40.6	105				
NEWSPAPER IMPERATIVE		26214	11035	34.1	42.1	105	1687	39.6	6.4	122	10509	33.4	40.1	103				
TELEVISION IMPERATIVE		23412	8850	27.3	37.8	95	1237	29.1	5.3	101	8569	27.3	36.6	94				
OUTDOOR-RADIO: DUAL		15303	6494	20.1	42.4	106	773	18.2	5.1	96	6238	19.8	40.8	105				
OUTDOOR IMPERATIVE		24901	10020	30.9	40.2	101	1439	33.8	5.8	110	9358	29.8	37.6	97				
RADIO IMPERATIVE		26492	10712	33.1	40.4	101	1308	30.7	4.9	94	10345	32.9	39.0	101				
OUTDOOR-TELEVISION: DUAL		14794	6066	18.7	41.0	103	797	18.7	5.4	103	5764	18.3	39.0	100				
OUTDOOR IMPERATIVE		25437	10567	32.6	41.5	104	1488	35.0	5.8	111	10143	32.3	39.9	103				
TELEVISION IMPERATIVE		27877	11107	34.3	39.8	100	1414	33.2	5.1	97	10783	34.3	38.7	100				
RADIO-TELEVISION: DUAL		15996	6828	21.1	42.7	107	932	21.9	5.8	111	6287	20.0	39.3	101				
RADIO IMPERATIVE		25478	10419	32.2	40.9	102	1263	29.7	5.0	94	10099	32.1	39.6	102				
TELEVISION IMPERATIVE		26573	10181	31.4	38.3	96	1231	28.9	4.6	88	10295	32.8	38.7	100				

	TOTAL U.S. '000	ON GLASS SURFACES				ON NON-GLASS SURFACES				ON BOTH SURFACES				A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX				
TOTAL FEMALE HOMEMAKERS	80986	32388	100.0	40.0	100	4256	100.0	5.3	100	31435	100.0	38.8	100				
ATLANTIC MONTHLY	415	*169	0.5	40.7	102	**14	0.3	3.4	64	*154	0.5	37.1	96				
BARRON'S	453	*162	0.5	35.8	89	**14	0.3	3.1	59	*211	0.7	46.6	120				
BETTER HOMES & GARDENS	16256	6921	21.4	42.6	106	971	22.8	6.0	114	6770	21.5	41.6	107				
BON APPETIT	2535	1046	3.4	43.2	108	*148	3.5	5.8	111	935	3.0	36.9	95				
BUSINESS WEEK	1278	532	1.6	41.6	104	**53	1.2	4.1	79	465	1.5	36.4	94				
CAR AND DRIVER	378	*149	0.5	39.4	99	**10	0.2	2.6	50	*133	0.4	35.2	91				
CBS MAGAZINE NETWORK (GROSS)	1498	557	1.7	37.3	93	**75	1.8	5.0	95	679	2.2	45.3	117				
CHANGING TIMES	1505	562	1.7	37.3	93	**58	1.4	3.9	73	657	2.1	43.7	112				
COLONIAL HOMES	1231	481	1.5	39.1	98	**93	2.2	7.6	144	501	1.6	40.7	105				
CONDE NAST MAG. PKG. (GROSS)	14146	5888	18.2	41.6	104	1153	27.1	8.2	155	6381	20.3	45.1	116				
CONSUMERS DIGEST	1323	572	1.8	43.2	108	**70	1.6	5.3	101	520	1.7	39.3	101				
COSMOPOLITAN	7102	2835	8.8	39.9	100	589	13.8	8.3	158	3323	10.6	46.8	121				
COUNTRY LIVING	2481	1081	3.3	43.6	109	*238	5.6	9.6	183	1039	3.3	41.9	108				
CUISINE	1472	569	1.8	38.7	97	**84	2.0	5.7	109	597	1.9	40.6	104				
CYCLE WORLD	425	*208	0.6	48.9	122	**29	0.7	6.8	130	*176	0.6	41.4	107				
DCI:CREATIVE IDEAS FOR LIV	2510	992	3.1	39.5	99	*160	3.8	6.4	121	1083	3.4	43.1	111				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2801	8.6	41.8	105	361	8.5	5.4	103	2682	8.5	40.1	103				
DISCOVER	894	339	1.0	37.9	95	**56	1.3	6.3	119	344	1.1	38.5	99				
EBONY	3507	1294	4.0	36.9	92	221	5.2	6.3	120	1106	3.5	31.5	81				
ESQUIRE	1083	422	1.3	39.0	97	**71	1.7	6.6	125	377	1.2	34.8	90				
ESSENCE	1830	704	2.2	38.5	96	*129	3.0	7.0	134	558	1.8	30.5	79				
FAMILY CIRCLE	15930	6603	20.4	41.5	104	986	23.2	6.2	118	6982	22.2	43.8	113				
THE FAMILY HANDYMAN	1126	415	1.3	36.9	92	**113	2.7	10.0	191	554	1.8	49.2	127				
FAMILY WEEKLY	11468	4954	15.3	43.2	108	481	11.3	4.2	80	4541	14.4	39.6	102				
FIELD & STREAM	2234	846	2.6	37.9	95	**75	1.8	3.4	64	1017	3.2	45.5	117				
FOOD & WINE	579	232	0.7	40.1	100	**52	1.2	9.0	171	*221	0.7	38.2	98				
FORBES	728	322	1.0	44.2	111	**30	0.7	4.1	78	274	0.9	37.6	97				
FORTUNE	906	414	1.3	45.7	114	**40	0.9	4.4	84	392	1.2	43.3	111				
GENTLEMEN'S QUARTERLY	791	285	0.9	36.0	90	**63	1.5	8.0	152	330	1.0	41.7	107				
GLAMOUR	5265	2043	6.3	38.8	97	387	9.1	7.4	140	2538	8.1	48.2	124				
GOLF DIGEST	636	*230	0.7	36.2	90	**26	0.6	4.1	78	333	1.1	52.4	135				
GOLF DIGEST/TENNIS (GROSS)	1186	437	1.3	36.8	92	**73	1.7	6.2	117	569	1.8	48.0	124				
GOLF MAGAZINE	441	**155	0.5	35.1	88	**9	0.2	2.0	39	*234	0.7	53.1	137				
GOLF MAGAZINE/SKI (GROSS)	922	392	1.2	42.5	106	**32	0.8	3.5	66	412	1.3	44.7	115				
GOOD HOUSEKEEPING	16487	6950	21.5	42.2	105	941	22.1	5.7	109	7003	22.3	42.5	109				
HARPER'S BAZAAR	2423	1002	3.1	41.4	103	*204	4.8	8.4	160	1112	3.5	45.9	118				
HEALTH	1994	924	2.9	46.3	116	*148	3.5	7.4	141	817	2.6	41.0	106				
HEARST MAG CORP. BUY (GROSS)	44101	18007	55.6	40.8	102	3011	70.7	6.8	130	19647	62.5	44.6	115				
HEARST MAN POWER (GROSS)	1993	783	2.4	39.3	98	*162	3.8	8.1	155	939	3.0	47.1	121				
HEARST WOMAN POWER (GROSS)	31274	12931	39.9	41.3	103	2046	48.1	6.5	124	14003	44.5	44.8	115				
HOUSE BEAUTIFUL	3623	1312	4.1	36.2	91	*185	4.3	5.1	97	1589	5.1	43.9	113				
INC.	283	**81	0.3	28.6	72	**3	0.1	1.1	20	*138	0.4	48.8	126				
JET	2928	1048	3.2	35.8	89	*165	3.9	5.6	107	932	3.0	31.8	82				
LADIES' HOME JOURNAL	11918	5097	15.7	42.8	107	665	15.6	5.6	106	5315	16.9	44.6	115				
LHJ FAMILY GRP COMBO(GROSS)	16764	6984	21.6	41.7	104	960	22.6	5.7	109	7581	24.1	45.2	117				
LIFE	4254	1577	4.9	37.1	93	221	5.2	5.2	99	1729	5.5	40.6	105				
L.A. TIMES HOME MAGAZINE	1145	494	1.5	43.1	108	**32	0.8	2.8	53	422	1.3	36.9	95				
MADEMOISELLE	2884	1244	3.8	43.1	108	*204	4.8	7.1	135	1238	3.9	42.9	111				
MC CALL'S	13460	5841	18.0	43.4	109	765	18.0	5.7	108	5646	18.0	41.9	108				
MC CALL'S/WRK MOTHER (GROSS)	14606	6458	19.9	44.2	111	837	19.7	5.7	109	5997	19.1	41.1	106				
MECHANIX ILLUSTRATED	772	287	0.9	37.2	93	**89	2.1	11.5	219	409	1.3	53.0	136				
METROPOLITAN HOME	967	373	1.2	38.6	96	**43	1.0	4.4	85	362	1.2	37.4	96				
MONEY	1588	659	2.0	41.5	104	**76	1.8	4.8	91	559	1.8	35.2	91				
MOTHER EARTH NEWS	1002	392	1.2	39.1	98	**35	0.8	3.5	66	467	1.5	46.6	120				
MS.	825	330	1.0	40.0	100	**55	1.3	6.7	127	366	1.2	44.4	114				
NATIONAL ENQUIRER	10336	4106	12.7	39.7	99	600	14.1	5.8	110	4171	13.3	40.4	104				
NATIONAL GEOGRAPHIC	9597	3969	12.3	41.4	103	459	10.8	4.8	91	3828	12.2	39.9	103				
NATIONAL SUNDAY MAGAZINE PKG	49558	20733	64.0	41.8	105	2779	65.3	5.6	107	19947	63.5	40.2	104				
NATURAL HISTORY	573	*200	0.6	34.9	87	**33	0.8	5.8	110	227	0.7	39.6	102				
NEH WOMAN	1699	706	2.2	41.6	104	**94	2.2	5.5	105	632	2.0	37.2	96				
NEW YORK INCLUDING CUE	443	158	0.5	35.7	89	**15	0.4	3.4	64	*175	0.6	39.5	102				
THE NEW YORKER	1270	583	1.8	45.9	115	*112	2.6	8.8	168	474	1.5	37.3	96				
NEWSWEEK	6277	2673	8.3	42.6	106	427	10.0	6.8	129	2657	8.5	42.3	109				
THE N.Y. TIMES DAILY EDITION	1205	626	1.9	52.0	130	**67	1.6	5.6	106	453	1.4	37.6	97				
THE N.Y. TIMES MAGAZINE	2081	955	2.9	45.9	115	*116	2.7	5.6	106	803	2.6	38.6	99				
OWNI	788	305	0.9	38.7	97	**32	0.8	4.1	77	345	1.1	43.8	113				
ON CABLE	1158	497	1.5	42.9	107	**54	1.3	4.7	89	453	1.4	39.1	101				
1001 HOME IDEAS	2852	963	3.0	33.8	84	*147	3.5	5.2	98	1449	4.6	50.8	131				
ORGANIC GARDENING	1658	575	1.8	34.7	87	**70	1.6	4.2	80	734	2.3	44.3	114				
OUTDOOR LIFE	896	313	1.0	34.9	87	**55	1.3	6.1	117	390	1.2	43.5	112				
PARADE MAGAZINE	24275	10135	31.3	41.8	104	1529	35.9	6.3	120	9735	31.0	40.1	103				

	TOTAL U.S. '000	ON GLASS SURFACES				ON NON-GLASS SURFACES				ON BOTH SURFACES				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAERS	80986	32388	100.0	40.0	100	4256	100.0	5.3	100	31435	100.0	38.8	100				
PARENTS	3845	1394	4.3	36.3	91	*172	4.0	4.5	85	1961	6.2	51.0	131				
PENTHOUSE	831	378	1.2	45.5	114	**90	2.1	10.8	206	295	0.9	35.5	91				
PEOPLE	11645	4516	13.9	38.8	97	690	16.2	5.9	113	5229	16.6	44.9	116				
PLAYBOY	2006	818	2.5	40.8	102	**98	2.3	4.9	93	765	2.4	38.1	98				
POPULAR HOT RODDING	297	*140	0.4	47.1	118	**12	0.3	4.0	77	*154	0.5	51.9	134				
POPULAR MECHANICS	1018	408	1.3	40.1	100	**98	2.3	9.6	183	509	1.6	50.0	129				
POPULAR SCIENCE	878	351	1.1	40.0	100	**46	1.1	5.2	100	462	1.5	52.6	136				
PREVENTION	3913	1613	5.0	41.2	103	*158	3.7	4.0	77	1598	5.1	40.8	105				
PSYCHOLOGY TODAY	1710	643	2.0	37.6	94	**76	1.8	4.4	85	830	2.6	48.5	125				
READER'S DIGEST	22204	9188	28.4	41.4	103	1269	29.8	5.7	109	9119	29.0	41.1	106				
REDBOOK	7684	3147	9.7	41.0	102	516	12.1	6.7	128	3676	11.7	47.8	123				
ROAD & TRACK	410	*122	0.4	29.8	74	**20	0.5	4.9	93	*220	0.7	53.7	138				
ROLLING STONE	969	350	1.1	36.1	90	**51	1.2	5.3	100	517	1.6	53.4	137				
RUNNER'S WORLD	298	*117	0.4	39.3	98	**13	0.3	4.4	83	*133	0.4	44.6	115				
SATURDAY EVENING POST	1169	472	1.5	40.4	101	**55	1.3	4.7	90	418	1.3	35.8	92				
SCIENCE 84	587	255	0.8	43.4	109	**22	0.5	3.7	71	*214	0.7	36.5	94				
SCIENCE DIGEST	482	*188	0.6	39.0	98	**23	0.5	4.8	91	*215	0.7	44.6	115				
SCIENTIFIC AMERICAN	594	255	0.8	42.9	107	**21	0.5	3.5	67	*221	0.7	37.2	96				
SELF	2089	982	3.0	47.0	118	*264	6.2	12.6	240	1013	3.2	48.5	125				
SEVENTEEN	2411	978	3.0	40.6	101	*186	4.4	7.7	147	1047	3.3	43.4	112				
SKI	480	*238	0.7	49.6	124	**23	0.5	4.8	91	*178	0.6	37.1	96				
SMITHSONIAN	2760	1055	3.3	38.2	96	164	3.9	5.9	113	1054	3.4	38.2	98				
SOAP OPERA DIGEST	3013	1180	3.6	39.2	98	*144	3.4	4.8	91	1228	3.9	40.8	105				
SOUTHERN LIVING	4184	1809	5.6	43.2	108	201	4.7	4.8	91	1599	5.1	38.2	98				
SPORT	559	*177	0.5	31.7	79	**18	0.4	3.2	61	*267	0.8	47.8	123				
THE SPORTING NEWS	436	*161	0.5	36.9	92	**12	0.3	2.8	52	*233	0.7	53.4	138				
SPORTS AFIELD	493	*187	0.6	37.9	95	**41	1.0	8.3	158	*215	0.7	43.6	112				
SPORTS ILLUSTRATED	2758	1026	3.2	37.2	93	**90	2.1	3.3	62	1311	4.2	47.5	122				
STAR	7456	2713	8.4	36.4	91	402	9.4	5.4	103	3265	10.4	43.8	113				
SUNDAY	24936	10090	31.2	40.5	101	1532	36.0	6.1	117	10116	32.2	40.6	105				
SUNSET	2124	1048	3.2	49.3	123	**121	2.8	5.7	108	691	2.2	32.5	84				
TV GUIDE	21661	8608	26.6	39.7	99	929	21.8	4.3	82	9037	28.7	41.7	107				
TENNIS	550	*207	0.6	37.6	94	**47	1.1	8.5	163	*236	0.8	42.9	111				
TIME	8880	3477	10.7	39.2	98	482	11.3	5.4	103	3928	12.5	44.2	114				
TOWN & COUNTRY	917	357	1.1	38.9	97	**83	2.0	9.1	172	384	1.2	41.9	108				
TRAVEL & LEISURE	972	384	1.2	39.5	99	**68	1.6	7.0	133	420	1.3	43.2	111				
TRUE STORY	3356	1118	3.5	33.3	83	*137	3.2	4.1	78	1520	4.8	45.3	117				
U.S. NEWS & WORLD REPORT	3410	1447	4.5	42.4	106	*91	2.1	2.7	51	1286	4.1	37.7	97				
USA TODAY	1759	698	2.2	39.7	99	*111	2.6	6.3	120	862	2.7	49.0	126				
USE	1873	846	2.6	45.2	113	*145	3.4	7.7	147	787	2.5	42.0	108				
YOGUE	3909	1618	5.0	41.4	103	298	7.0	7.6	145	1593	5.1	40.8	105				
HALL STREET JOURNAL	1886	805	2.5	42.7	107	**67	1.6	3.6	68	756	2.4	40.1	103				
HEIGHT WATCHERS	2120	811	2.5	38.3	96	**62	1.5	2.9	56	947	3.0	44.7	115				
WOMAN'S DAY	14172	5539	17.1	39.1	98	742	17.4	5.2	100	6478	20.6	45.7	118				
WORKING MOTHER	1146	616	1.9	53.8	134	**72	1.7	6.3	120	351	1.1	30.6	79				
WORKING WOMAN	1322	567	1.8	42.9	107	**90	2.1	6.8	130	589	1.9	44.6	115				
WORLD TENNIS	*163	**84	0.3	51.5	129	**6	0.1	3.7	70	**49	0.2	30.1	77				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	962	3.0	38.0	95	*137	3.2	5.4	103	1171	3.7	46.2	119				
BLAIR INSERTS	43657	18230	56.3	41.8	104	2593	60.9	5.9	113	17609	56.0	40.3	104				
DAILY NEWSPAPERS																	
READ ANY	51633	21598	66.7	41.8	105	2732	64.2	5.3	101	20559	65.4	39.8	103				
READ ONE	43463	17941	55.4	41.3	103	2352	55.3	5.4	103	17263	54.9	39.7	102				
READ TWO OR MORE	8170	3657	11.3	44.8	112	380	8.9	4.7	89	3296	10.5	40.3	104				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	21995	67.9	41.8	104	3003	70.6	5.7	108	21351	67.9	40.5	104				
READ ONE	46126	19002	58.7	41.2	103	2702	63.5	5.9	111	18624	59.2	40.4	104				
READ TWO OR MORE	6552	2994	9.2	45.7	114	301	7.1	4.6	87	2727	8.7	41.6	107				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.19				31.02				28.64							
30 DAY REACH	71455	28689	88.6	40.1	100	3725	87.5	5.2	99	27731	88.2	38.8	100				
50 SHWG - 30 DAY AV FREQ	14.56	14.88				16.20				15.05							
30 DAY REACH	67742	27280	84.2	40.3	101	3567	83.8	5.3	100	26404	84.0	39.0	100				
25 SHWG - 30 DAY AV FREQ	7.94	8.11				8.67				8.09							
30 DAY REACH	62117	24991	77.2	40.2	101	3347	78.6	5.4	103	24551	78.1	39.5	102				
CABLE TV: HOME WIRED	32077	13295	41.0	41.4	104	1647	38.7	5.1	98	13801	43.9	43.0	111				
HOME NOT WIRED	48909	19093	59.0	39.0	98	2610	61.3	5.3	102	17634	56.1	36.1	93				
HAVE PAY CABLE	15935	6566	20.3	41.2	103	896	21.1	5.6	107	7621	24.2	47.8	123				

	TOTAL U.S. '000	ON GLASS SURFACES				ON NON-GLASS SURFACES				ON BOTH SURFACES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	32388	100.0	40.0	100	4256	100.0	5.3	100	31435	100.0	38.8	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	18334	56.6	41.7	104	2382	56.0	5.4	103	17421	55.4	39.7	102				
10:00 AM - 3:00 PM	30659	12719	39.3	41.5	104	1740	40.9	5.7	108	12340	39.3	40.2	104				
3:00 PM - 7:00 PM	31045	12992	40.1	41.8	105	1750	41.1	5.6	107	12572	40.0	40.5	104				
7:00 PM - MIDNIGHT	15767	6514	20.1	41.3	103	783	18.4	5.0	94	6190	19.7	39.3	101				
MIDNIGHT - 6:00 AM	9120	3811	11.8	41.8	104	445	10.5	4.9	93	3619	11.5	39.7	102				
6:00 AM - MIDNIGHT	58527	24113	74.5	41.2	103	3185	74.8	5.4	104	23187	73.8	39.6	102				
ENTIRE DAY	59311	24430	75.4	41.2	103	3208	75.4	5.4	103	23451	74.6	39.5	102				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6618	20.4	40.9	102	839	19.7	5.2	99	6938	22.1	42.9	111				
ALL NEWS	2256	991	3.1	43.9	110	*134	3.1	5.9	113	821	2.6	36.4	94				
AOR/PROGRESSIVE	3874	1535	4.7	39.6	99	*236	5.5	6.1	116	1659	5.3	42.8	110				
BEAUTIFUL MUSIC	5660	2521	7.8	44.5	111	254	6.0	4.5	85	2211	7.0	39.1	101				
BLACK	2204	779	2.4	35.3	88	*103	2.4	4.7	89	733	2.3	33.3	86				
CLASSICAL	1418	571	1.8	40.3	101	**95	2.2	6.7	127	628	2.0	44.3	114				
CHR/ROCK	9538	3864	11.9	40.5	101	612	14.4	6.4	122	4195	13.3	44.0	113				
COUNTRY	12648	5255	16.2	41.5	104	659	15.5	5.2	99	5036	16.0	39.8	103				
GOLDEN OLDIES	1191	507	1.6	42.6	106	**56	1.3	4.7	89	371	1.2	31.2	80				
MOR/NOSTALGIA	4757	2096	6.5	44.1	110	*223	5.2	4.7	89	1742	5.5	36.6	94				
NEWS/TALK	3863	1593	4.9	41.2	103	*205	4.8	5.3	101	1421	4.5	36.8	95				
RELIGIOUS	3084	1233	3.8	40.0	100	**109	2.6	3.5	67	1070	3.4	34.7	89				
SOFT ROCK	521	233	0.7	44.7	112	**14	0.3	2.7	51	*208	0.7	39.9	103				
URBAN CONTEMPORARY	1585	646	2.0	40.8	102	*144	3.4	9.1	173	539	1.7	34.0	88				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1183	3.7	36.3	91	*194	4.6	5.9	113	1347	4.3	41.3	106				
ABC DIRECTION	2316	1052	3.2	45.4	114	*105	2.5	4.5	86	954	3.0	41.2	106				
ABC ENTERTAINMENT	4834	2038	6.3	42.2	105	276	6.5	5.7	109	1889	6.0	39.1	101				
ABC FM	2202	820	2.5	37.2	93	*135	3.2	6.1	117	879	2.8	39.9	103				
ABC INFORMATION	5425	2326	7.2	42.9	107	253	5.9	4.7	89	2028	6.5	37.4	96				
ABC ROCK	1677	617	1.9	36.8	92	**132	3.1	7.9	150	837	2.7	49.9	129				
CBS	4430	1955	6.0	44.1	110	251	5.9	5.7	108	1703	5.4	38.4	99				
MUTUAL	4992	2099	6.5	42.0	105	253	5.9	5.1	96	2015	6.4	40.4	104				
NBC	4679	1990	6.1	42.5	106	267	6.3	5.7	109	1946	6.2	41.6	107				
RADIO RADIO	1994	968	3.0	48.5	121	**122	2.9	6.1	116	742	2.4	37.2	96				
RKO ONE	2298	882	2.7	38.4	96	*113	2.7	4.9	94	988	3.1	43.0	111				
RKO TWO	3311	1215	3.8	36.7	92	*136	3.2	4.1	78	1402	4.5	42.3	109				
THE SOURCE	2114	914	2.8	43.2	108	*125	2.9	5.9	113	896	2.9	42.4	109				
NON-WIRED: BLAIR	8654	3237	10.0	37.4	94	408	9.6	4.7	90	3833	12.2	44.3	114				
INTERNET	12025	4944	15.3	41.1	103	705	16.6	5.9	112	4957	15.8	41.2	106				
KATZ RADIO GROUP	15359	6552	20.2	42.7	107	891	20.9	5.8	110	5886	18.7	38.3	99				
SUPERNET	10628	4238	13.1	39.9	100	624	14.7	5.9	112	4413	14.0	41.5	107				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3446	10.6	39.8	100	459	10.8	5.3	101	3039	9.7	35.1	90				
WKDAY 9:00 AM - 1:00 PM	12163	4700	14.5	38.6	97	608	14.3	5.0	95	4553	14.5	37.4	96				
WKDAY 1:00 PM - 4:30 PM	16150	6250	19.3	38.7	97	794	18.7	4.9	94	6127	19.5	37.9	98				
WKDAY 4:30 PM - 7:30 PM	22463	9024	27.9	40.2	100	1181	27.7	5.3	100	8425	26.8	37.5	97				
WKDAY 7:30 PM - 8:00 PM	31795	12605	38.9	39.6	99	1614	37.9	5.1	97	12088	38.5	38.0	98				
WKDAY 11:00 PM - 11:30 PM	23977	9689	29.9	40.4	101	1246	29.3	5.2	99	9740	31.0	40.6	105				
WKDAY 11:30 PM - 1:00 AM	7703	2967	9.2	38.5	96	334	7.8	4.3	83	3245	10.3	42.1	109				
M-SAT 8-11 PM+SUN 7-11 PM	33800	13674	42.2	40.5	101	1833	43.1	5.4	103	13327	42.4	39.4	102				
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2507	7.7	38.3	96	420	9.9	6.4	122	2550	8.1	39.0	100				
ANOTHER WORLD	N 4620	1867	5.8	40.4	101	173	4.1	3.7	71	1655	5.3	35.8	92				
AS THE WORLD TURNS	C 5614	2120	6.5	37.8	94	290	6.8	5.2	98	2230	7.1	39.7	102				
CAPITOL	C 3396	1258	3.9	37.0	93	124	2.9	3.7	69	1213	3.9	35.7	92				
CBS MORN. NEWS 1	C 1446	665	2.1	46.0	115	*106	2.5	7.3	139	422	1.3	29.2	75				
CBS MORN. NEWS 2	C 1207	518	1.6	42.9	107	*46	1.1	3.8	73	368	1.2	30.5	79				
DAYS OF OUR LIVES	N 5877	2452	7.6	41.7	104	262	6.2	4.5	85	2300	7.3	39.1	101				
FACTS OF LIFE - DAYTIME	N 2290	815	2.5	35.6	89	*113	2.7	4.9	94	689	2.2	30.1	78				
FAMILY FEUD	A 3023	1161	3.6	38.4	96	171	4.0	5.7	108	970	3.1	32.1	83				
GENERAL HOSPITAL	A 6097	2346	7.2	38.5	96	313	7.4	5.1	98	2263	7.2	37.1	96				
GOOD MORNING, AMERICA-730 A	A 3515	1246	3.8	35.4	89	128	3.0	3.6	69	1418	4.5	40.3	104				
GOOD MORNING, AMERICA-830 A	A 2818	1140	3.5	40.5	101	166	3.9	5.9	112	1156	3.7	41.0	106				
GUIDING LIGHT	C 5339	2014	6.2	37.7	94	267	6.3	5.0	95	2108	6.7	39.5	102				
ONE LIFE TO LIVE	A 4478	1672	5.2	37.3	93	241	5.7	5.4	102	1733	5.5	38.7	100				
PRESS YOUR LUCK	C 2244	932	2.9	41.5	104	*116	2.7	5.2	98	889	2.8	39.6	102				
PRICE IS RIGHT 1	C 4348	1671	5.2	38.4	96	130	3.1	3.0	57	1631	5.2	37.5	97				
PRICE IS RIGHT 2	C 5014	1999	6.2	39.9	100	183	4.3	3.6	69	1889	6.0	37.7	97				
RYAN'S HOPE	A 3150	1132	3.5	35.9	90	246	5.8	7.8	149	1341	4.3	42.6	110				
SALE OF THE CENTURY	N 2695	992	3.1	36.8	92	136	3.2	5.0	96	809	2.6	30.0	77				
SEARCH FOR TOMORROW	N 2319	975	3.0	42.0	105	*73	1.7	3.1	60	830	2.6	35.8	92				
TODAY SHOW 1	N 2693	1124	3.5	41.7	104	215	5.1	8.0	152	859	2.7	31.9	82				
TODAY SHOW 2	N 2498	1040	3.2	41.6	104	168	3.9	6.7	128	805	2.6	32.2	83				
\$25,000 PYRAMID	C 2753	1136	3.5	41.3	103	*114	2.7	4.1	79	1051	3.3	38.2	98				
WHEEL OF FORTUNE	N 4388	1669	5.2	38.0	95	177	4.2	4.0	77	1473	4.7	33.6	86				
YOUNG AND THE RESTLESS	C 5695	2091	6.5	36.7	92	254	6.0	4.5	85	2278	7.2	40.0	103				
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	744	2.3	42.3	106	*105	2.5	6.0	114	633	2.0	36.0	93				
NBA PLAYOFF GAME -1	C 1136	386	1.2	34.0	85	**61	1.4	5.4	102	435	1.4	38.3	99				
NBC MAJOR LEAGUE PRE-GAME N	953	300	0.9	31.5	79	**39	0.9	4.1	78	401	1.3	42.1	108				
SPORTSWORLD - SUN	N 1233	455	1.4	36.9	92	**44	1.0	3.6	68	511	1.6	41.4	107				
SUNDAY MORNING	C 1611	684	2.1	42.5	106	*89	2.1	5.5	105	501	1.6	31.1	80				

	TOTAL U.S. '000	ON GLASS SURFACES				ON NON-GLASS SURFACES				ON BOTH SURFACES							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	32388	100.0	40.0	100	4256	100.0	5.3	100	31435	100.0	38.8	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	10616	32.8	40.7	102	1309	30.8	5.0	96	9421	30.0	36.1	93				
NETWORK AFFILIATES - LATE	20261	8139	25.1	40.2	100	1090	25.6	5.4	102	8244	26.2	40.7	105				
INDEPENDENTS - LATE	2076	948	2.9	45.7	114	103	2.4	5.0	94	700	2.2	33.7	87				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	4227	13.1	40.4	101	483	11.3	4.6	88	4054	12.9	38.8	100				
ABC MONDAY NIGHT MOVIE	A 6412	2602	8.0	40.6	101	338	7.9	5.3	100	2501	8.0	39.0	100				
ABC SUNDAY NIGHT MOVIE	A 12407	4850	15.0	39.1	98	738	17.3	5.9	113	5007	15.9	40.4	104				
ABC WORLD NEWS TONIGHT	A 6176	2492	7.7	40.3	101	326	7.7	5.3	100	2255	7.2	36.5	94				
AFTERMASH	C 5863	2347	7.2	40.0	100	*330	7.8	5.6	107	2191	7.0	37.4	96				
ALICE	C 9594	3827	11.8	39.9	100	485	11.4	5.1	96	3641	11.6	38.0	98				
AMERICAN PARADE	C 6622	2662	8.2	40.2	101	418	9.8	6.3	120	2540	8.1	38.4	99				
BENSON	A 10886	4276	13.2	39.3	98	659	15.5	6.1	115	4124	13.1	37.9	98				
BLUE THUNDER	A 5036	1883	5.8	37.4	93	264	6.2	5.2	100	2043	6.5	40.6	105				
CAGNEY & LACEY	C 9965	4026	12.4	40.4	101	531	12.5	5.3	101	4117	13.1	41.3	106				
CBS EVENING NEWS-DEAN	C 3491	1549	4.8	44.4	111	244	5.7	7.0	133	1106	3.5	31.7	82				
CBS EVENING NEWS-RATHER	C 7123	3024	9.3	42.5	106	386	9.1	5.4	103	2503	8.0	35.1	91				
CBS SAT. NEWS-SCHIEFFER	C 3621	1532	4.7	42.3	106	223	5.2	6.2	117	1274	4.1	35.2	91				
CBS SATURDAY NIGHT MOVIE	C 5436	2170	6.7	39.9	100	357	8.4	6.6	125	2154	6.9	39.6	102				
CBS WEDNESDAY NIGHT MOVIE	C 6100	2455	7.6	40.2	101	337	7.9	5.5	105	2427	7.7	39.8	103				
CHEERS	N 8889	3647	11.3	41.0	103	508	11.9	5.7	109	3813	12.1	42.9	111				
DALLAS	C 22109	9235	28.5	41.8	104	1354	31.8	6.1	117	8775	27.9	39.7	102				
DIFF'RENT STROKES	N 6940	2859	8.8	41.2	103	331	7.8	4.8	91	2466	7.8	35.5	92				
DOUBLE TROUBLE	N 7223	2811	8.7	38.9	97	328	7.7	4.5	86	2899	9.2	40.1	103				
DUCK FACTORY	N 5595	2316	7.2	41.4	104	262	6.2	4.7	89	2408	7.7	43.0	111				
DUKES OF HAZZARD	C 5768	2342	7.2	40.6	102	238	5.6	4.1	79	2152	6.8	37.3	96				
DYNASTY	A 20053	7755	23.9	38.7	97	1263	29.7	6.3	120	8111	25.8	40.4	104				
FACTS OF LIFE	N 8087	3288	10.2	40.7	102	302	7.1	3.7	71	3042	9.7	37.6	97				
FALCON CREST	C 20046	8247	25.5	41.1	103	1262	29.7	6.3	120	8139	25.9	40.6	105				
FALL GUY	A 9084	3508	10.8	38.6	97	583	13.7	6.4	122	3771	12.0	41.5	107				
FAMILY TIES	N 7964	3305	10.2	41.5	104	377	8.9	4.7	90	3161	10.1	39.7	102				
FANTASY ISLAND	A 7687	2748	8.5	35.7	89	365	8.6	4.7	90	3187	10.1	41.5	107				
FOOLUPS, BLEEPERS & BLUNDERS	A 8861	3635	11.2	41.0	103	458	10.8	5.2	98	3610	11.5	40.7	105				
FOUR SEASONS	C 5095	2027	6.3	39.8	99	*344	8.1	6.8	128	1933	6.1	37.9	98				
GIMME A BREAK	N 8838	3547	11.0	40.1	100	379	8.9	4.3	82	3128	10.0	35.4	91				
HART TO HART	A 8978	3705	11.4	41.3	103	569	13.4	6.3	121	3565	11.3	39.7	102				
HILL STREET BLUES	N 8590	3532	10.9	41.1	103	551	12.9	6.4	122	3552	11.3	41.4	107				
HOTEL	A 14085	5545	17.1	39.4	98	968	22.7	6.9	131	5883	18.7	41.8	108				
JEFFERSONS	C 9360	3689	11.4	39.4	99	471	11.1	5.0	96	3519	11.2	37.6	97				
JENNIFER SLEPT HERE	N 5841	2379	7.3	40.7	102	315	7.4	5.4	103	2234	7.1	38.2	99				
KATE & ALLIE	C 9206	3874	12.0	42.1	105	547	12.9	5.9	113	3414	10.9	37.1	96				
KNIGHT RIDER	N 7076	2937	9.1	41.5	104	284	6.7	4.0	76	2736	8.7	38.7	100				
LOVE BOAT	A 12219	4842	14.9	39.6	99	663	15.6	5.4	103	4588	14.6	37.5	97				
MAGNUM PI	C 11199	4643	14.3	41.5	104	733	17.2	6.5	125	4534	14.4	40.5	104				
MAMA'S FAMILY	N 6057	2533	7.8	41.8	105	336	7.9	5.5	106	2205	7.0	36.4	94				
MASTER, THE	N 3598	1370	4.2	38.1	95	*130	3.1	3.6	69	1421	4.5	39.5	102				
MATT HOUSTON	A 6344	2453	7.6	38.7	97	377	8.9	5.9	113	2649	8.4	41.8	108				
NBC MONDAY NIGHT MOVIE	N 11994	4762	14.7	39.7	99	673	15.8	5.6	107	5005	15.9	41.7	108				
NBC NIGHTLY NEWS	N 5132	2054	6.3	40.0	100	331	7.8	6.4	123	2040	6.5	39.8	102				
NBC NIGHTLY NEWS-SAT	N 3375	1343	4.1	39.8	100	*216	5.1	6.4	122	1198	3.8	35.5	91				
NBC NIGHTLY NEWS-SUN	N 3130	1229	3.8	39.3	98	241	5.7	7.7	147	1017	3.2	32.5	84				
NBC SUNDAY NIGHT MOVIE	N 8284	3124	9.6	37.7	94	412	9.7	5.0	95	3532	11.2	42.6	110				
NEWMART	C 9240	3799	11.7	41.1	103	523	12.3	5.7	108	3544	11.3	38.4	99				
ONE DAY AT A TIME	C 7288	2939	9.1	40.3	101	423	9.9	5.8	110	2780	8.8	38.1	98				
PEOPLE ARE FUNNY	N 4855	1927	5.9	39.7	99	*297	7.0	6.1	116	1867	5.9	38.5	99				
REAL PEOPLE	N 8869	3548	11.0	40.0	100	367	8.6	4.1	79	3412	10.9	38.5	99				
REMINGTON STEELE	N 7743	3146	9.7	40.6	102	425	10.0	5.5	104	3006	9.6	38.8	100				
RIPLEY'S BELIEVE IT - NOT	A 5345	2025	6.3	37.9	95	277	6.5	5.2	99	2323	7.4	43.5	112				
RIPTIDE	N 6988	2810	8.7	40.2	101	329	7.7	4.7	90	2746	8.7	39.3	101				
SCARECROW & MRS. KING	C 10002	4255	13.1	42.5	106	491	11.5	4.9	93	3792	12.1	37.9	98				
SIMON & SIMON	C 10638	4499	13.9	42.3	106	566	13.3	5.3	101	4055	12.9	38.1	98				
60 MINUTES	C 13293	5428	16.8	40.8	102	754	17.7	5.7	108	4860	15.5	36.6	94				
ST. ELSEWHERE	N 7017	2847	8.8	40.6	101	327	7.7	4.7	89	2993	9.5	42.7	110				
THREE'S COMPANY	A 10917	4339	13.4	39.7	99	558	13.1	5.1	97	4320	13.7	39.6	102				
T.J. HOOKER	A 9204	3459	10.7	37.6	94	558	13.1	6.1	115	3657	11.6	39.7	102				
TONIGHT SHOW	N 2372	895	2.8	37.7	94	105	2.5	4.4	84	1024	3.3	43.2	111				
TRAPPER JOHN, M.D.	C 9846	3918	12.1	39.8	100	509	12.0	5.2	98	3711	11.8	37.7	97				
TV BLOOPERS & PRAC. JOKES	N 9105	3584	11.1	39.4	98	314	7.4	3.4	66	3729	11.9	41.0	106				
20/20	A 9387	3872	12.0	41.2	103	487	11.4	5.2	99	3701	11.8	39.4	102				
WEBSTER	A 11067	4328	13.4	39.1	98	654	15.4	5.9	112	4247	13.5	38.4	99				
WORLD NEWS - SUN	A 3062	1181	3.6	38.6													

	TOTAL U.S. '000	AJAX WINDOW CLEANER				EASY-OFF				GLASS PLUS				GLASS MAX			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	9774	100.0	12.1	100	4764	100.0	5.9	100	24082	100.0	29.7	100	2951	100.0	3.6	100
18 - 24	9282	1119	11.4	12.1	100	*359	7.5	3.9	66	3277	13.6	35.3	119	*253	8.6	2.7	7
25 - 34	19072	2939	30.1	15.4	128	1236	25.9	6.5	110	5923	24.6	31.1	104	*508	17.2	2.7	7
35 - 44	14591	1979	20.2	13.6	112	958	20.1	6.6	112	4204	17.5	28.8	97	*390	13.2	2.7	7
45 - 54	11345	1370	14.0	12.1	100	845	17.7	7.4	127	3054	12.7	26.9	91	*385	13.0	3.4	9
55 - 64	11635	1294	13.2	11.1	92	638	13.4	5.5	93	3432	14.3	29.5	99	*613	20.8	5.3	3
65 OR OLDER	15061	1073	11.0	7.1	59	728	15.3	4.8	82	4192	17.4	27.8	94	802	27.2	5.3	3
18 - 34	28354	4058	41.5	14.3	119	1595	33.5	5.6	96	9200	38.2	32.4	109	762	25.8	2.7	7
18 - 49	48339	6688	68.4	13.8	115	2899	60.9	6.0	102	14863	61.7	30.7	103	1325	44.9	2.7	7
25 - 54	45008	6288	64.3	14.0	116	3039	63.8	6.8	115	13182	54.7	29.3	98	1283	43.5	2.9	7
35 - 49	19985	2630	26.9	13.2	109	1304	27.4	6.5	111	5664	23.5	28.3	95	564	19.1	2.8	7
50 OR OLDER	32647	3086	31.6	9.5	78	1864	39.1	5.7	97	9219	38.3	28.2	95	1626	55.1	5.0	13
GRADUATED COLLEGE	11155	1150	11.8	10.3	85	591	12.4	5.3	90	3194	13.3	28.6	96	*431	14.6	3.9	10
ATTENDED COLLEGE	13682	1678	17.2	12.3	102	976	20.5	7.1	121	4446	18.5	32.5	109	566	19.2	4.1	11
GRADUATED HIGH SCHOOL	33880	4586	46.9	13.5	112	1888	39.6	5.6	95	10683	44.4	31.5	106	1135	38.5	3.4	9
DID NOT GRADUATE HIGH SCHOOL	22270	2360	24.1	10.6	88	1310	27.5	5.9	100	5759	23.9	25.9	87	819	27.8	3.7	10
EMPLOYED	40306	5283	54.1	13.1	109	2494	52.4	6.2	105	12108	50.3	30.0	101	1327	45.0	3.3	9
EMPLOYED FULL-TIME	32850	4299	44.0	13.1	108	1954	41.0	5.9	101	9963	41.4	30.3	102	991	33.6	3.0	8
EMPLOYED PART-TIME	7456	984	10.1	13.2	109	*540	11.3	7.2	123	2146	8.9	28.8	97	*336	11.4	4.5	12
NOT EMPLOYED	40680	4491	45.9	11.0	91	2270	47.6	5.6	95	11974	49.7	29.4	99	1624	55.0	4.0	11
PROFESSIONAL/MANAGER	10392	1150	11.8	11.1	92	*572	12.0	5.5	94	2992	12.4	28.8	97	*401	13.6	3.9	10
TECH/CLERICAL/SALES	17574	2395	24.5	13.6	113	1031	21.6	5.9	100	5491	22.8	31.2	105	648	22.0	3.7	10
PRECISION/CRAFT	985	**103	1.1	10.5	87	**113	2.4	11.5	195	*155	0.6	15.7	53	*226	0.9	2.6	7
OTHER EMPLOYED	11354	1635	16.7	14.4	119	777	16.3	6.8	116	3469	14.4	30.6	103	*252	8.5	2.2	6
SINGLE	9863	1045	10.7	10.6	88	510	10.7	5.2	88	3076	12.8	31.2	105	*333	11.3	3.4	9
MARRIED	51375	6522	66.7	12.7	105	3117	65.4	6.1	103	15713	65.2	30.6	103	1803	61.1	3.5	9
DIVORCED/SEPARATED/WIDOWED	19748	2207	22.6	11.2	93	1136	23.8	5.8	98	5293	22.0	26.8	90	815	27.6	4.1	11
PARENTS	32590	4953	50.7	15.2	126	2245	47.1	6.9	117	9997	41.5	30.7	103	834	28.3	2.6	7
WHITE	70416	8267	84.6	11.7	97	4062	85.3	5.8	98	21621	89.8	30.7	103	2560	86.8	3.6	10
BLACK	8778	1270	13.0	14.5	120	600	12.6	6.8	116	2027	8.4	23.1	78	382	12.9	4.4	11
OTHER	1791	**237	2.4	13.2	110	**101	2.1	5.6	96	**434	1.8	24.2	81	**8	0.3	0.4	1
NORTHEAST-CENSUS	17786	2026	20.7	11.4	94	1028	21.6	5.8	98	5908	24.5	33.2	112	1164	39.4	6.5	18
NORTH CENTRAL	20741	2904	29.7	14.0	116	1356	28.5	6.5	111	5956	24.7	28.7	97	600	20.3	2.9	7
SOUTH	27775	2765	28.3	10.0	82	1479	31.0	5.3	91	8596	35.7	30.9	104	816	27.7	2.9	8
WEST	14683	2079	21.3	14.2	117	901	18.9	6.1	104	3622	15.0	24.7	83	*372	12.6	2.5	6
NORTHEAST-MKTG.	17961	1969	20.1	11.0	91	1065	22.4	5.9	101	5927	24.6	33.0	111	1231	41.7	6.9	18
EAST CENTRAL	11885	1492	15.3	12.6	104	503	10.6	4.2	72	3443	14.3	29.0	97	*271	9.2	2.3	6
WEST CENTRAL	14090	1940	19.8	13.8	114	1131	23.7	8.0	136	4219	17.5	29.9	101	*414	14.0	2.9	8
SOUTH	24081	2513	25.7	10.4	86	1283	26.9	5.3	91	7501	31.1	31.1	105	674	22.8	2.8	7
PACIFIC	12969	1859	19.0	14.3	119	782	16.4	6.0	103	2992	12.4	23.1	78	*361	12.2	2.8	7
COUNTY SIZE A	32439	4038	41.3	12.4	103	1977	41.5	6.1	104	9021	37.5	27.8	94	1378	46.7	4.2	11
COUNTY SIZE B	24915	3172	32.5	12.7	105	1142	24.0	4.6	78	7680	31.9	30.8	104	843	28.6	3.4	9
COUNTY SIZE C	12930	1370	14.0	10.6	88	770	16.2	6.0	101	4174	17.3	32.3	109	*460	15.6	3.6	9
COUNTY SIZE D	10703	1194	12.2	11.2	92	874	18.3	8.2	139	3206	13.3	30.0	101	*271	9.2	2.5	6
METRO CENTRAL CITY	24518	3284	33.6	13.4	111	1343	28.2	5.5	93	6874	28.5	28.0	94	959	32.5	3.9	10
METRO SUBURBAN	35919	4325	44.3	12.0	100	1995	41.9	5.6	94	10851	45.1	30.2	102	1421	48.2	4.0	10
NON METRO	20549	2165	22.2	10.5	87	1426	29.9	6.9	118	6357	26.4	30.9	104	*571	19.3	2.8	7
TOP 5 ADI'S	18341	2502	25.6	13.6	113	1188	24.9	6.5	110	5146	21.4	28.1	94	951	32.2	5.2	10
TOP 10 ADI'S	25378	3255	33.3	12.8	106	1527	32.1	6.0	102	7001	29.1	27.6	93	1235	41.9	4.9	11
TOP 20 ADI'S	36488	4534	46.4	12.4	103	2265	47.5	6.2	106	10234	42.5	28.0	94	1586	53.7	4.3	11
HSOLD INC. \$50,000 OR MORE	6612	862	8.8	13.0	108	*432	9.1	6.5	111	2075	8.6	31.4	106	**297	10.1	4.5	11
\$40,000 OR MORE	12659	1687	17.3	13.3	110	753	15.8	5.9	101	4201	17.4	33.2	112	*461	15.6	3.6	10
\$30,000 OR MORE	24698	3183	32.6	12.9	107	1491	31.3	6.0	103	7691	31.9	31.1	105	806	27.3	3.3	9
\$25,000 OR MORE	32077	4051	41.4	12.6	105	2069	43.4	6.5	110	9928	41.2	31.0	104	1020	34.6	3.2	8
\$20,000 - \$24,999	9144	1295	13.2	14.2	117	509	10.7	5.6	95	2915	12.1	31.9	107	*362	12.3	4.0	10
\$15,000 - \$19,999	8728	994	10.2	11.4	94	*398	8.4	4.6	78	2577	10.7	29.5	99	*441	14.9	5.1	11
\$10,000 - \$14,999	12562	1352	13.8	10.8	89	643	13.5	5.1	87	3811	15.8	30.3	102	562	19.0	4.5	11
UNDER \$10,000	18475	2081	21.3	11.3	93	1146	24.1	6.2	105	4851	20.1	26.3	88	566	19.2	3.1	7
HOUSEHOLD OF 1 PERSON	11987	1221	12.5	10.2	84	575	12.1	4.8	82	3228	13.4	26.9	91	450	15.2	3.8	10
2 PEOPLE	26577	2677	27.4	10.1	83	1421	29.8	5.3	91	7815	32.5	29.4	99	1247	42.3	4.7	11
3 OR 4 PEOPLE	30617	3972	40.6	13.0	107	1880	39.5	6.1	104	9502	39.5	31.0	104	973	33.0	3.2	8
5 OR MORE PEOPLE	11804	1905	19.5	16.1	134	888	18.6	7.5	128	3537	14.7	30.0	101	**281	9.5	2.4	6
NO CHILD IN HSOLD	46165	4577	46.8	9.9	82	2404	50.5	5.2	89	13485	56.0	29.2	98	2018	68.4	4.4	11
CHILD(REN) UNDER 2 YRS	5325	869	8.9	16.3	135	*351	7.4	6.6	112	1697	7.0	31.9	107	*70	2.4	1.3	3
2 - 5 YEARS	14221	2407	24.6	16.9	140	998	20.9	7.0	119	4613	19.2	32.4	109	*456	15.5	3.2	8
6 - 11 YEARS	15117	2305	23.6	15.2	126	1089	22.9	7.2	122	4470	18.6	29.6	99	*383	13.0	2.5	6
12 - 17 YEARS	16611	2392	24.5	14.4	119	1100	23.1	6.6	113	5064	21.0	30.5	103	*414	14.0	2.5	6
RESIDENCE OWNED	55884	6713	68.7	12.0	100	3183	66.8	5.7	97	17256	71.7	30.9	104	2067	70.0	3.7	11
VALUE: \$50,000 OR MORE	31744	3819	39.1	12.0	100	1939	40.7	6.1	104	9669	40.2	30.5	102	1212	41.1	3.8	11
VALUE: UNDER \$50,000	24140	2893	29.6	12.0	99	1243	26.1	5.1	88	7587	31.5	31.4	106	855	29.0	3.5	8

		TOTAL U.S. '000	AJAX WINDOW CLEANER				EASY-OFF				GLASS PLUS				GLASS MAX			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	9774	100.0	12.1	100	4764	100.0	5.9	100	24082	100.0	29.7	100	2951	100.0	3.6	100
MAGAZINES	QUINTILE 1	15799	2265	23.2	14.3	119	1066	22.4	6.7	115	5291	22.0	33.5	113	704	23.9	4.5	122
	QUINTILE 2	17259	2131	21.8	12.3	102	1044	21.9	6.0	103	5658	23.5	32.8	110	559	18.9	3.2	89
	QUINTILE 3	13545	1563	16.0	11.5	96	718	15.1	5.3	90	3828	15.9	28.3	95	567	19.2	4.2	115
	QUINTILE 4	15133	1773	18.1	11.7	97	877	18.4	5.8	99	4234	17.6	28.0	94	*427	14.5	2.8	77
	QUINTILE 5	19250	2042	20.9	10.6	88	1059	22.2	5.5	94	5072	21.1	26.3	89	695	23.6	3.6	99
NEWSPAPERS	QUINTILE 1	12413	1528	15.6	12.3	102	629	13.2	5.1	86	4050	16.8	32.6	110	590	20.0	4.8	130
	QUINTILE 2	24116	2655	27.2	11.0	91	1644	34.5	6.8	116	6832	28.4	28.3	95	1039	35.2	4.3	118
	QUINTILE 3	11261	1501	15.4	13.3	110	700	14.7	6.2	106	3479	14.4	30.9	104	*431	14.6	3.8	105
	QUINTILE 4	20255	2624	26.8	13.0	107	1036	21.7	5.1	87	6229	25.9	30.8	103	670	22.7	3.3	91
	QUINTILE 5	12940	1466	15.0	11.3	94	755	15.8	5.8	99	3493	14.5	27.0	91	*221	7.5	1.7	47
OUTDOOR	QUINTILE 1	14852	1906	19.5	12.8	106	902	18.9	6.1	103	4294	17.8	28.9	97	506	17.1	3.4	93
	QUINTILE 2	15725	2125	21.7	13.5	112	911	19.1	5.8	98	4760	19.8	30.3	102	579	19.6	3.7	101
	QUINTILE 3	16330	2035	20.8	12.5	103	966	20.3	5.9	101	5122	21.3	31.4	105	564	19.1	3.5	95
	QUINTILE 4	16744	1970	20.2	11.8	97	1020	21.4	6.1	104	5161	21.4	30.8	104	703	23.8	4.2	115
	QUINTILE 5	17334	1738	17.8	10.0	83	965	20.3	5.6	95	4745	19.7	27.4	92	600	20.3	3.5	95
RADIO-DRIVE TIME	QUINTILE 1	15911	2123	21.7	13.3	111	825	17.3	5.2	88	5014	20.8	31.5	106	674	22.8	4.2	116
	QUINTILE 2	14837	1877	19.2	12.7	105	863	18.1	5.8	99	4622	19.2	31.2	105	490	16.6	3.3	91
	QUINTILE 3	15339	1743	17.8	11.4	94	871	18.3	5.7	97	4616	19.2	30.1	101	*572	19.4	3.7	102
	QUINTILE 4	16723	2049	21.0	12.3	102	1195	25.1	7.1	121	4789	19.9	28.6	96	510	17.3	3.0	84
	QUINTILE 5	18176	1983	20.3	10.9	90	1009	21.2	5.6	94	5041	20.9	27.7	93	705	23.9	3.9	106
RADIO-MID- DAY	TERCILE 1	21020	2567	26.3	12.2	101	1231	25.8	5.9	100	6478	26.9	30.8	104	876	29.7	4.2	114
	TERCILE 2	21610	3020	30.9	14.0	116	1222	25.7	5.7	96	6617	27.5	30.6	103	929	31.5	4.3	118
	TERCILE 3	38355	4188	42.8	10.9	90	2311	48.5	6.0	102	10987	45.6	28.6	96	1146	38.8	3.0	82
RADIO-TOTAL	QUINTILE 1	15988	2233	22.8	14.0	116	945	19.8	5.9	100	4954	20.6	31.0	104	670	22.7	4.2	115
	QUINTILE 2	15626	1809	18.5	11.6	96	804	16.9	5.1	87	4803	19.9	30.7	103	564	19.1	3.6	99
	QUINTILE 3	16723	2168	22.2	13.0	107	1076	22.6	6.4	109	5176	21.5	31.0	104	570	19.3	3.4	94
	QUINTILE 4	16342	1990	20.4	12.2	101	950	19.9	5.8	99	4626	19.2	28.3	95	557	18.9	3.4	94
	QUINTILE 5	16306	1574	16.1	9.7	80	989	20.8	6.1	103	4524	18.8	27.7	93	591	20.0	3.6	99
TV-PRIME TIME	QUINTILE 1	15953	1731	17.7	10.9	90	938	19.7	5.9	100	5065	21.0	31.7	107	756	25.6	4.7	130
	QUINTILE 2	16137	2104	21.5	13.0	108	866	18.2	5.4	91	5028	20.9	31.2	105	562	19.0	3.5	96
	QUINTILE 3	16420	2129	21.8	13.0	107	1012	21.2	6.2	105	4826	20.0	29.4	99	*459	15.6	2.8	77
	QUINTILE 4	16687	1976	20.2	11.8	98	1019	21.4	6.1	104	4884	20.3	29.3	98	667	22.6	4.0	110
	QUINTILE 5	15789	1834	18.8	11.6	96	929	19.5	5.9	100	4278	17.8	27.1	91	508	17.2	3.2	88
TV-DAYTIME	TERCILE 1	27736	3562	36.4	12.8	106	1736	36.4	6.3	106	8489	35.3	30.6	103	1109	37.6	4.0	110
	TERCILE 2	26489	3209	32.8	12.1	100	1493	31.3	5.6	96	8014	33.3	30.3	102	911	30.9	3.4	94
	TERCILE 3	26761	3002	30.7	11.2	93	1534	32.2	5.7	97	7580	31.5	28.3	95	931	31.5	3.5	95
TV-TOTAL	QUINTILE 1	16345	1990	20.4	12.2	101	938	19.7	5.7	98	5416	22.5	33.1	111	555	18.8	3.4	93
	QUINTILE 2	16447	1924	19.7	11.7	97	798	16.8	4.9	82	4789	19.9	29.1	98	693	23.5	4.2	116
	QUINTILE 3	15980	2250	23.0	14.1	117	1055	22.1	6.6	112	4655	19.3	29.1	98	702	23.8	4.4	121
	QUINTILE 4	15887	1722	17.6	10.8	90	915	19.2	5.8	98	4659	19.3	29.3	99	547	18.5	3.4	94
	QUINTILE 5	16326	1890	19.3	11.6	96	1057	22.2	6.5	110	4563	18.9	27.9	94	*455	15.4	2.8	76
MAGAZINES-NEWSPAPERS: DUAL		20721	2527	25.9	12.2	101	1291	27.1	6.2	106	6507	27.0	31.4	106	966	32.7	4.7	128
MAGAZINE IMPERATIVE		19186	2719	27.8	14.2	117	1088	22.8	5.7	96	6440	26.7	33.6	113	604	20.5	3.1	86
NEWSPAPER IMPERATIVE		21899	2363	24.2	10.8	89	1354	28.4	6.2	105	6102	25.3	27.9	94	918	31.1	4.2	115
MAGAZINES-OUTDOOR: DUAL		15451	2101	21.5	13.6	113	921	19.3	6.0	101	4993	20.7	32.3	109	489	16.6	3.2	87
MAGAZINE IMPERATIVE		25953	3215	32.9	12.4	103	1608	33.8	6.2	105	8286	34.4	31.9	107	1064	36.1	4.1	113
OUTDOOR IMPERATIVE		24400	2961	30.3	12.1	101	1379	28.9	5.7	96	6534	27.1	26.8	90	881	29.9	3.6	99
MAGAZINES-RADIO: DUAL		18049	2495	25.5	13.8	115	1280	26.9	7.1	121	5796	24.1	32.1	108	694	23.5	3.8	106
MAGAZINE IMPERATIVE		23571	2846	29.1	12.1	100	1375	28.9	5.8	99	7517	31.2	31.9	107	916	31.0	3.9	107
RADIO IMPERATIVE		23278	2843	29.1	12.2	101	1175	24.7	5.0	86	6686	27.8	28.7	97	940	31.9	4.0	111
MAGAZINES-TELEVISION: DUAL		15459	2007	20.5	13.0	108	953	20.0	6.2	105	5077	21.1	32.8	110	768	26.0	5.0	136
MAGAZINE IMPERATIVE		25829	3349	34.3	13.0	107	1611	33.8	6.2	106	7945	33.0	30.8	103	858	29.1	3.3	91
TELEVISION IMPERATIVE		26039	2973	30.4	11.4	95	1266	26.6	4.9	83	7313	30.4	28.1	94	844	28.6	3.2	89
NEWSPAPERS-OUTDOOR: DUAL		16605	2218	22.7	13.4	111	986	20.7	5.9	101	5143	21.4	31.0	104	680	23.0	4.1	112
NEWSPAPER IMPERATIVE		26834	2947	30.2	11.0	91	1719	36.1	6.4	109	7971	31.1	29.7	100	1187	40.2	4.4	121
OUTDOOR IMPERATIVE		23346	3037	31.1	13.0	108	1321	27.7	5.7	96	6838	28.4	29.3	98	715	24.2	3.1	84
NEWSPAPERS-RADIO: DUAL		17133	1899	19.4	11.1	92	943	19.8	5.5	94	5452	22.6	31.8	107	1003	34.0	5.9	161
NEWSPAPER IMPERATIVE		25892	3067	31.4	11.8	98	1777	37.3	6.9	117	7529	31.3	29.1	98	944	32.0	3.6	100
RADIO IMPERATIVE		23167	3361	34.4	14.5	120	1302	27.3	5.6	96	7233	30.0	31.2	105	553	18.7	2.4	66
NEWSPAPERS-TELEVISION: DUAL		17159	2037	20.8	11.9	98	994	20.9	5.8	98	5327	22.1	31.0	104	841	28.5	4.9	135
NEWSPAPER IMPERATIVE		26214	3057	31.3	11.7	97	1753	36.8	6.7	114	7582	31.5	28.9	97	1067	36.2	4.1	112
TELEVISION IMPERATIVE		23412	2938	30.1	12.5	104	1199	25.2	5.1	87	7220	30.0	30.8	104	696	23.6	3.0	82
OUTDOOR-RADIO: DUAL		15303	2179	22.3	14.2	118	992	20.8	6.5	110	4863	20.2	31.8	107	551	18.7	3.6	99
OUTDOOR IMPERATIVE		24901	3017	30.9	12.1	100	1442	30.3	5.8									

	TOTAL U.S. '000	AJAX WINDOW CLEANER				EASY-OFF				GLASS PLUS				GLASS MAX			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	9774	100.0	12.1	100	4764	100.0	5.9	100	24082	100.0	29.7	100	2951	100.0	3.6	100
ATLANTIC MONTHLY	415	**26	0.3	6.3	52	**25	0.5	6.0	102	**151	0.6	36.4	122	**28	0.9	6.7	18
BARRON'S	453	**48	0.5	10.6	88	**5	0.1	1.1	19	**202	0.8	44.6	150	**48	1.6	10.6	29
BETTER HOMES & GARDENS	16256	1948	19.9	12.0	99	987	20.7	6.1	103	5164	21.4	31.8	107	654	22.2	4.0	11
BON APPETIT	2535	252	2.6	9.9	82	**163	3.4	6.4	109	774	3.2	30.5	103	**159	5.4	6.3	17
BUSINESS WEEK	1278	*193	2.0	15.1	125	**40	0.8	3.1	53	383	1.6	30.0	101	**32	1.1	2.5	5
CAR AND DRIVER	378	**26	0.3	6.9	57	**17	0.4	4.5	76	**142	0.6	37.6	126	**0	0.0	0.0	0
CBS MAGAZINE NETWORK (GROSS)	1498	*171	1.7	11.4	95	**95	2.0	6.3	108	676	2.8	45.1	152	**51	1.7	3.4	9
CHANGING TIMES	1505	*200	2.0	13.3	110	**72	1.5	4.8	81	466	1.9	31.0	104	**108	3.7	7.2	19
COLONIAL HOMES	1231	*129	1.3	10.5	87	**67	1.4	5.4	93	415	1.7	33.7	113	**40	1.4	3.2	8
CONDE NAST MAG. PKG. (GROSS)	14146	2120	21.7	15.0	124	955	20.0	6.8	115	4578	19.0	32.4	109	662	22.4	4.7	12
CONSUMERS DIGEST	1323	*152	1.6	11.5	95	**85	1.8	6.4	109	465	1.9	35.1	118	**61	2.1	4.6	12
COSMOPOLITAN	7102	1023	10.5	14.4	119	385	8.1	5.4	92	2428	10.1	34.2	115	342	11.6	4.8	13
COUNTRY LIVING	2481	262	2.7	10.6	88	*166	3.5	6.7	114	660	2.7	26.6	89	**53	1.8	2.1	5
CUISINE	1472	*170	1.7	11.5	96	**108	2.3	7.3	125	491	2.0	33.4	112	**23	0.8	1.6	4
CYCLE WORLD	425	**77	0.8	18.1	150	**28	0.6	6.6	112	*182	0.8	42.8	144	**21	0.7	4.9	13
DCI:CREATIVE IDEAS FOR LIV	2510	321	3.3	12.8	106	*162	3.4	6.5	110	688	2.9	27.4	92	**22	0.7	0.9	2
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	784	8.0	11.7	97	415	8.7	6.2	105	2120	8.8	31.7	107	*179	6.1	2.7	7
DISCOVER	894	*139	1.4	15.5	129	**39	0.8	4.4	74	279	1.2	31.2	105	**30	1.0	3.4	9
EBONY	3507	697	7.1	19.9	165	241	5.1	6.9	117	1017	4.2	29.0	98	230	7.8	6.6	18
ESQUIRE	1083	*124	1.3	11.4	95	**68	1.4	6.3	107	398	1.7	36.7	124	**47	1.6	4.3	11
ESSENCE	1830	347	3.6	19.0	157	*135	2.8	7.4	125	536	2.2	29.3	98	*112	3.8	6.1	16
FAMILY CIRCLE	15930	1892	19.4	11.9	98	935	19.6	5.9	100	5172	21.5	32.5	109	659	22.3	4.1	11
THE FAMILY HANDYMAN	1126	*177	1.8	15.7	130	**102	2.1	9.1	154	378	1.6	33.6	113	**58	2.0	5.2	14
FAMILY WEEKLY	11468	1359	13.9	11.9	98	662	13.9	5.8	98	3487	14.5	30.4	102	410	13.9	3.6	9
FIELD & STREAM	2234	*386	3.9	17.3	143	*207	4.3	9.3	158	806	3.3	36.1	121	**42	1.4	1.9	5
FOOD & WINE	579	**65	0.7	11.2	93	**53	1.1	9.2	156	*213	0.9	36.8	124	**8	0.3	1.4	3
FORBES	728	**62	0.6	8.5	71	**36	0.8	4.9	84	320	1.3	44.0	148	**33	1.1	4.5	12
FORTUNE	906	**100	1.0	11.0	91	**71	1.5	7.8	133	369	1.5	40.7	137	**43	1.5	4.7	13
GENTLEMEN'S QUARTERLY	791	*81	0.8	10.2	85	**46	1.0	5.8	99	292	1.2	36.9	124	**23	0.8	2.9	8
GLAMOUR	5265	766	7.8	14.5	121	352	7.4	6.7	114	1884	7.8	35.8	120	*250	8.5	4.7	13
GOLF DIGEST	636	**103	1.1	16.2	134	**76	1.6	11.9	203	*203	0.8	31.9	107	**24	0.8	3.8	10
GOLF DIGEST/TENNIS (GROSS)	1186	**138	1.4	11.6	96	**92	1.9	7.8	132	430	1.8	36.3	122	**45	1.5	3.8	10
GOLF MAGAZINE	441	**53	0.5	12.0	100	**30	0.6	6.8	116	*157	0.7	35.6	120	**8	0.3	1.8	5
GOLF MAGAZINE/SKI (GROSS)	922	**108	1.1	11.7	97	**47	1.0	5.1	87	302	1.3	32.8	110	**12	0.4	1.3	3
GOOD HOUSEKEEPING	16487	2083	21.3	12.6	105	1113	23.4	6.8	115	5568	23.1	33.8	114	626	21.2	3.8	10
HARPER'S BAZAAR	2423	390	4.0	16.1	133	*133	2.8	5.5	93	895	3.7	36.9	124	**130	4.4	5.4	14
HEALTH	1994	342	3.5	17.2	142	*177	3.7	8.9	151	661	2.7	33.1	111	**32	1.1	1.6	4
HEARST MAG CORP. BUY (GROSS)	44101	5727	58.6	13.0	108	2948	61.9	6.7	114	14571	60.5	33.0	111	1610	54.6	3.7	10
HEARST MAN POWER (GROSS)	1993	291	3.0	14.6	121	*217	4.6	10.9	185	657	2.7	33.0	111	**71	2.4	3.6	9
HEARST WOMAN POWER (GROSS)	31274	4164	42.6	13.3	110	2072	43.5	6.6	113	10398	43.2	33.2	112	1147	38.9	3.7	10
HOUSE BEAUTIFUL	3623	360	3.7	9.9	82	235	4.9	6.5	110	1166	4.8	32.2	108	*136	4.6	3.8	10
INC.	283	**51	0.5	18.0	149	**21	0.4	7.4	126	**114	0.5	40.3	135	**8	0.3	2.8	7
JET	2928	602	6.2	20.6	170	*178	3.7	6.1	103	812	3.4	27.7	93	*151	5.1	5.2	14
LADIES' HOME JOURNAL	11918	1343	13.7	11.3	93	828	17.4	6.9	118	4139	17.2	34.7	117	374	12.7	3.1	8
LHJ FAMILY GRP COMBO(GROSS)	16764	2030	20.8	12.1	100	1198	25.1	7.1	121	5901	24.5	35.2	118	473	16.0	2.8	7
LIFE	4254	590	6.0	13.9	115	274	5.8	6.4	109	1524	6.3	35.8	120	*204	6.9	4.8	13
L.A. TIMES HOME MAGAZINE	1145	*230	2.4	20.1	166	**96	2.0	8.4	143	*265	1.1	23.1	78	**55	1.9	4.8	13
MADEMOISELLE	2884	371	3.8	12.9	107	*213	4.5	7.4	126	908	3.8	31.5	106	**117	4.0	4.1	11
MC CALL'S	13460	1692	17.3	12.6	104	861	18.1	6.4	109	4451	18.5	33.1	111	505	17.1	3.8	10
MC CALL'S/WRK MOTHER (GROSS)	14606	1902	19.5	13.0	108	932	19.6	6.4	108	4883	20.3	33.4	112	515	17.5	3.5	9
MECHANIX ILLUSTRATED	772	**140	1.4	18.1	150	**44	0.9	5.7	97	*236	1.0	30.6	103	**85	2.9	11.0	30
METROPOLITAN HOME	967	*81	0.8	8.4	69	**44	0.9	4.6	77	280	1.2	29.0	97	**47	1.6	4.9	13
MONEY	1588	*162	1.7	10.2	85	**115	2.4	7.2	123	454	1.9	28.6	96	**57	1.9	3.6	9
MOTHER EARTH NEWS	1002	*127	1.3	12.7	105	**93	2.0	9.3	158	285	1.2	28.4	96	**20	0.7	2.0	5
MS.	825	*136	1.4	16.5	137	**99	2.1	12.0	204	262	1.1	31.8	107	**28	0.9	3.4	9
NATIONAL ENQUIRER	10336	1445	14.8	14.0	116	644	13.5	6.2	106	3370	14.0	32.6	110	426	14.4	4.1	11
NATIONAL GEOGRAPHIC	9597	1024	10.5	10.7	88	546	11.5	5.7	97	2735	11.4	28.5	96	370	12.5	3.9	10
NATIONAL SUNDAY MAGAZINE PKG	49558	6104	62.5	12.3	102	2967	62.3	6.0	102	14894	61.8	30.1	101	1933	65.5	3.9	10
NATURAL HISTORY	573	**86	0.9	15.0	124	**21	0.4	3.7	62	*207	0.9	36.1	121	**56	1.9	9.8	26
NEW WOMAN	1699	*150	1.5	8.8	73	*94	2.0	5.5	94	495	2.1	29.1	98	**42	1.4	2.5	6
NEW YORK INCLUDING CUE	443	**49	0.5	11.1	92	**37	0.8	8.4	142	*160	0.7	36.1	121	**17	0.6	3.8	10
THE NEW YORKER	1270	*159	1.6	12.5	104	*117	2.5	9.2	157	435	1.8	34.3	115	**51	1.7	4.0	11
NEWSWEEK	6277	884	9.0	14.1	117	413	8.7	6.6	112	1935	8.0	30.8	104	*233	7.9	3.7	10
THE N.Y. TIMES DAILY EDITION	1205	*133	1.4	11.0	91	**99	2.1	8.2	140	476	2.0	39.5	133	**115	3.9	9.5	26
THE N.Y. TIMES MAGAZINE	2081	230	2.4	11.1	92	*127	2.7	6.1	104	718	3.0	34.5	116	*214	7.3	10.3	28
OMNI	788	**89	0.9	11.3	94	**64	1.3	8.1	138	297	1.2	37.7	127	**66	2.2	8.4	23
ON CABLE	1158	**108	1.1	9.3	77	**117	2.5	10.1	172	408	1.7	35.2	118	**35	1.2	3.0	8
1001 HOME IDEAS	2852	345	3.5	12.1	100	*194	4.1	6.8	116	1101	4.6	38.6	130	*67	2.3	2.3	6
ORGANIC GARDENING	1658	*180	1.8	10.9	90	*124	2.6	7.5	127	488	2.0	29.4	99	*65	2.2	3.9	10
OUTDOOR LIFE	896	*126	1.3	14.1	117	*45	0.9	5.0	85	330	1.4	36.8	124	*3	0.1	0.3	0
PARADE MAGAZINE	24275	2876	29.4	11.8	98	1455	30.5	6.0	102	7661	31.8	31.6	106	973	33.0	4.0	11

	TOTAL U.S. '000	AJAX WINDOW CLEANER				EASY-OFF				GLASS PLUS				GLASS MAX			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	80986	9774	100.0	12.1	100	4764	100.0	5.9	100	24082	100.0	29.7	100	2951	100.0	3.6	100
PARENTS	3845	600	6.1	15.6	129	270	5.7	7.0	119	1377	5.7	35.8	120	**93	3.2	2.4	66
PENTHOUSE	831	**164	1.7	19.7	164	**47	1.0	5.7	96	*272	1.1	32.7	110	**40	1.4	4.8	132
PEOPLE	11645	1567	16.0	13.5	111	643	13.5	5.5	94	3611	15.0	31.0	104	425	14.4	3.6	100
PLAYBOY	2006	300	3.1	15.0	124	*103	2.2	5.1	87	634	2.6	31.6	106	**128	4.3	6.4	175
POPULAR HOT RODDING	297	**51	0.5	17.2	142	**19	0.4	6.4	109	*137	0.6	46.1	155	**23	0.8	7.7	213
POPULAR MECHANICS	1018	**118	1.2	11.6	96	**122	2.6	12.0	204	316	1.3	31.0	104	**48	1.6	4.7	129
POPULAR SCIENCE	878	**91	0.9	10.4	86	**63	1.3	7.2	122	*275	1.1	31.3	105	**51	1.7	5.8	159
PREVENTION	3913	533	5.5	13.6	113	*230	4.8	5.9	100	1293	5.4	33.0	111	*236	8.0	6.0	166
PSYCHOLOGY TODAY	1710	194	2.0	11.3	94	*130	2.7	7.6	129	538	2.2	31.5	106	*332	1.1	1.9	51
READER'S DIGEST	22204	2733	28.0	12.3	102	1140	23.9	5.1	87	7321	30.4	33.0	111	797	27.0	3.6	99
REDBOOK	7684	1059	10.8	13.8	114	574	12.0	7.5	127	2402	10.0	31.3	105	*179	6.1	2.3	64
ROAD & TRACK	410	**26	0.3	6.3	53	*37	0.8	9.0	153	*177	0.7	43.2	145	**6	0.2	1.5	40
ROLLING STONE	969	*210	2.1	21.7	180	**54	1.1	5.6	95	402	1.7	41.5	140	**83	2.8	8.6	235
RUNNER'S WORLD	298	**27	0.3	9.1	75	**28	0.6	9.4	160	**114	0.5	38.3	129	**5	0.2	1.7	46
SATURDAY EVENING POST	1169	241	2.5	20.6	171	*123	2.6	10.5	179	291	1.2	24.9	84	**27	0.9	2.3	63
SCIENCE 84	587	**61	0.6	10.4	86	**19	0.4	3.2	55	*257	1.1	43.8	147	**8	0.3	1.4	37
SCIENCE DIGEST	482	**78	0.8	16.2	134	**58	1.2	12.0	205	*158	0.7	32.8	110	**13	0.4	2.7	74
SCIENTIFIC AMERICAN	594	**107	1.1	18.0	149	*31	0.7	5.2	89	*236	1.0	39.7	134	*47	1.6	7.9	217
SELF	2089	347	3.6	16.6	138	*134	2.8	6.4	109	673	2.8	32.2	108	**68	2.3	3.3	89
SEVENTEEN	2411	348	3.6	14.4	120	*164	3.4	6.8	116	763	3.2	31.6	106	**90	3.0	3.7	102
SKI	480	**55	0.6	11.5	95	**17	0.4	3.5	60	*145	0.6	30.2	102	**4	0.1	0.8	23
SMITHSONIAN	2760	297	3.0	10.8	89	*214	4.5	7.8	132	614	2.5	22.2	75	**84	2.8	3.0	84
SOAP OPERA DIGEST	3013	505	5.2	16.8	139	222	4.7	7.4	125	1039	4.3	34.5	116	*197	6.7	6.5	179
SOUTHERN LIVING	4184	464	4.7	11.1	92	253	5.3	6.0	103	1432	5.9	34.2	115	*157	5.3	3.8	103
SOUTH	559	**58	0.6	10.4	86	**15	0.3	2.7	46	*157	0.7	28.1	94	**3	0.1	0.5	15
THE SPORTING NEWS	436	**27	0.3	6.2	51	**29	0.6	6.7	113	**162	0.7	37.2	125	**1	0.0	0.2	6
SPORTS AFIELD	493	**94	1.0	19.1	158	**38	0.8	7.7	131	*183	0.8	37.1	125	**9	0.3	1.8	50
SPORTS ILLUSTRATED	2758	378	3.9	13.7	114	*144	3.0	5.2	89	988	4.1	35.8	120	**97	3.3	3.5	97
STAR	7456	1076	11.0	14.4	120	508	10.7	6.8	116	2552	10.6	34.2	115	328	11.1	4.4	121
SUNDAY	24936	3216	32.9	12.9	107	1478	31.0	5.9	101	7125	29.6	28.6	96	987	33.4	4.0	109
SUNSET	2124	295	3.0	13.9	115	*197	4.1	9.3	158	611	2.5	28.8	97	**87	2.9	4.1	112
TV GUIDE	21661	2838	29.0	13.1	109	1390	29.2	6.4	109	7139	29.6	33.0	111	891	30.2	4.1	113
TENNIS	590	**36	0.4	6.5	54	*16	0.3	2.9	49	*227	0.9	41.3	139	*22	0.7	4.0	110
TIME	8880	1146	11.7	12.9	107	602	12.6	6.8	115	2718	11.3	30.6	103	420	14.2	4.7	130
TOWN & COUNTRY	917	**79	0.8	8.6	71	**51	1.1	5.6	95	330	1.4	36.0	121	*31	1.1	3.4	93
TRAVEL & LEISURE	972	**101	1.0	10.4	86	**72	1.5	7.4	126	287	1.2	29.5	99	*64	2.2	6.6	181
TRUE STORY	3356	507	5.2	15.1	125	*264	5.5	7.9	134	1095	4.5	32.6	110	**106	3.6	3.2	87
U.S. NEWS & WORLD REPORT	3410	432	4.4	12.7	105	*170	3.6	5.0	85	1029	4.3	30.2	101	*127	4.3	3.7	102
USA TODAY	1759	*170	1.7	9.7	80	*101	2.1	5.7	98	629	2.6	35.8	120	*108	3.7	6.1	168
US	1873	255	2.6	13.6	113	**94	2.0	5.0	85	603	2.5	32.2	108	*46	1.6	2.5	67
YOGUE	3909	636	6.5	16.3	135	257	5.4	6.6	112	1113	4.6	28.5	96	226	7.7	5.8	159
WALL STREET JOURNAL	1886	*177	1.8	9.4	78	*96	2.0	5.1	87	469	1.9	24.9	84	*96	3.3	5.1	140
WEIGHT WATCHERS	2120	226	2.3	10.7	88	*213	4.5	10.0	171	724	3.0	34.2	115	*58	2.0	2.7	75
WOMAN'S DAY	14172	1795	18.4	12.7	105	856	18.0	6.0	103	4477	18.6	31.6	106	673	22.8	4.7	130
WORKING MOTHER	1146	*210	2.1	18.3	152	*70	1.5	6.1	104	433	1.8	37.8	127	*10	0.3	0.9	24
WORKING WOMAN	1322	*216	2.2	16.3	135	*98	2.1	7.4	126	482	2.0	36.5	123	*65	2.2	4.9	135
WORLD TENNIS	*163	**25	0.3	15.3	127	*10	0.2	6.1	104	*67	0.3	41.1	138	*0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2532	265	2.7	10.5	87	*180	3.8	7.1	121	833	3.5	32.9	111	*82	2.8	3.2	89
BLAIR INSERTS	43657	5347	54.7	12.2	101	2706	56.8	6.2	105	13055	54.2	29.9	101	1829	62.0	4.2	115
DAILY NEWSPAPERS																	
READ ANY	51633	6123	62.6	11.9	98	3086	64.8	6.0	102	15542	64.5	30.1	101	2174	73.7	4.2	116
READ ONE	43463	5129	52.5	11.8	98	2684	56.3	6.2	105	12749	52.9	29.3	99	1795	60.8	4.1	113
READ TWO OR MORE	8170	994	10.2	12.2	101	402	8.4	4.9	84	2793	11.6	34.2	115	380	12.9	4.7	128
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6335	64.8	12.0	100	3220	67.6	6.1	104	15865	65.9	30.1	101	2145	72.7	4.1	112
READ ONE	46126	5535	56.6	12.0	99	2860	60.0	6.2	105	13818	57.4	30.0	101	1791	60.7	3.9	107
READ TWO OR MORE	6552	801	8.2	12.2	101	359	7.5	5.5	93	2047	8.5	31.2	105	354	12.0	5.4	148
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.53				27.80				27.99				24.24			
30 DAY REACH	71455	8723	89.2	12.2	101	4180	87.7	5.8	99	21323	88.5	29.8	100	2599	88.1	3.6	100
50 SHWG - 30 DAY AV FREQ	14.56	15.34				14.60				14.71				12.97			
30 DAY REACH	67742	8418	86.1	12.4	103	3985	83.6	5.9	100	20280	84.2	29.9	101	2436	82.5	3.6	99
25 SHWG - 30 DAY AV FREQ	7.94	8.23				7.83				7.88				6.95			
30 DAY REACH	62117	7872	80.5	12.7	105	3732	78.3	6.0	102	18904	78.5	30.4	102	2274	77.1	3.7	100
CABLE TV: HOME WIRED	32077	4152	42.5	12.9	107	1730	36.3	5.4	92	10012	41.6	31.2	105	1057	35.8	3.3	90
HOME NOT WIRED	48909	5622	57.5	11.5	95	3034	63.7	6.2	105	14070	58.4	28.8	97	1894	64.2	3.9	106
HAVE PAY CABLE	15935	2290	23.4	14.4	119	1124	23.6	7.1	120	5548	23.0	34.8	117	*463	15.7	2.9	80

	TOTAL U.S. '000	AJAX WINDOW CLEANER				EASY-OFF				GLASS PLUS				GLASS MAX			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	9774	100.0	12.1	100	4764	100.0	5.9	100	24082	100.0	29.7	100	2951	100.0	3.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5533	56.6	12.6	104	2532	53.1	5.8	98	13419	55.7	30.6	103	1577	53.4	3.6	99
10:00 AM - 3:00 PM	30659	3953	40.4	12.9	107	1670	35.1	5.4	93	9476	39.3	30.9	104	1248	42.3	4.1	111
3:00 PM - 7:00 PM	31045	3890	39.8	12.5	104	1760	36.9	5.7	96	9746	40.5	31.4	106	1153	39.1	3.7	100
7:00 PM - MIDNIGHT	15767	2143	21.9	13.6	113	923	19.4	5.9	100	4849	20.1	30.8	103	485	16.4	3.1	88
MIDNIGHT - 6:00 AM	9120	1130	11.6	12.4	103	467	9.8	5.1	87	2944	12.2	32.3	109	348	11.8	3.8	100
6:00 AM - MIDNIGHT	58527	7402	75.7	12.6	105	3432	72.0	5.9	100	17905	74.4	30.6	103	2056	69.7	3.5	99
ENTIRE DAY	59311	7513	76.9	12.7	105	3462	72.7	5.8	99	18170	75.5	30.6	103	2073	70.2	3.5	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2042	20.9	12.6	105	916	19.2	5.7	96	5364	22.3	33.2	112	464	15.7	2.9	77
ALL NEWS	2256	250	2.6	11.1	92	*165	3.5	7.3	124	606	2.5	26.9	90	**103	3.5	4.6	124
AOR/PROGRESSIVE	3874	639	6.5	16.5	137	*192	4.0	5.0	84	1254	5.2	32.4	109	*198	6.7	5.1	140
BEAUTIFUL MUSIC	5660	606	6.2	10.7	89	324	6.8	5.7	97	1632	6.8	28.8	97	*210	7.1	3.7	100
BLACK	2204	312	3.2	14.2	117	*161	3.4	7.3	124	549	2.3	24.9	84	*117	4.0	5.3	140
CLASSICAL	1418	**150	1.5	10.6	88	**80	1.7	5.6	96	431	1.8	30.4	102	**88	3.0	6.2	107
CHR/ROCK	9538	1379	14.1	14.5	120	533	11.2	5.6	95	3253	13.5	34.1	115	372	12.6	3.9	100
COUNTRY	12648	1458	14.9	11.5	96	636	13.4	5.0	85	4026	16.7	31.8	107	383	13.0	3.0	88
GOLDEN OLDIES	1191	**127	1.3	10.7	88	**128	2.7	10.7	183	386	1.6	32.4	109	**17	0.6	1.4	33
MOR/NOSTALGIA	4757	577	5.9	12.1	101	316	6.6	6.6	113	1438	6.0	30.2	102	*107	3.6	2.2	66
NEWS/TALK	3863	455	4.7	11.8	98	*244	5.1	6.3	107	897	3.7	23.2	78	*178	6.0	4.6	124
RELIGIOUS	3084	311	3.2	10.1	84	*140	2.9	4.5	77	904	3.8	29.3	99	**91	3.1	3.0	88
SOFT ROCK	521	**68	0.7	13.1	108	**9	0.2	1.7	29	*105	0.4	20.2	68	**21	0.7	4.0	111
URBAN CONTEMPORARY	1585	300	3.1	18.9	157	*99	2.1	6.2	106	505	2.1	31.9	107	*113	3.8	7.1	150
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	385	3.9	11.8	98	**100	2.1	3.1	52	1083	4.5	33.2	112	**89	3.0	2.7	77
ABC DIRECTION	2316	310	3.2	13.4	111	*160	3.4	6.9	117	716	3.0	30.9	104	*128	4.3	5.5	136
ABC ENTERTAINMENT	4834	536	5.5	11.1	92	274	5.8	5.7	96	1341	5.6	27.7	93	*113	3.8	2.3	63
ABC FM	2202	350	3.6	15.9	132	*127	2.7	5.8	98	734	3.0	33.3	112	**91	3.1	4.1	111
ABC INFORMATION	5425	587	6.0	10.8	90	307	6.4	5.7	96	1530	6.4	28.2	95	*206	7.0	3.8	100
ABC ROCK	1677	329	3.4	19.6	163	**145	3.0	8.6	147	607	2.5	36.2	122	**106	3.6	6.3	170
CBS	4430	505	5.2	11.4	94	291	6.1	6.6	112	1298	5.4	29.3	99	**103	3.5	2.3	63
MUTUAL	4992	574	5.9	11.5	95	387	8.1	7.8	132	1631	6.8	32.7	110	*265	9.0	5.3	140
NBC	4679	530	5.4	11.3	94	*239	5.0	5.1	87	1328	5.5	28.4	95	*148	5.0	3.2	88
RADIOKADIO	1994	*261	2.7	13.1	108	**107	2.2	5.4	91	608	2.5	30.5	103	**70	2.4	3.5	99
RKO ONE	2298	259	2.6	11.3	93	*163	3.4	7.1	121	678	2.8	29.5	99	**70	2.4	3.0	88
RKO TWO	3311	366	3.7	11.1	92	*195	4.1	5.9	100	1046	4.3	31.6	106	**85	2.9	2.6	77
THE SOURCE	2114	*229	2.3	10.8	90	**85	1.8	4.0	68	816	3.4	38.6	130	**73	2.5	3.5	99
NON-WIRED : BLAIR	8654	1175	12.0	13.6	113	568	11.9	6.6	112	2743	11.4	31.7	107	261	8.8	3.0	88
INTERNET	12025	1540	15.8	12.8	106	713	15.0	5.9	101	3705	15.4	30.8	104	483	16.4	4.0	111
KATZ RADIO GROUP	15359	1880	19.2	12.2	101	853	17.9	5.6	94	4645	19.3	30.2	102	643	21.8	4.2	111
SUPERNET	10628	1427	14.6	13.4	111	512	10.7	4.8	82	3175	13.2	29.9	100	350	11.9	3.3	88
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	975	10.0	11.3	93	527	11.1	6.1	103	2648	11.0	30.6	103	309	10.5	3.6	99
MKDAY 9:00 AM - 1:00 PM	12163	1569	16.1	12.9	107	678	14.2	5.6	95	3784	15.7	31.1	105	513	17.4	4.2	111
MKDAY 1:00 PM - 4:30 PM	16150	2098	21.5	13.0	108	947	19.9	5.9	100	4984	20.7	30.9	104	639	21.7	4.0	100
MKDAY 4:30 PM - 7:30 PM	22463	2673	27.3	11.9	99	1245	26.1	5.5	94	6881	28.6	30.6	103	869	29.4	3.9	100
MKDAY 7:30 PM - 8:00 PM	31795	3648	37.3	11.5	95	1747	36.7	5.5	93	9669	40.2	30.4	102	1096	37.1	3.4	99
MKDAY 11:00 PM - 11:30 PM	23977	2813	28.8	11.7	97	1419	29.8	5.9	101	7192	29.9	30.0	101	939	31.8	3.9	100
MKDAY 11:30 PM - 1:00 AM	7703	986	10.1	12.8	106	479	10.1	6.2	106	2483	10.3	32.2	108	296	10.0	3.8	100
M-SAT 8-11 PM-SUN 7-11 PM	33800	4073	41.7	12.1	100	1966	41.3	5.8	99	10428	43.3	30.9	104	1317	44.6	3.9	100
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1003	10.3	15.3	127	398	8.4	6.1	103	1871	7.8	28.6	96	287	9.7	4.4	111
ANOTHER WORLD	N 4620	643	6.6	13.9	115	275	5.8	6.0	101	1349	5.6	29.2	98	148	5.0	3.2	88
AS THE WORLD TURNS	C 5614	551	5.6	9.8	81	278	5.8	5.0	84	1863	7.7	33.2	112	222	7.5	4.0	100
CAPITOL	C 3396	328	3.4	9.7	80	151	3.2	4.4	76	1009	4.2	29.7	100	*191	6.5	5.6	136
CBS MORN. NEWS 1	C 1446	148	1.5	10.2	85	*44	0.9	3.0	52	434	1.8	30.0	101	**77	2.6	5.3	140
CBS MORN. NEWS 2	C 1207	88	0.9	7.3	60	*46	1.0	3.8	65	309	1.3	25.6	86	*47	1.6	3.9	100
DAYS OF OUR LIVES	N 5877	861	8.8	14.7	121	314	6.6	5.3	91	1686	7.0	28.7	96	216	7.3	3.7	100
FACTS OF LIFE - DAYTIME	N 2290	316	3.2	13.8	114	149	3.1	6.5	111	607	2.5	26.5	89	*78	2.6	3.4	77
FAMILY FEUD	A 3023	340	3.5	11.2	93	149	3.1	4.9	84	972	4.0	32.2	108	*78	2.6	2.6	66
GENERAL HOSPITAL	A 6097	869	8.9	14.3	118	320	6.7	5.2	89	1962	8.1	32.2	108	241	8.2	4.0	100
GOOD MORNING, AMERICA-730A	A 3515	478	4.9	13.6	113	178	3.7	5.1	86	1060	4.4	30.2	101	99	3.4	2.8	88
GOOD MORNING, AMERICA-830A	A 2818	405	4.1	14.4	119	167	3.5	5.9	101	872	3.6	30.9	104	108	3.7	3.8	100
GUIDING LIGHT	C 5339	593	6.1	11.1	92	333	7.0	6.2	106	1657	6.9	31.0	104	264	8.9	4.9	111
ONE LIFE TO LIVE	A 4478	629	6.4	14.0	116	262	5.5	5.9	99	1443	6.0	32.2	108	158	5.4	3.5	99
PRESS YOUR LUCK	C 2244	226	2.3	10.1	83	130	2.7	5.8	98	709	2.9	31.6	106	*124	4.2	5.5	136
PRICE IS RIGHT 1	C 4348	545	5.6	12.5	104	175	3.7	4.0	68	1364	5.7	31.4	105	213	7.2	4.9	111
PRICE IS RIGHT 2																	

		TOTAL	AJAX WINDOW CLEANER				EASY-OFF				GLASS PLUS				GLASS MAX			
		U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	9774	100.0	12.1	100	4764	100.0	5.9	100	24082	100.0	29.7	100	2951	100.0	3.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2737	28.0	10.5	87	1377	28.9	5.3	90	7667	31.8	29.4	99	1034	35.0	4.0	109
NETWORK AFFILIATES - LATE		20261	2395	24.5	11.8	98	1187	24.9	5.9	100	5954	24.7	29.4	99	806	27.3	4.0	109
INDEPENDENTS - LATE		2076	246	2.5	11.8	98	108	2.3	5.2	88	660	2.7	31.8	107	*89	3.0	4.3	118
TV EVENING NTKM 6 PM - 2 AM																		
A TEAM	N	10453	1283	13.1	12.3	102	631	13.2	6.0	103	3111	12.9	29.8	100	412	14.0	3.9	108
ABC MONDAY NIGHT MOVIE	A	6412	717	7.3	11.2	93	380	8.0	5.9	101	2014	8.4	31.4	106	180	6.1	2.8	77
ABC SUNDAY NIGHT MOVIE	A	12407	1436	14.7	11.6	96	765	16.1	6.2	105	3733	15.5	30.1	101	535	18.1	4.3	118
ABC WORLD NEWS TONIGHT	A	6176	570	5.8	9.2	76	319	6.7	5.2	88	1710	7.1	27.7	93	293	9.9	4.7	130
AFTERMASH	C	5863	700	7.2	11.9	99	362	7.6	6.2	105	1616	6.7	27.6	93	*226	7.7	3.9	106
ALICE	C	9594	1050	10.7	10.9	91	565	11.9	5.9	100	2979	12.4	31.1	104	386	13.1	4.0	110
AMERICAN PARADE	C	6622	718	7.3	10.8	90	477	10.0	7.2	122	2056	8.5	31.0	104	207	7.0	3.1	86
BENSON	A	10886	1285	13.1	11.8	98	719	15.1	6.6	112	3303	13.7	30.3	102	380	12.9	3.5	96
BLUE THUNDER	A	5036	620	6.3	12.3	102	279	5.9	5.5	94	1627	6.8	32.3	109	*163	5.5	3.2	89
CAGNEY & LACEY	C	9965	1094	11.2	11.0	91	695	14.6	7.0	119	2924	12.1	29.3	99	427	14.5	4.3	118
CBS EVENING NEWS-DEAN	C	3491	418	4.3	12.0	99	*164	3.4	4.7	80	1048	4.4	30.0	101	*208	7.0	6.0	164
CBS EVENING NEWS-RATHER	C	7123	726	7.4	10.2	84	395	8.3	5.5	94	2153	8.9	30.2	102	263	8.9	3.7	101
CBS SAT. NEWS-SCHIEFFER	C	3621	337	3.4	9.3	77	139	2.9	3.8	65	1061	4.4	29.3	99	106	3.6	2.9	80
CBS SATURDAY NIGHT MOVIE	C	5436	656	6.7	12.1	100	304	6.4	5.6	95	1598	6.6	29.4	99	213	7.2	3.9	108
CBS WEDNESDAY NIGHT MOVIE	C	6100	772	7.9	12.7	105	365	7.7	6.0	102	1677	7.0	27.5	92	229	7.8	3.8	103
CHEERS	N	8889	1196	12.2	13.5	111	416	8.7	4.7	80	2614	10.9	29.4	99	353	12.0	4.0	109
DALLAS	C	22109	2469	25.3	11.2	93	1434	30.1	6.5	110	6546	27.2	29.6	100	790	26.8	3.6	98
DIFF'RENT STROKES	N	6940	917	9.4	13.2	109	319	6.7	4.6	78	2233	9.3	32.2	108	*231	7.8	3.3	91
DOUBLE TROUBLE	N	7223	904	9.2	12.5	104	414	8.7	5.7	97	1988	8.3	27.5	93	*233	7.9	3.2	89
DUCK FACTORY	N	5595	694	7.1	12.4	103	269	5.6	4.8	82	1624	6.7	29.0	98	*220	7.5	3.9	108
DUKES OF HAZZARD	C	5768	730	7.5	12.7	105	274	5.8	4.8	81	1803	7.5	31.3	105	213	7.2	3.7	101
DYNASTY	A	20053	2584	26.4	12.9	107	1243	26.1	6.2	105	6002	24.9	29.9	101	749	25.4	3.7	103
FACTS OF LIFE	N	8087	1181	12.1	14.6	121	516	10.8	6.4	108	2378	9.9	29.4	99	229	7.8	2.8	78
FALCON CREST	C	20046	2357	24.1	11.8	97	1444	30.3	7.2	122	6062	25.2	30.2	102	791	26.8	3.9	108
FALL GUY	A	9084	1252	12.8	13.8	114	563	11.8	6.2	105	2808	11.7	30.9	104	320	10.8	3.5	97
FAMILY TIES	N	7964	901	9.2	11.3	94	390	8.2	4.9	83	2411	10.0	30.3	102	302	10.2	3.8	104
FANTASY ISLAND	A	7687	866	8.9	11.3	93	476	10.0	6.2	105	2243	9.3	29.2	98	297	10.1	3.9	106
FOULUPS, BLEEPES & BLUNDERS	A	8861	1073	11.0	12.1	100	497	10.4	5.6	95	2842	11.8	32.1	108	329	11.1	3.7	102
FOUR SEASONS	C	5095	628	6.4	12.3	102	*303	6.4	5.9	101	1400	5.8	27.5	92	*197	6.7	3.9	106
GIMME A BREAK	N	8838	979	10.0	11.1	92	414	8.7	4.7	80	2442	10.1	27.6	93	293	9.9	3.3	91
HART TO HART	A	8978	1046	10.7	11.7	97	498	10.5	5.5	94	2769	11.5	30.8	104	349	11.8	3.9	107
HILL STREET BLUES	N	8590	1125	11.5	13.1	109	476	10.0	5.5	94	2439	10.1	28.4	95	409	13.9	4.8	131
HOTEL	A	14085	1573	16.1	11.2	93	933	19.6	6.6	113	4242	17.6	30.1	101	486	16.5	3.5	95
JEFFERSONS	C	9360	1100	11.3	11.8	97	581	12.2	6.2	106	2889	12.0	30.9	104	331	11.2	3.5	97
JENNIFER SLEPT HERE	N	5841	857	8.8	14.7	122	296	6.2	5.1	86	1956	8.1	33.5	113	*207	7.0	3.5	97
KATE & ALLIE	C	9206	960	9.8	10.4	86	584	12.3	6.3	108	2713	11.3	29.5	99	362	12.3	3.9	108
KNIGHT RIDER	N	7076	947	9.7	13.4	111	498	10.5	7.0	120	2119	8.8	29.9	101	*213	7.2	3.0	83
LOVE BOAT	A	12219	1422	14.5	11.6	96	660	13.9	5.4	92	3691	15.3	30.2	102	471	16.0	3.9	106
MAGNUM PI	C	11199	1359	13.9	12.1	101	701	14.7	6.3	106	3636	15.1	32.5	109	342	11.6	3.1	84
MAMA'S FAMILY	N	6057	740	7.6	12.2	101	336	7.1	5.5	94	1792	7.4	29.6	99	266	9.0	4.4	121
MASTER, THE	N	3598	360	3.7	10.0	83	*138	2.9	3.8	65	1111	4.6	30.9	104	*120	4.1	3.3	92
MATT HOUSTON	A	6344	730	7.5	11.5	95	357	7.5	5.6	96	1898	7.9	29.9	101	*204	6.9	3.2	88
NBC MONDAY NIGHT MOVIE	N	11994	1486	15.2	12.4	103	694	14.6	5.8	98	3729	15.5	31.1	105	375	12.7	3.1	86
NBC NIGHTLY NEWS	N	5132	442	4.5	8.6	71	253	5.3	4.9	84	1587	6.6	30.9	104	191	6.5	3.7	102
NBC NIGHTLY NEWS-SAT	N	3375	323	3.3	9.6	79	*232	4.9	6.9	117	953	4.0	28.2	95	*85	2.9	2.5	69
NBC NIGHTLY NEWS-SUN	N	3130	364	3.7	11.6	96	*137	2.9	4.4	74	923	3.8	29.5	99	*136	4.6	4.3	119
NBC SUNDAY NIGHT MOVIE	N	8284	1171	12.0	14.1	117	446	9.4	5.4	92	2564	10.6	31.0	104	*305	10.3	3.7	101
NEWMART	C	9240	1002	10.3	10.8	90	556	11.7	6.0	102	2757	11.4	29.8	100	388	13.1	4.2	115
ONE DAY AT A TIME	C	7288	1033	10.6	14.2	117	440	9.2	6.0	103	2298	9.5	31.5	106	233	7.9	3.2	88
PEOPLE ARE FUNNY	N	4855	579	5.9	11.9	99	308	6.5	6.3	108	1408	5.8	29.0	98	*179	6.1	3.7	101
REAL PEOPLE	N	8869	1102	11.3	12.4	103	462	9.7	5.2	89	2694	11.2	30.4	102	297	10.1	3.3	92
REMINGTON STEELE	N	7743	804	8.2	10.4	86	362	7.6	4.7	79	2255	9.4	29.1	98	291	9.9	3.8	103
RIPLY'S BELIEVE IT - NOT	A	5345	677	6.9	12.7	105	278	5.8	5.2	88	1670	6.9	31.2	105	*130	4.4	2.4	67
RIPTIDE	N	6988	810	8.3	11.6	96	326	6.8	4.7	79	2194	9.1	31.4	106	298	10.1	4.3	117
SCARECROW & MRS. KING	C	10002	1089	11.1	10.9	90	612	12.8	6.1	104	3146	13.1	31.5	106	362	12.3	3.6	99
SIMON & SIMON	C	10638	1399	14.3	13.2	109	742	15.6	7.0	119	3265	13.6	30.7	103	383	13.0	3.6	99
60 MINUTES	C	13293	1355	13.9	10.2	84	708	14.9	5.3	91	3907	16.2	29.4	99	611	20.7	4.6	126
ST. ELSEWHERE	N	7017	800	8.2	11.4	94	413	8.7	5.9	100	2220	9.2	31.6	106	202	6.8	2.9	79
THREE'S COMPANY																		

	TOTAL U.S. '000	SPARKLE				INDEX				A				B				C				D			
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	3574	100.0	4.4	100	44096	100.0	54.4	100																
18 - 24	9282	*232	6.5	2.5	57	4684	10.6	50.5	93																
25 - 34	19072	1020	28.5	5.3	121	10611	24.1	55.6	102																
35 - 44	14591	641	17.9	4.4	100	8383	19.0	57.5	106																
45 - 54	11345	697	19.5	6.1	139	6441	14.6	56.8	104																
55 - 64	11635	*363	10.2	3.1	71	6275	14.2	53.9	99																
65 OR OLDER	15061	622	17.4	4.1	94	7701	17.5	51.1	94																
18 - 34	28354	1252	35.0	4.4	100	15295	34.7	53.9	99																
18 - 49	48339	2209	61.8	4.6	104	26808	60.8	55.5	102																
25 - 54	45008	2357	65.9	5.2	119	25436	57.7	56.5	104																
35 - 49	19985	957	26.8	4.8	109	11513	26.1	57.6	106																
50 OR OLDER	32647	1366	38.2	4.2	95	17287	39.2	53.0	97																
GRADUATED COLLEGE	11155	*413	11.6	3.7	84	6360	14.4	57.0	105																
ATTENDED COLLEGE	13682	608	17.0	4.4	101	7749	17.6	56.6	104																
GRADUATED HIGH SCHOOL	33810	1734	48.5	5.1	116	18970	43.0	56.0	103																
DID NOT GRADUATE HIGH SCHOOL	22270	819	22.9	3.7	83	11017	25.0	49.5	91																
EMPLOYED	40306	1686	47.2	4.2	95	23017	52.2	57.1	105																
EMPLOYED FULL-TIME	32550	1396	39.1	4.2	96	18748	42.5	57.1	105																
EMPLOYED PART-TIME	7456	*290	8.1	3.9	88	4269	9.7	57.3	105																
NOT EMPLOYED	40680	1889	52.9	4.6	105	21079	47.8	51.8	95																
PROFESSIONAL/MANAGER	10392	*410	11.5	3.9	89	6096	13.8	58.7	108																
TECH/CLERICAL/SALES	17574	917	25.7	5.2	118	10370	23.5	59.0	108																
PRECISION/CRAFT	985	**34	1.0	3.5	78	636	1.4	64.6	119																
OTHER EMPLOYED	11354	*324	9.1	2.9	65	5915	13.4	52.1	96																
SINGLE	9653	*191	5.3	1.9	44	4967	11.3	50.4	92																
MARRIED	51375	2637	73.8	5.1	116	29168	66.1	56.8	104																
DIVORCED/SEPARATED/WIDOWED	19748	747	20.9	3.8	86	9961	22.6	50.4	93																
PARENTS	32590	1840	51.5	5.6	128	17911	40.6	55.0	101																
WHITE	70416	3285	91.9	4.7	106	39543	89.7	56.2	103																
BLACK	8778	*290	8.1	3.3	75	3699	8.4	42.1	77																
OTHER	1791	**0	0.0	0.0	0	*853	1.9	47.6	87																
NORTHEAST-CENSUS	17786	**183	5.1	1.0	23	9756	22.1	54.9	101																
NORTH CENTRAL	20741	2728	76.3	13.2	298	11691	26.5	56.4	104																
SOUTH	27775	607	17.0	2.2	50	14157	32.1	51.0	94																
WEST	14683	**56	1.6	0.4	9	8491	19.3	57.8	106																
NORTHEAST-MKTG.	17961	*362	10.1	2.0	46	9561	21.7	53.2	98																
EAST CENTRAL	11885	900	25.2	7.6	172	6579	14.9	55.4	102																
WEST CENTRAL	14090	1898	53.1	13.5	305	8085	18.3	57.4	105																
SOUTH	24081	*370	10.4	1.5	35	12427	28.2	51.6	95																
PACIFIC	12969	**45	1.3	0.3	8	7443	16.9	57.4	105																
COUNTY SIZE A	32439	1594	44.6	4.9	111	16543	37.5	51.0	94																
COUNTY SIZE B	24915	949	26.6	3.8	86	14157	32.1	56.8	104																
COUNTY SIZE C	12930	*419	11.7	3.2	73	7667	17.4	59.3	109																
COUNTY SIZE D	10703	613	17.2	5.7	130	5729	13.0	53.5	98																
METRO CENTRAL CITY	24518	710	19.9	2.9	66	12184	27.6	49.7	91																
METRO SUBURBAN	35919	1861	52.1	5.2	117	20281	46.0	56.5	104																
NON METRO	20549	1004	28.1	4.9	111	11631	26.4	56.6	104																
TOP 5 ADI'S	18341	988	27.6	5.4	122	9779	22.2	53.3	98																
TOP 10 ADI'S	25378	1305	36.5	5.1	117	12927	29.3	50.9	94																
TOP 20 ADI'S	36488	1803	50.4	4.9	112	18711	42.4	51.3	94																
HSHLD INC. \$50,000 OR MORE	6612	**379	10.6	5.7	130	4193	9.5	63.4	116																
\$40,000 OR MORE	12659	721	20.2	5.7	129	7887	17.9	62.3	114																
\$30,000 OR MORE	24698	1478	41.4	6.0	136	14675	33.3	59.4	109																
\$25,000 OR MORE	32077	1868	52.3	5.8	132	19100	43.3	59.5	109																
\$20,000 - \$24,999	9144	*372	10.4	4.1	92	5062	11.5	55.4	102																
\$15,000 - \$19,999	8728	*394	11.0	4.5	102	4460	10.1	51.1	94																
\$10,000 - \$14,999	12562	547	15.3	4.4	99	6911	15.7	55.0	101																
UNDER \$10,000	18475	394	11.0	2.1	48	8563	19.4	46.3	85																
HOUSEHOLD OF 1 PERSON	11987	373	10.4	3.1	71	6151	13.9	51.3	94																
2 PEOPLE	26577	1030	28.8	3.9	88	14335	32.5	53.9	99																
3 OR 4 PEOPLE	30617	1363	38.1	4.5	101	16965	38.5	55.4	102																
5 OR MORE PEOPLE	11804	808	22.6	6.8	155	6645	15.1	56.3	103																
NO CHILD IN HSHLD	46165	1685	47.1	3.6	83	25007	56.7	54.2	99																
CHILD(REN) UNDER 2 YRS	5325	**283	7.9	5.3	120	2789	6.3	52.4	96																
2 - 5 YEARS	14221	707	19.8	5.0	113	7205	16.3	50.7	93																
6 - 11 YEARS	15117	967	27.1	6.4	145	8235	18.7	54.5	100																
12 - 17 YEARS	16611	827	23.1	5.0	113	9309	21.1	56.0	103																
RESIDENCE OWNED	55884	2787	78.0	5.0	113	31885	72.3	57.1	105																
VALUE: \$50,000 OR MORE	31744	1645	46.0	5.2	117	18362	41.6	57.8	106																
VALUE: UNDER \$50,000	24140	1142	32.0	4.7	107	13523	30.7	56.0	103																

		TOTAL	SPARKLE				WINDEX															
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	3574	100.0	4.4	100	44096	100.0	54.4	100												
MAGAZINES	QUINTILE 1	15799	838	23.4	5.3	120	9206	20.9	58.3	107												
	QUINTILE 2	17259	798	22.3	4.6	105	9911	22.5	57.4	105												
	QUINTILE 3	13545	*429	12.0	3.2	72	7549	17.1	55.7	102												
	QUINTILE 4	15133	739	20.7	4.9	111	7944	18.0	52.5	96												
	QUINTILE 5	19250	771	21.6	4.0	91	9486	21.5	49.3	91												
NEWSPAPERS	QUINTILE 1	12413	539	15.1	4.3	98	7302	16.6	58.8	108												
	QUINTILE 2	24116	1183	33.1	4.9	111	13726	31.1	56.9	105												
	QUINTILE 3	11261	682	19.1	6.1	137	5844	13.3	51.9	95												
	QUINTILE 4	20255	880	24.6	4.3	98	10680	24.2	52.7	97												
	QUINTILE 5	12940	*290	8.1	2.2	51	6544	14.8	50.6	93												
OUTDOOR	QUINTILE 1	14852	765	21.4	5.2	117	8516	19.3	57.3	105												
	QUINTILE 2	15725	556	15.6	3.5	80	8765	19.9	55.7	102												
	QUINTILE 3	16330	798	22.3	4.9	111	9014	20.4	55.2	101												
	QUINTILE 4	16744	633	17.7	3.8	86	8724	19.8	52.1	96												
	QUINTILE 5	17334	822	23.0	4.7	107	9077	20.6	52.4	96												
RADIO-DRIVE TIME	QUINTILE 1	15911	740	20.7	4.7	105	8629	19.6	54.2	100												
	QUINTILE 2	14837	731	20.5	4.9	112	8321	18.9	56.1	103												
	QUINTILE 3	15339	645	18.0	4.2	95	8184	18.6	53.4	98												
	QUINTILE 4	16723	644	18.0	3.9	87	9240	21.0	55.3	101												
	QUINTILE 5	18176	816	22.8	4.5	102	9722	22.0	53.5	98												
RADIO-MID- DAY	TERCILE 1	21020	1048	29.3	5.0	113	11792	26.7	56.1	103												
	TERCILE 2	21610	946	26.5	4.4	99	11741	26.6	54.3	100												
	TERCILE 3	38355	1581	44.2	4.1	93	20563	46.6	53.6	98												
RADIO-TOTAL	QUINTILE 1	15988	735	20.6	4.6	104	8980	20.4	56.2	103												
	QUINTILE 2	15626	790	22.1	5.1	115	8270	18.8	52.9	97												
	QUINTILE 3	16723	825	23.1	4.9	112	9161	20.8	54.8	101												
	QUINTILE 4	16342	558	15.6	3.4	77	9093	20.6	55.6	102												
	QUINTILE 5	16306	667	18.7	4.1	93	8591	19.5	52.7	97												
TV-PRIME TIME	QUINTILE 1	15953	721	20.2	4.5	102	8685	19.7	54.4	100												
	QUINTILE 2	16137	681	19.1	4.2	96	9142	20.7	56.7	104												
	QUINTILE 3	16420	800	22.4	4.9	110	9270	21.0	56.5	104												
	QUINTILE 4	16687	689	19.3	4.1	94	8748	19.8	52.4	96												
	QUINTILE 5	15789	684	19.1	4.3	98	8250	18.7	52.3	96												
TV-DAYTIME	TERCILE 1	27736	1251	35.0	4.5	102	14662	33.3	52.9	97												
	TERCILE 2	26489	1230	34.4	4.6	105	14967	33.9	56.5	104												
	TERCILE 3	26761	1094	30.6	4.1	93	14466	32.8	54.1	99												
TV-TOTAL	QUINTILE 1	16345	583	16.3	3.6	81	8428	19.1	51.6	95												
	QUINTILE 2	16447	960	26.9	5.8	132	9566	21.7	58.2	107												
	QUINTILE 3	15980	823	23.0	5.2	117	8931	20.3	55.9	103												
	QUINTILE 4	15887	677	18.9	4.3	97	8645	19.6	54.4	100												
	QUINTILE 5	16326	532	14.9	3.3	74	8526	19.3	52.2	96												
MAGAZINES-NEWSPAPERS: DUAL		20721	1069	29.9	5.2	117	12014	27.2	58.0	106												
MAGAZINE IMPERATIVE		19186	720	20.1	3.8	85	10809	24.5	56.3	103												
NEWSPAPER IMPERATIVE		21899	1005	28.1	4.6	104	11876	26.9	54.2	100												
MAGAZINES-OUTDOOR: DUAL		15451	752	21.0	4.9	110	9312	21.1	60.3	111												
MAGAZINE IMPERATIVE		25953	1191	33.3	4.6	104	14294	32.4	55.1	101												
OUTDOOR IMPERATIVE		24400	952	26.6	3.9	88	12744	28.9	52.2	96												
MAGAZINES-RADIO: DUAL		18049	922	25.8	5.1	116	10154	23.0	56.3	103												
MAGAZINE IMPERATIVE		23571	1009	28.2	4.3	97	13806	31.3	58.6	108												
RADIO IMPERATIVE		23278	1124	31.4	4.8	109	12358	28.0	53.1	98												
MAGAZINES-TELEVISION: DUAL		15459	723	20.2	4.7	106	8922	20.2	57.7	106												
MAGAZINE IMPERATIVE		25829	1180	33.0	4.6	104	14662	33.3	56.8	104												
TELEVISION IMPERATIVE		26039	1131	31.6	4.3	98	13825	31.4	53.1	98												
NEWSPAPERS-OUTDOOR: DUAL		16605	918	25.7	5.5	125	9813	22.3	59.1	109												
NEWSPAPER IMPERATIVE		26834	1278	35.8	4.8	108	14721	33.4	54.9	101												
OUTDOOR IMPERATIVE		23346	852	23.8	3.6	83	12441	28.2	53.3	98												
NEWSPAPERS-RADIO: DUAL		17133	842	23.6	4.9	111	9303	21.1	54.3	100												
NEWSPAPER IMPERATIVE		25892	1254	35.1	4.8	110	14948	33.9	57.7	106												
RADIO IMPERATIVE		23167	1090	30.5	4.7	107	12599	28.6	54.4	100												
NEWSPAPERS-TELEVISION: DUAL		17159	801	22.4	4.7	106	9533	21.6	55.6	102												
NEWSPAPER IMPERATIVE		26214	1284	35.9	4.9	111	14882	33.7	56.8	104												
TELEVISION IMPERATIVE		23412	1081	30.2	4.6	105	12475	28.3	53.3	98												
OUTDOOR-RADIO: DUAL		15303	772	21.6	5.0	114	8808	20.0	57.6	106												
OUTDOOR IMPERATIVE		24901	1040	29.1	4.2	95	13672	31.0	54.9	101												
RADIO IMPERATIVE		26492	1284	35.9	4.8	110	14101	32.0	53.2	98												
OUTDOOR-TELEVISION: DUAL		14794	656	18.4	4.4	100	8189	18.6	55.4	102												
OUTDOOR IMPERATIVE		25437	1074	30.1	4.2	96	14580	33.1	57.3	105												
TELEVISION IMPERATIVE		27877	1355	37.9	4.9	110	15271	34.6	54.8	101												
RADIO-TELEVISION: DUAL		15996	862	24.1	5.4	122	8683	19.7	54.3	100												
RADIO IMPERATIVE		25478	1151	32.2	4.5	102	13902	31.5	54.6	100												
TELEVISION IMPERATIVE		26573	1152	32.2	4.3	98	14839	33.7	55.8	103												

	TOTAL U.S. '000	A '000	SPARKLE B % DOWN	C ACROSS % INDX	D 100	A '000	HINDEX B % DOWN	C ACROSS % INDX	D 100	A '000	B % DOWN	C ACROSS % INDX	D 100	A '000	B % DOWN	C ACROSS % INDX	D 100
TOTAL FEMALE HOMEMAKERS	80986	3574	100.0	4.4	100	44096	100.0	54.4	100								
ATLANTIC MONTHLY	415	**13	0.4	3.1	71	213	0.5	51.3	94								
BARRON'S	453	**24	0.7	5.3	120	*233	0.5	51.4	94								
BETTER HOMES & GARDENS	16256	983	27.5	6.0	137	9320	21.1	57.3	105								
BON APPETIT	2535	**93	2.6	3.7	83	1470	3.3	58.0	107								
BUSINESS WEEK	1278	**38	1.1	3.0	67	659	1.5	51.6	95								
CAR AND DRIVER	378	**4	0.1	1.1	24	*173	0.4	45.8	84								
CBS MAGAZINE NETWORK (GROSS)	1498	**89	2.5	5.9	135	851	1.9	56.8	104								
CHANGING TIMES	1505	**38	1.1	2.5	57	841	1.9	55.9	103								
COLONIAL HOMES	1231	**53	1.5	4.3	98	653	1.5	53.0	97								
CONDE NAST MAG. (GROSS)	14146	555	15.5	3.9	89	8298	18.8	58.7	108								
CONSUMERS DIGEST	1323	**55	1.5	4.2	94	777	1.8	58.7	108								
COSMOPOLITAN	7102	231	6.5	3.3	74	4114	9.3	57.9	106								
COUNTRY LIVING	2481	*276	7.7	11.1	252	1446	3.3	58.3	107								
CUISINE	1472	**45	1.3	3.1	69	863	2.0	58.6	108								
CYCLE WORLD	425	**53	1.5	12.5	283	*248	0.6	58.4	107								
DCI:CREATIVE IDEAS FOR LIV	2510	**123	3.4	4.9	111	1437	3.3	57.3	105								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*245	6.9	3.7	83	3938	8.9	58.8	108								
DISCOVER	894	**55	1.5	6.2	139	395	0.9	44.2	81								
EBONY	3507	*111	3.1	3.2	72	1540	3.5	43.9	81								
ESQUIRE	1083	**32	0.9	3.0	67	527	1.2	48.7	89								
ESSENCE	1830	*95	2.7	5.2	118	796	1.8	43.5	80								
FAMILY CIRCLE	15930	999	28.0	6.3	142	9069	20.6	56.9	105								
THE FAMILY HANDYMAN	1126	**99	2.8	8.8	199	702	1.6	62.3	115								
FAMILY WEEKLY	11468	407	11.4	3.5	80	6689	15.2	58.3	107								
FIELD & STREAM	2234	**110	3.1	4.9	112	1365	3.1	61.1	112								
FOOD & WINE	579	**40	1.1	6.9	157	361	0.8	62.3	115								
FORBES	728	**5	0.1	0.7	16	391	0.9	53.7	99								
FORTUNE	906	**66	1.8	7.3	165	520	1.2	57.4	105								
GENTLEMEN'S QUARTERLY	791	**30	0.8	3.8	86	414	0.9	52.3	96								
GLAMOUR	5265	*229	6.4	4.3	99	3124	7.1	59.3	109								
GOLF DIGEST	636	**30	0.8	4.7	107	332	0.8	52.2	96								
GOLF DIGEST/TENNIS (GROSS)	1186	**61	1.7	5.1	117	620	1.4	52.3	96								
GOLF MAGAZINE	441	**24	0.7	5.4	123	*273	0.6	61.9	114								
GOLF MAGAZINE/SKI (GROSS)	922	**30	0.8	3.3	74	528	1.2	57.3	105								
GOOD HOUSEKEEPING	16487	1027	28.7	6.2	141	9470	21.5	57.4	105								
HARPER'S BAZAAR	2423	**95	2.7	3.9	89	1363	3.1	56.3	103								
HEALTH	1994	**74	2.1	3.7	84	1364	3.1	68.4	126								
HEARST MAG CORP. BUY (GROSS)	44101	2560	71.6	5.8	132	25448	57.7	57.7	106								
HEARST MAN POWER (GROSS)	1993	*174	4.9	8.7	198	1130	2.6	56.7	104								
HEARST WOMAN POWER (GROSS)	31274	1760	49.2	5.6	128	18073	41.0	57.8	106								
HOUSE BEAUTIFUL	3623	*142	4.0	3.9	89	2129	4.8	58.8	108								
INC.	283	**21	0.6	7.4	168	*179	0.4	63.3	116								
JET	2928	*126	3.5	4.3	98	1205	2.7	41.2	76								
LADIES' HOME JOURNAL	11918	645	18.0	5.4	123	6924	15.7	58.1	107								
LHJ FAMILY GRP COMBO(GROSS)	16764	863	24.1	5.1	117	9891	22.4	59.0	108								
LIFE	4254	*170	4.8	4.0	91	2162	4.9	50.8	93								
L.A. TIMES HOME MAGAZINE	1145	**12	0.3	1.0	24	708	1.6	61.8	114								
MADEMOISELLE	2884	*122	3.4	4.2	96	1646	3.7	57.1	105								
MC CALL'S	13460	770	21.5	5.7	130	7980	18.1	59.3	109								
MC CALL'S/WRK MOTHER (GROSS)	14606	847	23.7	5.8	131	8624	19.6	59.0	108								
MECHANIX ILLUSTRATED	772	**70	2.0	9.1	205	465	1.1	60.2	111								
METROPOLITAN HOME	967	**28	0.8	2.9	66	546	1.2	56.5	104								
MONEY	1588	**78	2.2	4.9	111	831	1.9	52.3	96								
MOTHER EARTH NEWS	1002	**106	3.0	10.6	240	523	1.2	52.2	96								
MS.	825	**49	1.4	5.9	135	410	0.9	49.7	91								
NATIONAL ENQUIRER	10336	431	12.1	4.2	94	5685	12.9	55.0	101								
NATIONAL GEOGRAPHIC	9597	571	16.0	5.9	135	5380	12.2	56.1	103								
NATIONAL SUNDAY MAGAZINE PKG	49558	2477	69.3	5.0	113	27779	63.0	56.1	103								
NATURAL HISTORY	573	**6	0.2	1.0	24	277	0.6	48.3	89								
NEW WOMAN	1699	**107	3.0	6.3	143	945	2.1	55.6	102								
NEW YORK INCLUDING CUE	443	**14	0.4	3.2	72	192	0.4	43.3	80								
THE NEW YORKER	1270	**30	0.8	2.4	54	654	1.5	51.5	95								
NEWSWEEK	6277	253	7.1	4.0	91	3385	7.7	53.9	99								
THE N.Y. TIMES DAILY EDITION	1205	**12	0.3	1.0	23	731	1.7	60.7	111								
THE N.Y. TIMES MAGAZINE	2081	**16	0.4	0.8	17	1195	2.7	57.4	105								
OMNI	788	**48	1.3	6.1	138	344	0.8	43.7	80								
ON CABLE	1158	**71	2.0	6.1	139	460	1.0	39.7	73								
1001 HOME IDEAS	2852	*144	4.0	5.0	114	1603	3.6	56.2	103								
ORGANIC GARDENING	1658	**81	2.3	4.9	111	956	2.2	57.7	106								
OUTDOOR LIFE	896	**57	1.6	6.4	144	502	1.1	56.0	103								
PARADE MAGAZINE	24275	1132	31.7	4.7	106	13171	29.9	54.3	100								

	TOTAL U.S. '000	SPARKLE				WINDEX											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3574	100.0	4.4	100	44096	100.0	54.4	100								
PARENTS	3845	238	6.7	6.2	140	2246	5.1	58.4	107								
PENTHOUSE	831	**56	1.6	6.7	153	429	1.0	51.6	95								
PEOPLE	11645	588	16.5	5.0	114	6448	14.6	55.4	102								
PLAYBOY	2006	**86	2.4	4.3	97	953	2.2	47.5	87								
POPULAR HOT RODDING	297	**8	0.2	2.7	61	*166	0.4	55.9	103								
POPULAR MECHANICS	1018	**96	2.7	9.4	214	585	1.3	57.5	106								
POPULAR SCIENCE	878	**33	0.9	3.8	85	565	1.3	64.4	118								
PREVENTION	3913	*188	5.3	4.8	109	2036	4.6	52.0	96								
PSYCHOLOGY TODAY	1710	**35	1.0	2.0	46	951	2.2	55.6	102								
READER'S DIGEST	22204	1093	30.6	4.9	112	12766	29.0	57.5	106								
REDBOOK	7684	501	14.0	6.5	148	4489	10.2	58.4	107								
ROAD & TRACK	410	**21	0.6	5.1	116	*241	0.5	58.8	108								
ROLLING STONE	969	**45	1.3	4.6	105	557	1.3	57.5	106								
RUNNER'S WORLD	298	**7	0.2	2.3	53	*188	0.4	63.1	116								
SATURDAY EVENING POST	1169	**88	2.5	7.5	171	541	1.2	46.3	85								
SCIENCE 84	587	**18	0.5	3.1	69	266	0.6	45.3	83								
SCIENCE DIGEST	482	**30	0.8	6.2	141	254	0.6	52.7	97								
SCIENTIFIC AMERICAN	594	**23	0.6	3.9	88	287	0.7	48.3	89								
SELF	2089	**86	2.4	4.1	93	1306	3.0	62.5	115								
SEVENTEEN	2411	**170	4.8	7.1	160	1394	3.2	57.8	106								
SKI	480	**7	0.2	1.5	33	255	0.6	53.1	98								
SMITHSONIAN	2760	**71	2.0	2.6	58	1515	3.4	54.9	101								
SOAP OPERA DIGEST	3013	*152	4.3	5.0	114	1541	3.5	51.1	94								
SOUTHERN LIVING	4184	**122	3.4	2.9	66	2500	5.7	59.8	110								
SPORT	559	**29	0.8	5.2	118	308	0.7	55.1	101								
THE SPORTING NEWS	436	**9	0.3	2.1	47	*236	0.5	54.1	99								
SPORTS AFIELD	493	**47	1.3	9.5	216	291	0.7	59.0	108								
SPORTS ILLUSTRATED	2758	**94	2.6	3.4	77	1748	4.0	63.4	116								
STAR	7456	377	10.5	5.1	115	4266	9.7	57.2	105								
SUNDAY	24936	1465	41.0	5.9	133	13724	31.1	55.0	101								
SUNSET	2124	**31	0.9	1.5	33	1250	2.8	58.9	108								
TV GUIDE	21661	737	20.6	3.4	77	11891	27.0	54.9	101								
TENNIS	550	**31	0.9	5.6	128	288	0.7	52.4	96								
TIME	8880	388	10.9	4.4	99	4956	11.2	55.8	103								
TOWN & COUNTRY	917	**36	1.0	3.9	89	558	1.3	60.9	112								
TRAVEL & LEISURE	972	**42	1.2	4.3	98	572	1.3	58.8	108								
TRUE STORY	3356	*141	3.9	4.2	95	1745	4.0	52.0	95								
U.S. NEWS & WORLD REPORT	3410	*169	4.7	5.0	112	1918	4.3	56.2	103								
USA TODAY	1759	**68	1.9	3.9	88	1007	2.3	57.2	105								
US	1873	**43	1.2	2.3	52	1186	2.7	63.3	116								
VOGUE	3909	*119	3.3	3.0	69	2222	5.0	56.8	104								
WALL STREET JOURNAL	1886	**81	2.3	4.3	97	1185	2.7	62.8	115								
WEIGHT WATCHERS	2120	*156	4.4	7.4	167	1334	3.0	62.9	116								
WOMAN'S DAY	14172	765	21.4	5.4	122	7943	18.0	56.0	103								
WORKING MOTHER	1146	**76	2.1	6.6	150	644	1.5	56.2	103								
WORKING WOMAN	1322	**100	2.8	7.6	171	738	1.7	55.8	103								
WORLD TENNIS	*163	**7	0.2	4.3	97	*104	0.2	63.8	117								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*105	2.9	4.1	94	1405	3.2	55.5	102								
BLAIR INSERTS	43657	2344	65.6	5.4	122	24323	55.2	55.7	102								
DAILY NEWSPAPERS																	
READ ANY	51633	2483	69.5	4.8	109	28742	65.2	55.7	102								
READ ONE	43463	2115	59.2	4.9	110	23981	54.4	55.2	101								
READ TWO OR MORE	8170	369	10.3	4.5	102	4760	10.8	58.3	107								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2633	73.7	5.0	113	29515	66.9	56.0	103								
READ ONE	46126	2310	64.6	5.0	113	25590	58.0	55.5	102								
READ TWO OR MORE	6552	324	9.1	4.9	112	3925	8.9	59.9	110								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.23				28.56											
30 DAY REACH	71455	3057	85.5	4.3	97	38931	88.3	54.5	100								
50 SHWG - 30 DAY AV FREQ	14.56	15.45				15.01											
30 DAY REACH	67742	2889	80.8	4.3	97	37115	84.2	54.8	101								
25 SHWG - 30 DAY AV FREQ	7.94	8.29				8.14											
30 DAY REACH	62117	2705	75.7	4.4	99	34187	77.5	55.0	101								
CABLE TV: HOME WIRED	32077	1176	32.9	3.7	83	19377	43.9	60.4	111								
HOME NOT WIRED	48909	2398	67.1	4.9	111	24719	56.1	50.5	93								
HAVE PAY CABLE	15935	679	19.0	4.3	97	9725	22.1	61.0	112								

	TOTAL U.S. '000	SPARKLE				HINDEX											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3574	100.0	4.4	100	44096	100.0	54.4	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1875	52.5	4.3	97	24310	55.1	55.3	102								
10:00 AM - 3:00 PM	30659	1424	39.8	4.6	105	17055	38.7	55.6	102								
3:00 PM - 7:00 PM	31045	1512	42.3	4.9	110	16971	38.5	54.7	100								
7:00 PM - MIDNIGHT	15767	712	19.9	4.5	102	8519	19.3	54.0	99								
MIDNIGHT - 6:00 AM	9120	387	10.8	4.2	96	4841	11.0	53.1	97								
6:00 AM - MIDNIGHT	58527	2618	73.3	4.5	101	32302	73.3	55.2	101								
ENTIRE DAY	59311	2624	73.4	4.4	100	32740	74.2	55.2	101								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	708	19.8	4.4	99	9174	20.8	56.7	104								
ALL NEWS	2256	**62	1.7	2.7	62	1166	2.6	51.7	95								
AOR/PROGRESSIVE	3874	*179	5.0	4.6	105	2200	5.0	56.8	104								
BEAUTIFUL MUSIC	5660	*226	6.3	4.0	90	3149	7.1	55.6	102								
BLACK	2204	**118	3.3	5.4	121	1084	2.5	49.2	90								
CLASSICAL	1418	**59	1.7	4.2	94	801	1.8	56.5	104								
CHR/ROCK	9538	399	11.2	4.2	95	5532	12.5	58.0	107								
COUNTRY	12648	597	16.7	4.7	107	7076	16.0	55.9	103								
GOLDEN OLDIES	1191	**5	0.1	0.4	10	603	1.4	50.6	93								
MOR/NOSTALGIA	4757	*151	4.2	3.2	72	2520	5.7	53.0	97								
NEWS/TALK	3863	*169	4.7	4.4	99	2043	4.6	52.9	97								
RELIGIOUS	3084	*123	3.4	4.0	90	1571	3.6	50.9	94								
SOFT ROCK	521	**57	1.6	10.9	248	*310	0.7	59.5	109								
URBAN CONTEMPORARY	1585	**72	2.0	4.5	103	741	1.7	46.8	86								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*170	4.8	5.2	118	1796	4.1	55.1	101								
ABC DIRECTION	2316	**101	2.8	4.4	99	1372	3.1	59.2	109								
ABC ENTERTAINMENT	4834	*132	3.7	2.7	62	2815	6.4	58.2	107								
ABC FM	2202	**108	3.0	4.9	111	1143	2.6	51.9	95								
ABC INFORMATION	5425	209	5.8	3.9	87	3177	7.2	58.6	108								
ABC ROCK	1677	**129	3.6	7.7	174	950	2.2	56.6	104								
CBS	4430	194	5.4	4.4	99	2271	5.2	51.3	94								
MUTUAL	4992	*235	6.6	4.7	107	2740	6.2	54.9	101								
WBC	4679	*257	7.2	5.5	124	2688	6.1	57.4	106								
RADIORADIO	1994	**104	2.9	5.2	118	1102	2.5	55.3	102								
RKO ONE	2298	**48	1.3	2.1	47	1292	2.9	56.2	103								
RKO TWO	3311	**102	2.9	3.1	70	1838	4.2	55.5	102								
THE SOURCE	2114	**107	3.0	5.1	115	1134	2.6	53.6	99								
NON-WIRED: BLAIR	8654	456	12.8	5.3	119	4848	11.0	56.0	103								
INTERNET	12025	446	12.5	3.7	84	6705	15.2	55.8	102								
KATZ RADIO GROUP	15359	627	17.5	4.1	93	8586	19.5	55.9	103								
SUPERNET	10628	468	13.1	4.4	100	5886	13.3	55.4	102								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	350	9.8	4.0	92	4407	10.0	50.9	93								
WKDAY 9:00 AM - 1:00 PM	12163	536	15.0	4.4	100	6439	14.6	52.9	97								
WKDAY 1:00 PM - 4:30 PM	16150	829	23.2	5.1	116	8542	19.4	52.9	97								
WKDAY 4:30 PM - 7:30 PM	22463	878	24.6	3.9	89	12062	27.4	53.7	99								
WKDAY 7:30 PM - 8:00 PM	31795	1329	37.2	4.2	95	17236	39.1	54.2	100								
WKDAY 11:00 PM - 11:30 PM	23977	1297	36.3	5.4	123	13513	30.6	56.4	104								
WKDAY 11:30 PM - 1:00 AM	7703	522	14.6	6.8	154	4293	9.7	55.7	102								
M-SAT 8-11 PM-SUN 7-11 PM	33800	1515	42.4	4.5	102	18614	42.2	55.1	101								
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6536	373	10.4	5.7	129	3546	8.0	54.2	100								
ANOTHER WORLD	N 4620	246	6.9	5.3	121	2556	5.8	55.3	102								
AS THE WORLD TURNS	C 5614	324	9.1	5.8	131	2776	6.3	49.4	91								
CAPITOL	C 3396	160	4.5	4.7	107	1678	3.8	49.4	91								
CBS MORN. NEWS 1	C 1446	*54	1.5	3.7	85	761	1.7	52.6	97								
CBS MORN. NEWS 2	C 1207	**28	0.8	2.3	53	613	1.4	50.8	93								
DAYS OF OUR LIVES	N 5877	366	10.2	6.2	141	3213	7.3	54.7	100								
FACTS OF LIFE - DAYTIME	N 2290	*72	2.0	3.1	71	1109	2.5	48.4	89								
FAMILY FEUD	A 3023	*162	4.5	5.4	121	1374	3.1	45.5	83								
GENERAL HOSPITAL	A 6097	349	9.8	5.7	130	3248	7.4	53.3	98								
GOOD MORNING, AMERICA-730 A	A 3515	163	4.6	4.6	105	1848	4.2	52.6	97								
GOOD MORNING, AMERICA-830 A	A 2818	161	4.5	5.7	129	1503	3.4	53.3	98								
GUIDING LIGHT	C 5339	280	7.8	5.2	119	2741	6.2	51.3	94								
ONE LIFE TO LIVE	A 4478	278	7.8	6.2	141	2316	5.3	51.7	95								
PRESS YOUR LUCK	C 2244	*115	3.2	5.1	116	1253	2.8	55.8	103								
PRICE IS RIGHT 1	C 4348	183	5.1	4.2	95	2326	5.3	53.5	98								
PRICE IS RIGHT 2	C 5014	210	5.9	4.2	95	2763	6.3	55.1	101								
RYAN'S HOPE	A 3150	238	6.7	7.6	171	1634	3.7	51.9	95								
SALE OF THE CENTURY	N 2695	*84	2.4	3.1	71	1339	3.0	49.7	91								
SEARCH FOR TOMORROW	N 2319	**57	1.6	2.5	56	1253	2.8	54.0	99								
TODAY SHOW 1	N 2693	*93	2.6	3.5	78	1196	2.7	44.4	82								
TODAY SHOW 2	N 2492	*78	2.2	3.1	71	1175	2.7	47.0	86								
\$25,000 PYRAMID	C 2753	*116	3.2	4.2	95	1480	3.4	53.8	99								
WHEEL OF FORTUNE	N 4388	129	3.6	2.9	67	2495	5.7	56.9	104								
YOUNG AND THE RESTLESS	C 5695	275	7.7	4.8	109	3044	6.9	53.5	98								
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*115	3.2	6.5	148	906	2.1	51.5	95								
NBA PLAYOFF GAME -1 C	1136	**45	1.3	4.0	90	618	1.4	54.4	100								
NBC MAJOR LEAGUE PRE-GAME N	953	**31	0.9	3.3	74	504	1.1	52.9	97								
SPORTSWORLD - SUN N	1233	**54	1.5	4.4	99	712	1.6	57.7	106								
SUNDAY MORNING C	1611	**56	1.6	3.5	79	835	1.9	51.8	95								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CAT OWNERSHIP/CAT BOX FILLER/TABLE SCRAP USAGE

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-55

	'000	%	UNWEIGHTED
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2. HOW MANY CATS ARE CURRENTLY OWNED BY YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD?

FOUR OR MORE	4496	2.7	439
THREE	3880	2.3	428
TWO	7807	4.7	789
ONE	21543	12.8	2176
NONE	130002	77.5	15278

CAT BOX FILLER

3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE CAT BOX FILLER FOR YOUR CAT(S)?

YES	21373	12.7	2337
NO	16352	9.7	1495

IF YES

3B. ABOUT HOW MANY TIMES DID YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD CHANGE THE CAT BOX FILLER IN THE LAST 7 DAYS?

SIX OR MORE	H	1397	.8	147
FOUR TO FIVE	H	1676	1.0	185
THREE	H	3185	1.9	350
TWO	M	5988	3.6	647
ONE	L	7434	4.4	822
NONE	L	1695	1.0	186

	'000	%	UNWEIGHTED
--	------	---	------------

OTHER FOOD FOR CATS

4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD EVER USE TABLE SCRAPS TO FEED YOUR CAT(S)?

YES	24275	14.5	2338
NO	13451	8.0	1494

IF YES

4B. HAVE YOU DONE SO IN THE LAST 30 DAYS?

YES	23265	13.9	2225
NO	785	.5	91
DONT	226	.1	22

4C. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD EVER USE OTHER FOOD NOT MADE ESPECIALLY FOR CATS TO FEED YOUR CAT(S)?

YES	16727	10.0	1626
NO	20999	12.5	2206

IF YES

4D. HAVE YOU DONE SO IN THE LAST 30 DAYS?

YES	15206	9.1	1481
NO	1246	.7	108
DONT	274	.2	37

	TOTAL	OWN A CAT				ONE				TWO				THREE OR MORE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	37725	100.0	22.5	100	21543	100.0	12.8	100	7807	100.0	4.7	100	8375	100.0	5.0	100
MALES	79263	17538	46.5	22.1	98	10000	46.4	12.6	98	3547	45.4	4.5	96	3991	47.7	5.0	101
FEMALES	88464	20187	53.5	22.8	101	11543	53.6	13.0	102	4260	54.6	4.8	103	4385	52.4	5.0	99
18 - 24	28671	6336	16.8	22.1	98	3755	17.4	13.1	102	1531	19.6	5.3	115	1050	12.5	3.7	73
25 - 34	39536	9335	24.7	23.6	105	5560	25.8	14.1	109	1929	24.7	4.9	105	1846	22.0	4.7	94
35 - 44	28978	8146	21.6	28.1	125	4592	21.3	15.8	123	1918	24.6	6.6	142	1637	19.5	5.6	113
45 - 54	22345	5575	14.8	24.9	111	3065	14.2	13.7	107	1107	14.2	5.0	106	1404	16.8	6.3	126
55 - 64	22224	4658	12.3	21.0	93	2751	12.8	12.4	96	730	9.4	3.3	71	1178	14.1	5.3	106
65 OR OLDER	25973	3674	9.7	14.1	63	1820	8.4	7.0	55	592	7.6	2.3	49	1262	15.1	4.9	97
18 - 34	68207	15671	41.5	23.0	102	9315	43.2	13.7	106	3461	44.3	5.1	109	2896	34.6	4.2	85
18 - 49	108058	26793	71.0	24.8	110	15648	72.6	14.5	113	5929	75.9	5.5	118	5216	62.3	4.8	97
25 - 54	90859	23057	61.1	25.4	113	13217	61.4	14.5	113	4954	63.5	5.5	117	4886	58.3	5.4	108
35 - 49	39851	11122	29.5	27.9	124	6333	29.4	15.9	124	2468	31.6	6.2	133	2320	27.7	5.8	117
50 OR OLDER	59669	10932	29.0	18.3	81	5895	27.4	9.9	77	1878	24.1	3.1	68	3159	37.7	5.3	106
GRADUATED COLLEGE	28091	6609	17.5	23.5	105	3992	18.5	14.2	111	1334	17.1	4.7	102	1283	15.3	4.6	91
ATTENDED COLLEGE	28938	7870	20.9	27.2	121	4781	22.2	16.5	129	1725	22.1	6.0	128	1364	16.3	4.7	94
GRADUATED HIGH SCHOOL	65503	15005	39.8	22.9	102	8321	38.6	12.7	99	3313	42.4	5.1	109	3371	40.3	5.1	103
DID NOT GRADUATE HIGH SCHOOL	45195	8242	21.8	18.2	81	4449	20.7	9.8	77	1435	18.4	3.2	68	2358	28.2	5.2	104
EMPLOYED MALES	56429	13148	34.9	23.3	104	7513	34.9	13.3	104	2735	35.0	4.8	104	2900	34.6	5.1	103
EMPLOYED FEMALES	43971	11571	30.7	26.3	117	6926	32.1	15.8	123	2473	31.7	5.6	121	2173	25.9	4.9	99
EMPLOYED FULL-TIME	87773	21568	57.2	24.6	109	12539	58.2	14.3	111	4590	58.8	5.2	112	4439	53.0	5.1	101
EMPLOYED PART-TIME	12627	3151	8.4	25.0	111	1899	8.8	15.0	117	*619	7.9	4.9	105	*633	7.6	5.0	100
NOT EMPLOYED	67327	13006	34.5	19.3	86	7105	33.0	10.6	82	2599	33.3	3.9	83	3303	39.4	4.9	98
PROFESSIONAL/MANAGER	25845	6631	17.6	25.7	114	4102	19.0	15.9	124	1383	17.7	5.4	115	1147	13.7	4.4	89
TECH/CLERICAL/SALES	30895	7856	20.8	25.4	113	4687	21.8	15.2	118	1785	22.9	5.8	124	1383	16.5	4.5	90
PRECISION/CRAFT	12629	2782	7.4	22.0	98	1675	7.8	13.3	103	521	6.7	4.1	89	*586	7.0	4.6	93
OTHER EMPLOYED	31031	7450	19.7	24.0	107	3975	18.5	12.8	100	1519	19.5	4.9	105	1957	23.4	6.3	126
SINGLE	35557	7707	20.4	21.7	96	4675	21.7	13.1	102	1754	22.5	4.9	106	1278	15.3	3.6	72
MARRIED	103585	24799	65.7	23.9	106	13849	64.3	13.4	104	5015	64.2	4.8	104	5936	70.9	5.7	115
DIVORCED/SEPARATED/WIDOWED	28585	5219	13.8	18.3	81	3019	14.0	10.6	82	1038	13.3	3.6	78	1162	13.9	4.1	81
PARENTS	59295	15361	40.7	25.9	115	8494	39.4	14.3	112	3518	45.1	5.9	127	3348	40.0	5.6	113
WHITE	146081	34934	92.6	23.9	106	19962	92.7	13.7	106	7252	92.9	5.0	107	7720	92.2	5.3	106
BLACK	17974	2137	5.7	11.9	53	1224	5.7	6.8	53	*379	4.9	2.1	45	534	6.4	3.0	59
OTHER	3672	*655	1.7	17.8	79	**357	1.7	9.7	76	**176	2.3	4.8	103	**122	1.5	3.3	66
NORTHEAST-CENSUS	37005	7851	20.8	21.2	94	4677	21.7	12.6	98	1673	21.4	4.5	97	1500	17.9	4.1	81
NORTH CENTRAL	42642	9998	26.5	23.4	104	5233	24.3	12.3	96	1822	23.3	4.3	92	2943	35.1	6.9	138
SOUTH	56777	11903	31.6	21.0	93	6942	32.2	12.2	95	2465	31.6	4.3	93	2495	29.8	4.4	88
WEST	31303	7974	21.1	25.5	113	4691	21.8	15.0	117	1847	23.7	5.9	127	1437	17.2	4.6	92
NORTHEAST-MKTG.	38125	8079	21.4	21.2	94	4792	22.2	12.6	98	1819	23.3	4.8	103	1468	17.5	3.9	77
EAST CENTRAL	24794	5501	14.6	22.2	99	3253	15.1	13.1	102	976	12.5	3.9	85	1272	15.2	5.1	103
WEST CENTRAL	28511	6788	18.0	23.8	106	3512	16.3	12.3	96	1302	16.7	4.6	98	1975	23.6	6.9	139
SOUTH	48953	10427	27.6	21.3	95	5981	27.8	12.2	95	2136	27.4	4.4	94	2309	27.6	4.7	94
PACIFIC	27344	6930	18.4	25.3	113	4005	18.6	14.6	114	1573	20.1	5.8	124	1352	16.1	4.9	99
COUNTY SIZE A	69301	13471	35.7	19.4	86	7845	36.4	11.3	88	2895	37.1	4.2	90	2730	32.6	3.9	79
COUNTY SIZE B	50633	11940	31.7	23.6	105	7060	32.8	13.9	109	2505	32.1	4.9	106	2375	28.4	4.7	94
COUNTY SIZE C	26259	6652	17.6	25.3	113	4025	18.7	15.3	119	1332	17.1	5.1	109	1295	15.5	4.9	99
COUNTY SIZE D	21534	5662	15.0	26.3	117	2613	12.1	12.1	94	1074	13.8	5.0	107	1975	23.6	9.2	184
METRO CENTRAL CITY	50014	9078	24.1	18.2	81	5327	24.7	10.7	83	2019	25.9	4.0	87	1731	20.7	3.5	69
METRO SUBURBAN	76832	18101	48.0	23.6	105	10834	50.3	14.1	110	3438	44.0	4.5	96	3829	45.7	5.0	100
NON METRO	40881	10547	28.0	25.8	115	5382	25.0	13.2	102	2350	30.1	5.7	123	2815	33.6	6.9	138
TOP 5 ADI'S	39550	7655	20.3	19.4	86	4194	19.5	10.6	83	1874	24.0	4.7	102	1587	18.9	4.0	80
TOP 10 ADI'S	54877	10778	28.6	19.6	87	6244	29.0	11.4	89	2534	32.5	4.6	99	1999	23.9	3.6	73
TOP 20 ADI'S	77516	15802	41.9	20.4	91	9077	42.1	11.7	91	3603	46.2	4.6	100	3123	37.3	4.0	81
HSULD INC. \$50,000 OR MORE	17257	5148	13.6	29.8	133	3160	14.7	18.3	143	1089	13.9	6.3	136	899	10.7	5.2	104
\$40,000 OR MORE	33235	9563	25.3	28.8	128	5541	25.7	16.7	130	2268	29.1	6.8	147	1754	20.9	5.3	106
\$30,000 OR MORE	59693	16159	42.8	27.1	120	9759	45.3	16.3	127	3406	43.6	5.7	123	2994	35.7	5.0	100
\$25,000 OR MORE	76275	19956	52.9	26.2	116	11948	55.5	15.7	122	4215	54.0	5.5	119	3793	45.3	5.0	100
\$20,000 - \$24,999	18607	4372	11.6	23.5	104	2477	11.5	13.3	104	898	11.5	4.8	104	997	11.9	5.4	107
\$15,000 - \$19,999	17175	3615	9.6	21.0	94	2106	9.8	12.3	95	645	8.3	3.8	81	864	10.3	5.0	101
\$10,000 - \$14,999	24569	4978	13.2	20.3	90	2846	13.2	11.6	90	909	11.6	3.7	79	1223	14.6	5.0	100
UNDER \$10,000	31101	4804	12.7	15.4	69	2166	10.1	7.0	54	1140	14.6	3.7	79	1498	17.9	4.8	96
HOUSEHOLD OF 1 PERSON	19441	2519	6.7	13.0	58	1471	6.8	7.									

		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	37725	100.0	22.5	100	21543	100.0	12.8	100	7807	100.0	4.7	100	8375	100.0	5.0	100
MAGAZINES	QUINTILE 1	34022	8308	22.0	24.4	109	4773	22.2	14.0	109	1860	23.8	5.5	117	1675	20.0	4.9	99
	QUINTILE 2	34800	9012	23.9	25.9	115	5440	25.3	15.6	122	2004	25.7	5.8	124	1568	18.7	4.5	90
	QUINTILE 3	30514	7156	19.0	23.5	104	4075	18.9	13.4	104	1500	19.2	4.9	106	1580	18.9	5.2	104
	QUINTILE 4	33324	7183	19.0	21.6	96	4063	18.9	12.2	95	1379	17.7	4.1	89	1741	20.8	5.2	105
	QUINTILE 5	35066	6066	16.1	17.3	77	3192	14.8	9.1	71	1063	13.6	3.0	65	1811	21.6	5.2	103
NEWSPAPERS	QUINTILE 1	29107	6779	18.0	23.3	104	4075	18.9	14.0	109	1259	16.1	4.3	93	1445	17.3	5.0	99
	QUINTILE 2	49095	10974	29.1	22.4	99	6451	29.9	13.1	102	2267	29.0	4.6	99	2256	26.9	4.6	92
	QUINTILE 3	23107	5404	14.3	23.4	104	2876	13.4	12.4	97	1314	16.8	5.7	122	1214	14.5	5.3	105
	QUINTILE 4	33556	8006	21.2	23.9	106	4602	21.4	13.7	107	1710	21.9	5.1	109	1693	20.2	5.0	101
	QUINTILE 5	32863	6563	17.4	20.0	89	3539	16.4	10.8	84	1257	16.1	3.8	82	1766	21.1	5.4	108
OUTDOOR	QUINTILE 1	33431	7675	20.3	23.0	102	4577	21.2	13.7	107	1463	18.7	4.4	94	1634	19.5	4.9	98
	QUINTILE 2	33478	7819	20.7	23.4	104	4559	21.2	13.6	106	1725	22.1	5.2	111	1535	18.3	4.6	92
	QUINTILE 3	33574	7604	20.2	22.6	101	4281	19.9	12.8	99	1681	21.5	5.0	108	1643	19.6	4.9	98
	QUINTILE 4	33935	7154	19.0	21.1	94	4063	18.9	12.0	93	1420	18.2	4.2	90	1672	20.0	4.9	99
	QUINTILE 5	33310	7474	19.8	22.4	100	4064	18.9	12.2	95	1518	19.4	4.6	98	1892	22.6	5.7	114
RADIO-DRIVE TIME	QUINTILE 1	33136	7883	20.9	23.8	106	4685	21.7	14.1	110	1530	19.6	4.6	99	1667	19.9	5.0	101
	QUINTILE 2	31658	7152	19.0	22.6	100	4154	19.3	13.1	102	1380	17.7	4.4	94	1618	19.3	5.1	102
	QUINTILE 3	32541	7775	20.6	23.9	106	4157	19.3	12.8	99	1767	22.6	5.4	117	1851	22.1	5.7	114
	QUINTILE 4	34247	7940	21.0	23.2	103	4842	22.5	14.1	110	1575	20.2	4.6	99	1524	18.2	4.5	89
	QUINTILE 5	36144	6975	18.5	19.3	86	3705	17.2	10.3	80	1555	19.9	4.3	92	1716	20.5	4.7	95
RADIO-MID- DAY	TERCILE 1	45037	10429	27.6	23.2	103	6195	28.8	13.8	107	2070	26.5	4.6	99	2164	25.8	4.8	96
	TERCILE 2	44819	10002	26.5	22.3	99	5702	26.5	12.7	99	2163	27.7	4.8	104	2137	25.5	4.8	95
	TERCILE 3	77872	17295	45.8	22.2	99	9646	44.8	12.4	96	3575	45.8	4.6	99	4074	48.6	5.2	105
RADIO-TOTAL	QUINTILE 1	33763	8039	21.3	23.8	106	4892	22.7	14.5	113	1561	20.0	4.6	99	1587	18.9	4.7	94
	QUINTILE 2	33240	7140	18.9	21.5	96	4017	18.6	12.1	94	1477	18.9	4.4	95	1646	19.7	5.0	99
	QUINTILE 3	33408	7977	21.1	23.9	106	4618	21.4	13.8	108	1649	21.1	4.9	106	1711	20.4	5.1	103
	QUINTILE 4	34792	8377	22.2	24.1	107	4658	21.6	13.4	104	1830	23.4	5.3	113	1890	22.6	5.4	109
	QUINTILE 5	32524	6192	16.4	19.0	85	3359	15.6	10.3	80	1291	16.5	4.0	85	1542	18.4	4.7	95
TV-PRIME TIME	QUINTILE 1	33090	7709	20.4	23.3	104	4267	19.8	12.9	100	1616	20.7	4.9	105	1827	21.8	5.5	111
	QUINTILE 2	33357	7383	19.6	22.1	98	4111	19.1	12.3	96	1575	20.2	4.7	101	1697	20.3	5.1	102
	QUINTILE 3	33980	7380	19.6	21.7	97	4025	18.7	11.8	92	1735	22.2	5.1	110	1620	19.3	4.8	95
	QUINTILE 4	33854	7486	19.8	22.1	98	4487	20.8	13.3	103	1340	17.2	4.0	85	1659	19.8	4.9	98
	QUINTILE 5	33444	7766	20.6	23.2	103	4653	21.6	13.9	108	1541	19.7	4.6	99	1573	18.8	4.7	94
TV-DAYTIME	TERCILE 1	49121	10060	26.7	20.5	91	5360	24.9	10.9	85	2260	28.9	4.6	99	2440	29.1	5.0	99
	TERCILE 2	48823	11259	29.8	23.1	103	6389	29.7	13.1	102	2399	30.7	4.9	106	2471	29.5	5.1	101
	TERCILE 3	69782	16406	43.5	23.5	105	9794	45.5	14.0	109	3147	40.3	4.5	97	3465	41.4	5.0	99
TV-TOTAL	QUINTILE 1	33584	7159	19.0	21.3	95	3670	17.0	10.9	85	1634	20.9	4.9	105	1855	22.1	5.5	111
	QUINTILE 2	33441	7343	19.5	22.0	98	4077	18.9	12.2	95	1572	20.1	4.7	101	1694	20.2	5.1	101
	QUINTILE 3	33505	6924	18.4	20.7	92	4111	19.1	12.3	96	1238	15.9	3.7	79	1576	18.8	4.7	94
	QUINTILE 4	33466	8201	21.7	24.5	109	4880	22.7	14.6	114	1796	23.0	5.4	115	1524	18.2	4.6	91
	QUINTILE 5	33731	8099	21.5	24.0	107	4805	22.3	14.2	111	1567	20.1	4.6	100	1727	20.6	5.1	103
MAGAZINES-NEWSPAPERS: DUAL		44503	10906	28.9	24.5	109	6472	30.0	14.5	113	2425	31.1	5.4	117	2008	24.0	4.5	90
MAGAZINE IMPERATIVE		39363	10144	26.9	25.8	115	5830	27.1	14.8	115	2271	29.1	5.8	124	2044	24.4	5.2	104
NEWSPAPER IMPERATIVE		46441	9650	25.6	20.8	92	5486	25.5	11.8	92	1752	22.4	3.8	81	2412	28.8	5.2	104
MAGAZINES-OUTDOOR: DUAL		33726	8571	22.7	25.4	113	4888	22.7	14.5	113	2150	27.5	6.4	137	1534	18.3	4.5	91
MAGAZINE IMPERATIVE		52846	12754	33.8	24.1	107	7462	34.6	14.1	110	2672	34.2	5.1	109	2621	31.3	5.0	99
OUTDOOR IMPERATIVE		52140	10876	28.8	20.9	93	6221	28.9	11.9	93	1953	25.0	3.7	80	2702	32.3	5.2	104
MAGAZINES-RADIO: DUAL		37081	9013	23.9	24.3	108	5211	24.2	14.1	109	1880	24.1	5.1	109	1922	22.9	5.2	104
MAGAZINE IMPERATIVE		49747	12494	33.1	25.1	112	7416	34.4	14.9	116	2828	36.2	5.7	122	2250	26.9	4.5	91
RADIO IMPERATIVE		49208	10461	27.7	21.3	95	6089	28.3	12.4	96	1958	25.1	4.0	85	2415	28.8	4.9	98
MAGAZINES-TELEVISION: DUAL		33103	8329	22.1	25.2	112	4570	21.2	13.8	107	1925	24.7	5.8	125	1835	21.9	5.5	111
MAGAZINE IMPERATIVE		54575	13488	35.8	24.7	110	8373	38.9	15.3	119	2807	36.0	5.1	111	2308	27.6	4.2	85
TELEVISION IMPERATIVE		53249	9862	26.1	18.5	82	5295	24.6	9.9	77	1868	23.9	3.5	75	2699	32.2	5.1	102
NEWSPAPERS-OUTDOOR: DUAL		36255	8646	22.9	23.8	106	5496	25.5	15.2	118	1439	18.4	4.0	85	1711	20.4	4.7	95
NEWSPAPER IMPERATIVE		55591	12400	32.9	22.3	99	8837	31.7	12.3	96	2769	35.5	5.0	107	2794	33.4	5.0	101
OUTDOOR IMPERATIVE		48319	10696	28.4	22.1	98	5857	27.2	12.1	94	2550	32.7	5.3	113	2289	27.3	4.7	95
NEWSPAPERS-RADIO: DUAL		37242	8457	22.4	22.7	101	4903	22.8	13.2	103	1628	20.9	4.4	94	1926	23.0	5.2	104
NEWSPAPER IMPERATIVE		54423	12228	32.4	22.5	100	7210	33.5	13.2	103	2626	33.6	4.8	104	2392	28.6	4.4	88
RADIO IMPERATIVE		46650	10670	28.3	22.9	102	6197	28.8	13.3	103	2198	28.2	4.7	101	2275	27.2	4.9	98
NEWSPAPERS-TELEVISION: DUAL		35974	7759	20.6	21.6	96	4396	20.4	12.2	95	1482	19.0	4.1	89	1881	22.5	5.2	105
NEWSPAPER IMPERATIVE		56095	13068	34.6	23.3	104	7894	36.6	14.1	110	2702	34.6	4.8	103	2471	29.5	4.4	88
TELEVISION IMPERATIVE		47170	10053	26.6	21.3	95	5294	24.6	11.2	87	2269	29.1	4.8	103	2490	29.7	5.3	106
OUTDOOR-RADIO: DUAL		33748	8061	21.4	23.9	106	4633	21.5	13.7	107	1773							

	TOTAL U.S. '000	OWN A CAT				ONE				TWO				THREE OR MORE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	37725	100.0	22.5	100	21543	100.0	12.8	100	7807	100.0	4.7	100	8375	100.0	5.0	100
ATLANTIC MONTHLY	867	*118	0.3	13.6	61	**47	0.2	5.4	42	**34	0.4	3.9	84	**37	0.4	4.3	85
BARRON'S	1580	312	0.8	19.7	88	*161	0.7	10.2	79	**111	1.4	7.0	151	**39	0.5	2.5	49
BETTER HOMES & GARDENS	22203	5599	14.8	25.2	112	3248	15.1	14.6	114	1205	15.4	5.4	117	1147	13.7	5.2	103
BON APPETIT	3810	996	2.6	26.1	116	630	2.9	16.5	129	*224	2.9	5.9	126	*143	1.7	3.8	75
BUSINESS WEEK	4663	972	2.6	20.8	93	659	3.1	14.1	110	*171	2.2	3.7	79	*143	1.7	3.1	61
CAR AND DRIVER	3102	686	1.8	22.1	98	355	1.6	11.4	89	**158	2.0	5.1	109	*173	2.1	5.6	112
CBS MAGAZINE NETWORK (GROSS)	7311	1955	5.2	26.7	119	1220	5.7	16.7	130	404	5.2	5.5	119	*331	4.0	4.5	91
CHANGING TIMES	3400	764	2.0	22.5	100	411	1.9	12.1	94	**143	1.8	4.2	90	*211	2.5	6.2	124
COLONIAL HOMES	1796	498	1.3	27.7	123	*282	1.3	15.7	122	**107	1.4	6.0	128	**109	1.3	6.1	122
CONDE NAST MAG. PKG. (GROSS)	19924	4927	13.1	24.7	110	3017	14.0	15.1	118	1133	14.5	5.7	122	777	9.3	3.9	78
CONSUMERS DIGEST	3125	772	2.0	24.7	110	420	1.9	13.4	105	**162	2.1	5.2	111	*190	2.3	6.1	122
COSMOPOLITAN	10577	2972	7.9	28.1	125	1703	7.9	16.1	125	746	9.6	7.1	152	523	6.2	4.9	99
COUNTRY LIVING	3746	1083	2.9	28.9	129	659	3.1	17.6	137	*230	2.9	6.1	132	*194	2.3	5.2	104
CUISINE	2214	452	1.2	20.4	91	*229	1.1	10.3	81	**105	1.3	4.7	102	**119	1.4	5.4	108
CYCLE WORLD	2394	677	1.8	28.3	126	439	2.0	18.3	143	**124	1.6	5.2	111	**113	1.3	4.7	95
DCI:CREATIVE IDEAS FOR LIV	3068	809	2.1	26.4	117	390	1.8	12.7	99	*283	3.6	9.2	198	**136	1.6	4.4	89
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2490	6.6	26.1	116	1509	7.0	15.8	123	608	7.8	6.4	137	374	4.5	3.9	78
DISCOVER	2277	637	1.7	28.0	124	*268	1.2	11.8	92	*248	3.2	10.9	234	*120	1.4	5.3	106
ESQNY	7187	900	2.4	12.5	56	605	2.8	8.4	66	*156	2.0	2.2	47	*139	1.7	1.9	39
ESQUIRE	2560	450	1.2	17.6	78	267	1.2	10.4	81	**103	1.3	4.0	86	**80	1.0	3.1	63
ESSENCE	3242	317	0.8	9.8	43	*225	1.0	6.9	54	**43	0.6	1.3	28	**49	0.6	1.5	30
FAMILY CIRCLE	19639	5112	13.6	26.0	116	2973	13.8	15.1	111	1111	14.2	5.7	122	1029	12.3	5.2	105
THE FAMILY HANDYMAN	3540	814	2.2	23.0	102	518	2.4	14.6	114	*156	2.0	4.4	95	*139	1.7	3.9	79
FAMILY WEEKLY	23924	5933	15.7	24.8	110	3407	15.8	14.2	111	1128	14.4	4.7	101	1399	16.7	5.8	117
FIELD & STREAM	9883	2427	6.4	24.6	109	1325	6.2	13.4	104	463	5.9	4.7	101	639	7.6	6.5	129
FOOD & WINE	1030	*212	0.6	20.6	92	**118	0.5	11.5	89	**61	0.8	5.9	127	**32	0.4	3.1	62
FORBES	2679	588	1.6	21.9	98	377	1.7	14.1	110	*124	1.6	4.6	99	**87	1.0	3.2	65
FORTUNE	2931	607	1.6	20.7	92	378	1.8	12.9	100	**131	1.7	4.5	96	*98	1.2	3.3	67
GENTLEMEN'S QUARTERLY	3481	810	2.1	23.3	103	473	2.2	13.6	106	*238	3.0	6.8	147	**99	1.2	2.8	57
GLAMOUR	7163	1965	5.2	27.4	122	1202	5.6	16.8	131	478	6.1	6.7	143	286	3.4	4.0	80
GOLF DIGEST	2355	398	1.1	16.9	75	269	1.2	11.4	89	**46	0.6	2.0	42	**83	1.0	3.5	71
GOLF DIGEST/TENNIS (GROSS)	3610	818	2.2	22.7	101	481	2.2	13.3	104	*116	1.5	3.2	69	*221	2.6	6.1	123
GOLF MAGAZINE	2046	431	1.1	21.1	94	*299	1.4	14.6	114	**73	0.9	3.6	77	**60	0.7	2.9	59
GOLF MAGAZINE/SKI (GROSS)	3547	809	2.1	22.8	101	530	2.5	14.9	116	*170	2.2	4.8	103	**109	1.3	3.1	62
GOOD HOUSEKEEPING	20353	5214	13.8	25.6	114	3070	14.3	15.1	117	1166	14.9	5.7	123	979	11.7	4.8	96
HARPER'S BAZAAR	3362	831	2.2	24.7	110	504	2.3	15.0	117	*183	2.3	5.4	117	*144	1.7	4.3	86
HEALTH	2987	711	1.9	23.8	106	443	2.1	14.8	115	**134	1.7	4.5	96	**134	1.6	4.5	90
HEARST MAG CORP. BUY (GROSS)	67928	17365	46.0	25.6	114	10134	47.0	14.9	116	3879	49.7	5.7	123	3353	40.0	4.9	99
HEARST MAN POWER (GROSS)	11282	2709	7.2	24.0	107	1617	7.5	14.3	112	576	7.4	5.1	110	515	6.1	4.6	91
HEARST WOMAN POWER (GROSS)	40514	10500	27.8	25.9	115	6120	28.4	15.1	118	2441	31.3	6.0	129	1938	23.1	4.8	96
HOUSE BEAUTIFUL	4885	1219	3.2	25.0	111	648	3.0	13.3	103	*221	2.8	4.5	97	350	4.2	7.2	143
INC.	1308	*243	0.6	18.6	83	*156	0.7	11.9	93	**66	0.8	5.0	108	**21	0.3	1.6	32
JET	6498	816	2.2	12.6	56	481	2.2	7.4	58	*211	2.7	3.2	70	*124	1.5	1.9	38
LADIES' HOME JOURNAL	14797	3931	10.4	26.6	118	2280	10.6	15.4	120	819	10.5	5.5	119	832	9.9	5.6	113
LHJ FAMILY GRP COMBO(GROSS)	21743	5631	14.9	25.9	115	3268	15.2	15.0	117	1225	15.7	5.6	121	1138	13.6	5.2	105
LIFE	9881	2452	6.5	24.8	110	1493	6.9	15.1	118	503	6.4	5.1	109	456	5.4	4.6	92
L.A. TIMES HOME MAGAZINE	2775	689	1.8	24.8	110	368	1.7	13.3	103	*238	3.0	8.6	184	**83	1.0	3.0	60
MADEMOISELLE	4219	1006	2.7	23.8	106	680	3.2	16.1	125	*175	2.2	4.1	89	*151	1.8	3.6	72
MC CALL'S	16422	4086	10.8	24.9	111	2345	10.9	14.3	111	933	12.0	5.7	122	808	9.6	4.9	99
MC CALL'S/WRK MOTHER (GROSS)	17919	4439	11.8	24.8	110	2534	11.8	14.1	110	1073	13.7	6.0	129	831	9.9	4.6	93
MECHANIX ILLUSTRATED	4433	1092	2.9	24.6	110	624	2.9	14.1	110	*213	2.7	4.8	103	*254	3.0	5.7	115
METROPOLITAN HOME	1504	330	0.9	21.9	98	*191	0.9	12.7	99	**82	1.1	5.5	117	**57	0.7	3.8	76
MONEY	4723	980	2.6	20.7	92	606	2.8	12.8	100	*217	2.8	4.6	99	*157	1.9	3.3	67
MOTHER EARTH NEWS	2325	766	2.0	32.9	146	505	2.3	21.7	169	**118	1.5	5.1	109	**144	1.7	6.2	124
MS.	1189	275	0.7	23.1	103	*150	0.7	12.6	98	**35	0.4	2.9	63	**89	1.1	7.5	150
NATIONAL ENQUIRER	18892	4291	11.4	22.7	101	2493	11.6	13.2	103	827	10.6	4.4	94	971	11.6	5.1	103
NATIONAL GEOGRAPHIC	22129	5791	15.4	26.2	116	3279	15.2	14.8	115	1224	15.7	5.5	119	1288	15.4	5.8	117
NATIONAL SUNDAY MAGAZINE PKG	103750	24251	64.3	23.4	104	14086	65.4	13.6	106	5123	65.6	4.9	106	5042	60.2	4.9	97
NATURAL HISTORY	1379	315	0.8	22.8	102	*187	0.9	13.6	106	**104	1.3	7.5	162	**24	0.3	1.7	35
NEW WOMAN	2289	622	1.6	27.2	121	422	2.0	18.4	144	**51	0.7	2.2	48	**150	1.8	6.6	131
NEW YORK INCLUDING CUE	1088	*199	0.5	18.3	81	*161	0.7	14.8	115	**23	0.3	2.1	45	**15	0.2	1.4	28
THE NEW YORKER	2459	611	1.6	24.8	110	368	1.7	15.0	117	*127	1.6	5.2	111	**116	1.4	4.7	94
NEWSWEEK	16527	3782	10.0	22.9	102	2091	9.7	12.7	99	885	11.3	5.4	115	806	9.6	4.9	98
THE N.Y. TIMES DAILY EDITION	2739	492	1.3	18.0	80	223	1.0	8.1	63	**154	2.0	5.6	121	**116	1.4	4.2	85
THE N.Y. TIMES MAGAZINE	4443	1017	2.7	22.9	102	455	2.1	10.2	80	285	3.7	6.4	138	*277	3.3	6.2	125
OWNI	2799	713	1.9	25.5	113	465	2.2	16.6	129	**103	1.3	3.7	79	*144	1.7	5.1	103
ON CABLE	2209	571	1.5	25.8	115	358	1.7	16.2	126	**85	1.1	3.8	83	**128	1.5	5.8	116
1001 HOME IDEAS	3959	990	2.6	25.0	111	545	2.5	13.8	107	*272	3.5	6.9	148	**172	2.1	4.3	87
ORGANIC GARDENING	3111	1112	2.9	35.7	159	699	3.2	22.5	175	*207	2.7	6.7	143	*206	2.5	6.6	133
OUTDOOR LIFE	5024	1324	3.5	26.4	117	668	3.1	13.3	104	*230	2.9	4.6	98	426	5.1	8.5	170
PARADE MAGAZINE	51292	12200	32.3	23.8	106	6803	31.6	13.3	103	2834	36.3	5.5	119	2564	30.6	5.0	100

	TOTAL U.S. '000	OWN A CAT				ONE				TWO				THREE OR MORE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	37725	100.0	22.5	100	21543	100.0	12.8	100	7807	100.0	4.7	100	8375	100.0	5.0	100
PARENTS	5298	1334	3.5	25.2	112	774	3.6	14.6	114	*309	4.0	5.8	125	*250	3.0	4.7	95
PENTHOUSE	5129	1227	3.3	23.9	106	788	3.7	15.4	120	*291	3.7	5.7	122	*148	1.8	2.9	58
PEOPLE	21070	5221	13.8	24.8	110	3003	13.9	14.3	111	1240	15.9	5.9	126	978	11.7	4.6	93
PLAYBOY	10562	2495	6.6	23.6	105	1576	7.3	14.9	116	499	6.4	4.7	102	420	5.0	4.0	80
POPULAR HOT RODDING	2498	599	1.6	24.0	107	*396	1.8	15.9	123	*880	1.0	3.2	69	**123	1.5	4.9	99
POPULAR MECHANICS	5887	1522	4.0	25.9	115	924	4.3	15.7	122	391	5.0	6.6	143	*207	2.5	3.5	70
POPULAR SCIENCE	4317	1247	3.3	28.9	128	761	3.5	17.6	137	*328	4.2	7.6	163	*158	1.9	3.7	73
PREVENTION	5792	1409	3.7	24.3	108	852	4.0	14.7	115	257	3.3	4.4	95	300	3.6	5.2	104
PSYCHOLOGY TODAY	3284	885	2.3	26.9	120	463	2.1	14.1	110	*245	3.1	7.5	160	*176	2.1	5.4	107
READER'S DIGEST	40046	10134	26.9	25.3	113	5964	27.7	14.9	116	2106	27.0	5.3	113	2064	24.6	5.2	103
REDBOOK	9584	2314	6.1	24.1	107	1348	6.3	14.1	110	530	6.8	5.5	119	436	5.2	4.5	91
ROAD & TRACK	2590	749	2.0	28.9	129	475	2.2	18.3	143	**157	2.0	6.1	130	**118	1.4	4.6	91
ROLLING STONE	3302	917	2.4	27.8	123	592	2.7	17.9	140	*237	3.0	7.2	154	**88	1.1	2.7	53
RUNNER'S WORLD	1229	*238	0.6	19.4	86	**99	0.5	8.1	63	**66	0.8	5.4	115	**73	0.9	5.9	119
SATURDAY EVENING POST	2110	399	1.1	18.9	84	263	1.2	12.5	97	**70	0.9	3.3	71	**66	0.8	3.1	63
SCIENCE 84	1543	506	1.3	32.8	146	*278	1.3	18.0	140	**147	1.9	9.5	205	**81	1.0	5.2	105
SCIENCE DIGEST	1747	457	1.2	26.2	116	*276	1.3	15.8	123	**94	1.2	5.4	116	**87	1.0	5.0	100
SCIENTIFIC AMERICAN	1994	547	1.4	27.4	122	318	1.5	15.9	124	*141	1.8	7.1	152	**88	1.1	4.4	88
SELF	3119	677	1.8	21.7	97	394	1.8	12.6	98	*187	2.4	6.0	129	**96	1.1	3.1	62
SEVENTEEN	3923	1142	3.0	29.1	129	604	2.8	15.4	120	*379	4.9	9.7	208	**159	1.9	4.1	81
SKI	1501	378	1.0	25.2	112	*232	1.1	15.5	120	**98	1.3	6.5	140	**49	0.6	3.3	65
SMITHSONIAN	5976	1590	4.2	26.6	118	904	4.2	15.1	118	430	5.5	7.2	155	256	3.1	4.3	86
SOAP OPERA DIGEST	4228	826	2.2	19.5	87	459	2.1	10.9	85	*248	3.2	5.9	126	**119	1.4	2.8	56
SOUTHERN LIVING	6488	1681	4.5	25.9	115	1119	5.2	17.2	134	326	4.2	5.0	108	237	2.8	3.7	73
SPORT	3500	742	2.0	21.2	94	395	1.8	11.3	88	*206	2.6	5.9	126	**142	1.7	4.1	81
THE SPORTING NEWS	2456	475	1.3	19.3	86	*234	1.1	9.5	74	**165	2.1	6.7	144	**76	0.9	3.1	62
SPORTS AFIELD	3648	730	1.9	20.0	89	418	1.9	11.5	89	**91	1.2	2.5	54	*221	2.6	6.1	121
SPORTS ILLUSTRATED	14484	3218	8.5	22.2	99	1755	8.1	12.1	94	797	10.2	5.5	118	667	8.0	4.6	92
STAR	12661	2948	7.8	23.3	104	1714	8.0	13.5	105	634	8.1	5.0	108	601	7.2	4.7	95
SUNDAY	52799	11266	29.9	21.3	95	6996	32.5	13.3	103	2110	27.0	4.0	86	2160	25.8	4.1	82
SUNSET	3513	1112	2.9	31.7	141	822	3.8	23.4	182	**141	1.8	4.0	86	**148	1.8	4.2	84
TV GUIDE	42766	9968	26.4	23.3	104	5572	25.9	13.0	101	2352	30.1	5.5	118	2044	24.4	4.8	96
TENNIS	1254	420	1.1	33.5	149	*212	1.0	16.9	132	**70	0.9	5.6	120	**139	1.7	11.1	222
TIME	22054	5123	13.6	23.2	103	3068	14.2	13.9	108	1112	14.2	5.0	108	943	11.3	4.3	86
TOWN & COUNTRY	1555	353	0.9	22.7	101	*197	0.9	12.7	99	**72	0.9	4.6	99	**84	1.0	5.4	108
TRAVEL & LEISURE	2173	444	1.2	20.4	91	299	1.4	13.8	107	**60	0.8	2.8	59	**85	1.0	3.9	78
TRUE STORY	4636	1105	2.9	23.8	106	541	2.5	11.7	91	*360	4.6	7.8	167	*204	2.4	4.4	88
U.S. NEWS & WORLD REPORT	10353	2282	6.0	22.0	98	1228	5.7	11.9	92	570	7.3	5.5	118	484	5.8	4.7	94
USA TODAY	4994	993	2.6	19.9	88	625	2.9	12.5	97	*218	2.8	4.4	94	*150	1.8	3.0	60
US	3528	798	2.1	22.6	101	526	2.4	14.9	116	*135	1.7	3.8	82	*137	1.6	3.9	78
VOGUE	5424	1279	3.4	23.6	105	741	3.4	13.7	106	*293	3.8	5.4	116	*245	2.9	4.5	90
WALL STREET JOURNAL	6292	1515	4.0	24.1	107	968	4.5	15.4	120	361	4.6	5.7	123	*186	2.2	3.0	59
WEIGHT WATCHERS	2762	695	1.8	25.2	112	419	1.9	15.2	118	**145	1.9	5.2	113	**132	1.6	4.8	96
WOMAN'S DAY	16320	4171	11.1	25.6	114	2409	11.2	14.8	115	1082	13.9	6.6	142	679	8.1	4.2	83
WORKING MOTHER	1496	352	0.9	23.5	105	*189	0.9	12.6	98	*140	1.8	9.4	201	**23	0.3	1.5	31
WORKING WOMAN	1851	443	1.2	23.9	106	*210	1.0	11.3	88	**149	1.9	8.0	173	**84	1.0	4.5	91
WORLD TENNIS	580	*173	0.5	29.8	133	**104	0.5	17.9	140	*226	0.3	4.5	96	**42	0.5	7.2	145
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3071	8.1	24.7	110	1830	8.5	14.7	115	699	9.0	5.6	121	543	6.5	4.4	88
BLAIR INSERTS	91671	21085	55.9	23.0	102	12254	56.9	13.4	104	4542	58.2	5.0	106	4289	51.2	4.7	94
DAILY NEWSPAPERS																	
READ ANY	109190	24878	65.9	22.8	101	14365	66.7	13.2	102	5123	65.6	4.7	101	5390	64.4	4.9	99
READ ONE	89587	20316	53.9	22.7	101	11666	54.2	13.0	101	4249	54.4	4.7	102	4402	52.6	4.9	98
READ TWO OR MORE	19602	4562	12.1	23.3	103	2700	12.5	13.8	107	874	11.2	4.5	96	988	11.8	5.0	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	25326	67.1	23.1	103	14740	68.4	13.4	105	5338	68.4	4.9	105	5249	62.7	4.8	96
READ ONE	95074	21815	57.8	22.9	102	12690	58.9	13.3	104	4570	58.5	4.8	103	4556	54.4	4.8	96
READ TWO OR MORE	14588	3511	9.3	24.1	107	2050	9.5	14.1	109	767	9.8	5.3	113	693	8.3	4.8	95
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.42				30.62				27.86				27.81			
30 DAY REACH	149706	33661	89.2	22.5	100	19188	89.1	12.8	100	7099	90.9	4.7	102	7374	88.0	4.9	99
50 SHWG - 30 DAY AV FREQ	15.16	15.54				16.09				14.83				14.81			
30 DAY REACH	142406	31885	84.5	22.4	100	18273	84.8	12.8	100	6688	85.7	4.7	101	6924	82.7	4.9	97
25 SHWG - 30 DAY AV FREQ	8.23	8.36				8.56				8.08				8.08			
30 DAY REACH	131152	29619	78.5	22.6	100	17143	79.6	13.1	102	6107	78.2	4.7	100	6368	76.0	4.9	97
CABLE TV: HOME WIRED	66879	14981	39.7	22.4	100	9433	43.8	14.1	110	3083	39.5	4.6	99	2465	29.4	3.7	74
HOME NOT WIRED	100848	22744	60.3	22.6	100	12110	56.2	12.0	93	4724	60.5	4.7	101	5911	70.6	5.9	117
HAVE PAY CABLE	35024	8582	22.7	24.5	109	5366	24.9	15.3	119	1913	24.5	5.5	117	1303	15.6	3.7	75

	TOTAL U.S. '000	OWN A CAT				ONE				TWO				THREE OR MORE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	37725	100.0	22.5	100	21543	100.0	12.8	100	7807	100.0	4.7	100	8375	100.0	5.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	22636	60.0	23.7	105	12854	59.7	13.4	105	4667	59.8	4.9	105	5115	61.1	5.3	107
10:00 AM - 3:00 PM	63599	14619	38.8	23.0	102	8466	39.3	13.3	104	3090	39.6	4.9	104	3063	36.6	4.8	96
3:00 PM - 7:00 PM	72097	17431	46.2	24.2	107	10426	48.4	14.5	113	3350	42.9	4.6	100	3656	43.7	5.1	102
7:00 PM - MIDNIGHT	36670	8415	22.3	22.9	102	5163	24.0	14.1	110	1575	20.2	4.3	92	1677	20.0	4.6	92
MIDNIGHT - 6:00 AM	21908	5200	13.8	23.7	106	3041	14.1	13.9	108	1078	13.8	4.9	106	1081	12.9	4.9	99
6:00 AM - MIDNIGHT	127571	29625	78.5	23.2	103	17112	79.4	13.4	104	6079	77.9	4.8	102	6434	76.8	5.0	101
ENTIRE DAY	129239	29991	79.5	23.2	103	17302	80.3	13.4	104	6168	79.0	4.8	103	6521	77.9	5.0	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	8253	21.9	24.3	108	4826	22.4	14.2	110	1625	20.8	4.8	103	1802	21.5	5.3	106
ALL NEWS	6062	1380	3.7	22.8	101	748	3.5	12.3	96	344	4.4	5.7	122	289	3.5	4.8	95
AOR/PROGRESSIVE	11884	3259	8.6	27.4	122	2075	9.6	17.5	136	539	6.9	4.5	97	645	7.7	5.4	109
BEAUTIFUL MUSIC	11180	2843	7.5	25.4	113	1642	7.6	14.7	114	522	6.7	4.7	100	678	8.1	6.1	121
BLACK	4538	759	2.0	16.7	74	480	2.2	10.6	82	**99	1.3	2.2	47	*179	2.1	3.9	79
CLASSICAL	3857	910	2.4	23.6	105	519	2.4	13.5	105	*210	2.7	5.4	117	*180	2.1	4.7	93
CHR/ROCK	21946	5271	14.0	24.0	107	3232	15.0	14.7	115	1082	13.9	4.9	106	956	11.4	4.4	87
COUNTRY	27262	6546	17.4	24.0	107	3507	16.3	12.9	100	1391	17.8	5.1	110	1648	19.7	6.0	121
GOLDEN OLDIES	3339	596	1.6	17.8	79	267	1.2	8.0	62	*215	2.8	6.4	138	*114	1.4	3.4	68
MOR/NOSTALGIA	10346	2415	6.4	23.3	104	1393	6.5	13.5	105	435	5.6	4.2	90	587	7.0	5.7	114
NEWS/TALK	8929	1731	4.6	19.4	86	997	4.6	11.2	87	337	4.3	3.8	81	397	4.7	4.4	89
RELIGIOUS	5488	1327	3.5	24.2	108	821	3.8	15.0	116	*243	3.1	4.4	95	*263	3.1	4.8	96
SOFT ROCK	1232	*243	0.6	19.7	88	*164	0.8	13.3	104	*337	0.5	3.0	65	**42	0.5	3.4	68
URBAN CONTEMPORARY	3184	406	1.1	12.8	57	264	1.2	8.3	65	**83	1.1	2.6	56	**59	0.7	1.9	37
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1403	3.7	20.3	90	848	3.9	12.3	96	247	3.2	3.6	77	*309	3.7	4.5	90
ABC DIRECTION	5212	1280	3.4	24.6	109	786	3.6	15.1	117	*196	2.5	3.8	81	297	3.5	5.7	114
ABC ENTERTAINMENT	10385	2714	7.2	26.1	116	1379	6.4	13.3	103	722	9.2	7.0	149	614	7.3	5.9	118
ABC FM	4762	1089	2.9	22.9	102	619	2.9	13.0	101	*236	3.0	5.0	106	*234	2.8	4.9	98
ABC INFORMATION	11339	2794	7.4	24.6	110	1587	7.4	14.0	109	487	6.2	4.3	92	719	8.6	6.3	127
ABC ROCK	4878	1153	3.1	23.6	105	767	3.6	15.7	122	*174	2.2	3.6	77	*212	2.5	4.3	87
CBS	10709	2513	6.7	23.5	104	1350	6.3	12.6	98	523	6.7	4.9	105	640	7.6	6.0	120
MUTUAL	10251	2053	5.4	20.0	89	980	4.5	9.6	74	386	4.9	3.8	81	687	8.2	6.7	134
NBC	12243	2980	7.9	24.3	108	1799	8.4	14.7	114	488	6.3	4.0	86	693	8.3	5.7	113
RADIORADIO	4606	1009	2.7	21.9	97	649	3.0	14.1	110	*184	2.4	4.0	86	*176	2.1	3.8	77
RKO ONE	5148	1128	3.0	21.9	97	624	2.9	12.1	94	*259	3.3	5.0	108	*245	2.9	4.8	95
RKO TWO	7313	1525	4.0	20.9	93	828	3.8	11.3	88	412	5.3	5.6	121	*285	3.4	3.9	78
THE SOURCE	5981	1537	4.1	25.7	114	846	3.9	14.1	110	*264	3.4	4.4	95	427	5.1	7.1	143
NON-WIRED : BLAIR	19329	4655	12.3	24.1	107	2772	12.9	14.3	112	936	12.0	4.8	104	947	11.3	4.9	98
INTERNET	27139	6468	17.1	23.8	106	3695	17.2	13.6	106	1319	16.9	4.9	104	1454	17.4	5.4	107
KATZ RADIO GROUP	36319	8575	22.7	23.6	105	4942	22.9	13.6	106	1687	21.6	4.6	100	1947	23.2	5.4	107
SUPERNET	22361	5322	14.1	23.8	106	3267	15.2	14.6	114	1077	13.8	4.8	103	978	11.7	4.4	88
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	3039	8.1	20.9	93	1657	7.7	11.4	89	714	9.1	4.9	106	669	8.0	4.6	92
WKDAY 9:00 AM - 1:00 PM	18688	3785	10.0	20.3	90	2050	9.5	11.0	85	830	10.6	4.4	95	905	10.8	4.8	97
WKDAY 1:00 PM - 4:30 PM	24061	5117	13.6	21.3	95	2782	12.9	11.6	90	1094	14.0	4.5	98	1241	14.8	5.2	103
WKDAY 4:30 PM - 7:30 PM	44079	9625	25.5	21.8	97	5202	24.1	11.8	92	2100	26.9	4.8	102	2323	27.7	5.3	106
WKDAY 7:30 PM - 8:00 PM	61979	13187	35.0	21.3	95	7324	34.0	11.8	92	2818	36.1	4.5	98	3045	36.4	4.9	98
WKDAY 11:00 PM - 11:30 PM	49084	10922	29.0	22.3	99	6179	28.7	12.6	98	2089	26.8	4.3	91	2654	31.7	5.4	108
WKDAY 11:30 PM - 1:00 AM	16560	3587	9.5	21.7	96	2061	9.6	12.4	97	682	8.7	4.1	88	845	10.1	5.1	102
M-SAT 8-11 PM+SUN 7-11 PM	66967	15135	40.1	22.6	100	8460	39.3	12.6	98	3206	41.1	4.8	103	3470	41.4	5.2	104
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1906	5.1	20.6	91	1071	5.0	11.6	90	389	5.0	4.2	90	446	5.3	4.8	96
ANOTHER WORLD	N 6138	1547	4.1	25.2	112	752	3.5	12.3	95	374	4.8	6.1	131	422	5.0	6.9	138
AS THE WORLD TURNS	C 7707	1615	4.3	21.0	93	957	4.4	12.4	97	347	4.4	4.5	97	311	3.7	4.0	81
CAPITOL	C 4688	982	2.6	20.9	93	650	3.0	13.9	108	*160	2.0	3.4	73	172	2.1	3.7	73
CBS MORN. NEWS 1	C 2792	505	1.3	18.1	80	214	1.0	7.7	60	171	2.2	6.1	132	120	1.4	4.3	86
CBS MORN. NEWS 2	C 2071	365	1.0	17.6	78	158	0.7	7.6	59	*97	1.2	4.7	101	*110	1.3	5.3	106
DAYS OF OUR LIVES	N 8018	1851	4.9	23.1	103	1015	4.7	12.7	99	398	5.1	5.0	107	438	5.2	5.5	109
FACTS OF LIFE - DAYTIME	N 3487	608	1.6	17.4	78	345	1.6	9.9	77	*98	1.3	2.8	60	164	2.0	4.7	94
FAMILY FEUD	A 4817	945	2.5	19.6	87	493	2.3	10.2	80	197	2.5	4.1	88	255	3.0	5.3	106
GENERAL HOSPITAL	A 8333	1713	4.5	20.6	91	950	4.4	11.4	89	360	4.6	4.3	93	402	4.8	4.8	97
GOOD MORNING, AMERICA-730	A 5472	1087	2.9	19.9	88	683	3.2	12.5	97	173	2.2	3.2	68	232	2.8	4.2	85
GOOD MORNING, AMERICA-830	A 3965	761	2.0	19.2	85	428	2.0	10.8	84	136	1.7	3.4	74	197	2.4	5.0	100
GUIDING LIGHT	C 7542	1623	4.3	21.5	96	996	4.6	13.2	103	328	4.2	4.3	93	298	3.6	4.0	79
ONE LIFE TO LIVE	A 6018	1333	3.5	22.2	98	721	3.3	12.0	93	261	3.3	4.3	93	351	4.2	5.8	117
PRESS YOUR LUCK	C 3589	655	1.7	18.3	81	342	1.6	9.5	74	*155	2.0	4.3	93	158	1.9	4.4	88
PRICE IS RIGHT 1	C 7418	1413	3.7	19.0	85	702	3.3	9.5	74	325	4.2	4.4	94	386	4.6	5.2	104
PRICE IS RIGHT 2	C 8276	1594	4.2	19.3	86	829	3.8	10.0	78	342	4.4	4.1	89	422	5.0	5.1	102
RYAN'S HOPE	A 4358	831	2.2	19.1	85	450	2.1	10.3	80	181	2.3	4.2	89	199	2.4	4.6	91
SALE OF THE CENTURY	N 3749	607	1.6	16.2	72	265	1.2	7.1	55	*165	2.1	4.4	95	177	2.1	4.7	95
SEARCH FOR TOMORROW	N 2884	646	1.7	22.4	100	373	1.7	12.9	101	*134	1.7	4.6	100	*139	1.7	4.8	97
TODAY SHOW 1	N 4869	971	2.6	19.9	89	566	2.6	11.6	91	179	2.3	3.7	79	226	2.7	4.6	93
TODAY SHOW 2	N 4135	799	2.1	19.3	86	509	2.4	12.3	96	124	1.6	3.0	64	166	2.0	4.0	80
\$25,000 PYRAMID	C 4361	837	2.2	19.2	85	368	1.7	8.4	66	270	3.5	6.2	133	199	2.4	4.6	91
WHEEL OF FORTUNE	N 6187	1175	3.1	19.0	84	589	2.7	9.5	74	319	4.1	5.2	111	267	3.2	4.3	86
YOUNG AND THE RESTLESS	C 8186	1788	4.7	21.8	97	1038	4.8	12.7	99	410	5.3	5.0	108	340	4.1	4.2	83

	TOTAL U.S. '000	OWN A CAT				ONE				TWO				THREE OR MORE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	37725	100.0	22.5	100	21543	100.0	12.8	100	7807	100.0	4.7	100	8375	100.0	5.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	10905	28.9	20.9	93	5919	27.5	11.3	88	2301	29.5	4.4	95	2685	32.1	5.1	103
NETWORK AFFILIATES - LATE	39164	8768	23.2	22.4	100	4993	23.2	12.7	99	1613	20.7	4.1	88	2162	25.8	5.5	111
INDEPENDENTS - LATE	5133	1004	2.7	19.6	87	527	2.4	10.3	80	291	3.7	5.7	122	186	2.2	3.6	73
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 22825	5382	14.3	23.6	105	2963	13.8	13.0	101	1122	14.4	4.9	106	1297	15.5	5.7	114
ABC MONDAY NIGHT MOVIE	A 11258	2604	6.9	23.1	103	1535	7.1	13.6	106	455	5.8	4.0	87	614	7.3	5.5	109
ABC SUNDAY NIGHT MOVIE	A 23600	5199	13.8	22.0	98	2999	13.9	12.7	99	1158	14.8	4.9	105	1042	12.4	4.4	88
ABC WORLD NEWS TONIGHT	A 12801	2732	7.2	21.3	95	1455	6.8	11.4	88	549	7.0	4.3	92	729	8.7	5.7	111
AFTERMASH	C 10966	2486	6.6	22.7	101	1438	6.7	13.1	102	492	6.3	4.5	96	556	6.6	5.1	102
ALICE	C 17050	4166	11.0	24.4	109	2418	11.2	14.2	110	799	10.2	4.7	101	948	11.3	5.6	111
AMERICAN PARADE	C 11998	2587	6.9	21.6	96	1331	6.2	11.1	86	641	8.2	5.3	115	615	7.3	5.1	103
BENSON	A 19258	4106	10.9	21.3	95	2250	10.4	11.7	91	800	10.2	4.2	89	1056	12.6	5.5	110
BLUE THUNDER	A 11478	2567	6.8	22.4	99	1428	6.6	12.4	97	494	6.3	4.3	92	645	7.7	5.6	113
CAGNEY & LACEY	C 18263	4263	11.3	23.3	104	2389	11.1	13.1	102	866	11.1	4.7	102	1007	12.0	5.5	110
CBS EVENING NEWS-DEAN	C 7733	1483	3.9	19.2	85	816	3.8	10.6	82	*251	3.2	3.2	70	417	5.0	5.4	108
CBS EVENING NEWS-RATHER	C 15653	3250	8.6	20.8	92	1733	8.0	11.1	86	678	8.7	4.3	93	839	10.0	5.4	107
CBS SAT. NEWS-SCHIEFFER	C 8744	1963	5.2	22.4	100	1136	5.3	13.0	101	353	4.5	4.0	87	474	5.7	5.4	109
CBS SATURDAY NIGHT MOVIE	C 12000	2679	7.1	22.3	99	1578	7.3	13.1	102	483	6.2	4.0	86	618	7.4	5.1	103
CBS WEDNESDAY NIGHT MOVIE	C 11522	2644	7.0	22.9	102	1383	6.4	12.0	93	595	7.6	5.2	111	666	8.0	5.8	116
CHEERS	N 16818	3751	9.9	22.3	99	2039	9.5	12.1	94	746	9.6	4.4	95	966	11.5	5.7	115
DALLAS	C 37510	8168	21.7	21.8	97	4587	21.3	12.2	95	1663	21.3	4.4	95	1918	22.9	5.1	102
DIFF'RENT STROKES	N 11258	2586	6.9	23.0	102	1430	6.6	12.7	99	488	6.3	4.3	93	668	8.0	5.9	119
DOUBLE TROUBLE	N 12248	2980	7.9	24.3	108	1558	7.2	12.7	99	688	8.8	5.6	121	735	8.8	6.0	120
DUCK FACTORY	N 11100	2587	6.9	23.3	104	1387	6.4	12.5	97	524	6.7	4.7	101	676	8.1	6.1	122
DUKES OF HAZZARD	C 12353	2896	7.7	23.4	104	1452	6.7	11.8	92	742	9.5	6.0	129	702	8.4	5.7	114
DYNASTY	A 33279	6938	18.4	20.8	93	4019	18.7	12.1	94	1288	16.5	3.9	83	1632	19.5	4.9	98
FACTS OF LIFE	N 13410	3189	8.5	23.8	106	1801	8.4	13.4	105	695	8.9	5.2	111	693	8.3	5.2	103
FALCON CREST	C 31093	6726	17.8	21.6	96	3848	17.9	12.4	96	1362	17.4	4.4	94	1516	18.1	4.9	98
FALL GUY	A 18649	3955	10.5	21.2	94	2170	10.1	11.6	91	826	10.6	4.4	95	958	11.4	5.1	103
FAMILY TIES	N 13101	2961	7.8	22.6	100	1599	7.4	12.2	95	556	7.1	4.2	91	806	9.6	6.2	123
FANTASY ISLAND	A 13069	2782	7.4	21.3	95	1447	6.7	11.1	86	640	8.2	4.9	105	695	8.3	5.3	107
FOULUPS, BLEEPs & BLUNDERS	A 16588	4045	10.7	24.4	108	2157	10.0	13.0	101	912	11.7	5.5	118	975	11.6	5.9	118
FOUR SEASONS	C 9302	2098	5.6	22.6	100	1110	5.2	11.9	93	493	6.3	5.3	114	495	5.9	5.3	107
GIMME A BREAK	N 13955	2937	7.8	21.0	94	1676	7.8	12.0	94	466	6.0	3.3	72	795	9.5	5.7	114
HART TO HART	A 15735	3617	9.6	23.0	102	2048	9.5	13.0	101	737	9.4	4.7	101	832	9.9	5.3	106
HILL STREET BLUES	N 18257	4423	11.7	24.2	108	2451	11.4	13.4	105	919	11.8	5.0	108	1053	12.6	5.8	116
HOTEL	A 24236	5238	13.9	21.6	96	2793	13.0	11.5	90	1008	12.9	4.2	89	1438	17.2	5.9	119
JEFFERSONS	C 17010	3989	10.6	23.5	104	2288	10.6	13.5	105	807	10.3	4.7	102	895	10.7	5.3	105
JENNIFER SLEPT HERE	N 9397	2161	5.7	23.0	102	1197	5.6	12.7	99	414	5.3	4.4	95	551	6.6	5.9	117
KATE & ALLIE	C 16762	4285	11.4	25.6	114	2449	11.4	14.6	114	897	11.5	5.4	115	940	11.2	5.6	112
KNIGHT RIDER	N 13164	3159	8.4	24.0	107	1733	8.0	13.2	102	721	9.2	5.5	118	706	8.4	5.4	107
LOVE BOAT	A 20400	4359	11.6	21.4	95	2360	11.0	11.6	90	944	12.1	4.6	99	1056	12.6	5.2	104
MAGNUM PI	C 22543	5538	14.7	24.6	109	3107	14.4	13.8	107	1204	15.4	5.3	115	1227	14.7	5.4	109
MAMA'S FAMILY	N 9852	2312	6.1	23.5	104	1273	5.9	12.9	101	482	6.2	4.9	105	557	6.7	5.7	113
MASTER, THE	N 8082	2003	5.3	24.8	110	1110	5.2	13.7	107	334	4.3	4.1	89	559	6.7	6.9	139
MATT HOUSTON	A 12881	3151	8.4	24.5	109	1694	7.9	13.2	102	714	9.1	5.5	119	743	8.9	5.8	116
NBC MONDAY NIGHT MOVIE	N 23889	5964	15.8	25.0	111	3352	15.6	14.0	109	1374	17.6	5.8	124	1238	14.8	5.2	104
NBC NIGHTLY NEWS	N 11156	2466	6.5	22.1	98	1375	6.4	12.3	96	535	6.9	4.8	103	556	6.6	5.0	100
NBC NIGHTLY NEWS-SAT	N 7363	1282	3.4	17.4	77	725	3.4	9.8	77	*221	2.8	3.0	64	336	4.0	4.6	91
NBC NIGHTLY NEWS-SUN	N 6214	1225	3.2	19.7	88	688	3.2	11.1	86	248	3.2	4.0	86	288	3.4	4.6	93
NBC SUNDAY NIGHT MOVIE	N 17590	4666	12.4	26.5	118	2547	11.8	14.5	113	952	12.2	5.4	116	1168	13.9	6.6	133
NEWHART	C 16740	4179	11.1	25.0	111	2294	10.6	13.7	107	894	11.5	5.3	115	991	11.8	5.9	119
ONE DAY AT A TIME	C 11820	2640	7.0	22.3	99	1401	6.5	11.9	92	613	7.9	5.2	111	626	7.5	5.3	106
PEOPLE ARE FUNNY	N 9138	2085	5.5	22.8	101	1216	5.6	13.3	104	394	5.0	4.3	93	475	5.7	5.2	104
REAL PEOPLE	N 15979	3703	9.8	23.2	103	2038	9.5	12.8	99	828	10.6	5.2	111	838	10.0	5.2	105
REMINGTON STEELE	N 14395	3592	9.5	25.0	111	1983	9.2	13.8	107	804	10.3	5.6	120	805	9.6	5.6	112
RIPLY'S BELIEVE IT - NOT	A 11362	2906	7.7	25.6	114	1675	7.8	14.7	115	499	6.4	4.4	94	732	8.7	6.4	129
RIPTIDE	N 13920	3597	9.5	25.8	115	2014	9.3	14.5	113	836	10.7	6.0	129	747	8.9	5.4	107
SCARECROW & MRS. KING	C 17571	4319	11.4	24.6	109	2287	10.6	13.0	101	939	12.0	5.3	115	1093	13.1	6.2	125
SIMON & SIMON	C 20208	4760	12.6	23.6	105	2514	11.7	12.4	97	1101	14.1	5.4	117	1146	13.7	5.7	114
60 MINUTES	C 27668	5566	14.8	20.1	89	3134	14.5	11.3	88	1189	15.2	4.3	92	1242	14.8	4.5	90
ST. ELSEWHERE	N 13699	3383	9.0	24.7	110	1802	8.4	13.2	102	768	9.8	5.6	120	812	9.7	5.9	

	TOTAL U.S. '000	USE CAT BOX FILLER				CHANGED OR MORE TIMES				TWO TIMES				ONE OR NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	21373	100.0	12.7	100	6257	100.0	3.7	100	5988	100.0	3.6	100	9129	100.0	5.4	100
MALES	79263	9671	45.2	12.2	96	2914	46.6	3.7	99	2617	43.7	3.3	92	4140	45.3	5.2	96
FEMALES	88464	11703	54.8	13.2	104	3343	53.4	3.8	101	3371	56.3	3.8	107	4989	54.7	5.6	104
18 - 24	28671	3813	17.8	13.3	104	1043	16.7	3.6	98	1239	20.7	4.3	121	1531	16.8	5.3	98
25 - 34	39536	5379	25.2	13.6	107	1373	21.9	3.5	93	1502	25.1	3.8	106	2504	27.4	6.3	116
35 - 44	28978	4795	22.4	16.5	130	1377	22.0	4.8	127	1393	23.3	4.8	135	2026	22.2	7.0	128
45 - 54	22345	3403	15.9	15.2	120	993	15.9	4.4	119	966	16.1	4.3	121	1444	15.8	6.5	119
55 - 64	22224	2350	11.0	10.6	83	811	13.0	3.6	98	621	10.4	2.8	78	919	10.1	4.1	76
65 OR OLDER	25973	1632	7.6	6.3	49	660	10.5	2.5	68	*267	4.5	1.0	29	706	7.7	2.7	50
18 - 34	68207	9193	43.0	13.5	106	2417	38.6	3.5	95	2741	45.8	4.0	113	4035	44.2	5.9	109
18 - 49	108058	15824	74.0	14.6	115	4291	68.6	4.0	106	4662	77.9	4.3	121	6870	75.3	6.4	117
25 - 54	90859	13578	63.5	14.9	117	3743	59.8	4.1	110	3861	64.5	4.2	119	5973	65.4	6.6	121
35 - 49	39851	6631	31.0	16.6	131	1875	30.0	4.7	126	1921	32.1	4.8	135	2835	31.1	7.1	131
50 OR OLDER	59669	5550	26.0	9.3	73	1966	31.4	3.3	88	1326	22.1	2.2	62	2258	24.7	3.8	70
GRADUATED COLLEGE	28091	4244	19.9	15.1	119	1017	16.3	3.6	97	1125	18.8	4.0	112	2102	23.0	7.5	137
ATTENDED COLLEGE	28938	5028	23.5	17.4	136	1119	17.9	3.9	104	1502	25.1	5.2	145	2407	26.4	8.3	153
GRADUATED HIGH SCHOOL	65503	8424	39.4	12.9	101	2678	42.8	4.1	110	2449	40.9	3.7	105	3297	36.1	5.0	92
DID NOT GRADUATE HIGH SCHOOL	45195	3677	17.2	8.1	64	1443	23.1	3.2	86	912	15.2	2.0	57	1323	14.5	2.9	54
EMPLOYED MALES	56429	7285	34.1	12.9	101	2130	34.0	3.8	101	2148	35.9	3.8	107	3008	32.9	5.3	98
EMPLOYED FEMALES	43971	7342	34.4	16.7	131	1977	31.6	4.5	121	2236	37.3	5.1	142	3130	34.3	7.1	131
EMPLOYED FULL-TIME	87773	13055	61.1	14.9	117	3662	58.5	4.2	112	3985	66.5	4.5	127	5407	59.2	6.2	113
EMPLOYED PART-TIME	12627	1573	7.4	12.5	98	*444	7.1	3.5	94	*398	6.6	3.2	88	730	8.0	5.8	106
NOT EMPLOYED	67327	6746	31.6	10.0	79	2150	34.4	3.2	86	1604	26.8	2.4	67	2991	32.8	4.4	82
PROFESSIONAL/MANAGER	25845	4434	20.7	17.2	135	1020	16.3	3.9	106	1168	19.5	4.5	127	2246	24.6	8.7	160
TECH/CLERICAL/SALES	30895	4999	23.4	16.2	127	1403	22.4	4.5	122	1708	28.5	5.5	155	1888	20.7	6.1	112
PRECISION/CRAFT	12629	1486	7.0	11.8	92	479	7.7	3.8	102	*479	8.0	3.8	106	528	5.8	4.2	77
OTHER EMPLOYED	31031	3709	17.4	12.0	94	1205	19.3	3.9	104	1029	17.2	3.3	93	1476	16.2	4.8	87
SINGLE	35557	4628	21.7	13.0	102	1151	18.4	3.2	87	1371	22.9	3.9	108	2107	23.1	5.9	109
MARRIED	103585	13582	63.5	13.1	103	3933	62.9	3.8	102	3705	61.9	3.6	100	5944	65.1	5.7	105
DIVORCED/SEPARATED/WIDOWED	28585	3163	14.8	11.1	87	1174	18.8	4.1	110	911	15.2	3.2	89	1078	11.8	3.8	69
PARENTS	59295	8500	39.8	14.3	112	2338	37.4	3.9	106	2462	41.1	4.2	116	3700	40.5	6.2	115
WHITE	146081	19894	93.1	13.6	107	5715	91.3	3.9	105	5518	92.2	3.8	106	8662	94.9	5.9	109
BLACK	17974	1159	5.4	6.4	51	483	7.7	2.7	72	*363	6.1	2.0	57	*314	3.4	1.7	32
OTHER	3672	**320	1.5	8.7	68	**59	0.9	1.6	43	**108	1.8	2.9	82	**153	1.7	4.2	77
NORTHEAST-CENSUS	37005	5708	26.7	15.4	121	1970	31.5	5.3	143	1469	24.5	4.0	111	2269	24.9	6.1	113
NORTH CENTRAL	42642	5881	27.5	13.8	108	1469	23.5	3.4	92	1528	25.5	3.6	100	2883	31.6	6.8	124
SOUTH	56777	5518	25.8	9.7	76	1922	30.7	3.4	91	1645	27.5	2.9	81	1951	21.4	3.4	63
WEST	31303	4267	20.0	13.6	107	896	14.3	2.9	77	1346	22.5	4.3	120	2025	22.2	6.5	119
NORTHEAST-MKTG.	38125	5963	27.9	15.6	123	2014	32.2	5.3	142	1660	27.7	4.4	122	2288	25.1	6.0	110
EAST CENTRAL	24794	3278	15.3	13.2	104	718	11.5	2.9	78	898	15.0	3.6	101	1662	18.2	6.7	123
WEST CENTRAL	28511	4175	19.5	14.6	115	1041	16.6	3.7	98	996	16.6	3.5	98	2138	23.4	7.5	138
SOUTH	48953	4457	20.9	9.1	71	1668	26.7	3.4	91	1234	20.6	2.5	71	1555	17.0	3.2	58
PACIFIC	27344	3501	16.4	12.8	100	816	13.0	3.0	80	1198	20.0	4.4	123	1487	16.3	5.4	100
COUNTY SIZE A	69301	9088	42.5	13.1	103	2697	43.1	3.9	104	2686	44.9	3.9	109	3705	40.6	5.3	98
COUNTY SIZE B	50633	6864	32.1	13.6	106	1973	31.5	3.9	104	2017	33.7	4.0	112	2874	31.5	5.7	104
COUNTY SIZE C	26259	3467	16.2	13.2	104	1058	16.9	4.0	108	885	14.8	3.4	94	1524	16.7	5.8	107
COUNTY SIZE D	21534	1954	9.1	9.1	71	529	8.5	2.5	66	*399	6.7	1.9	52	1026	11.2	4.8	88
METRO CENTRAL CITY	50014	5853	27.4	11.7	92	1898	30.3	3.8	102	1795	30.0	3.6	101	2161	23.7	4.3	79
METRO SUBURBAN	76832	10940	51.2	14.2	112	3007	48.1	3.9	105	3118	52.1	4.1	114	4815	52.7	6.3	115
NON METRO	40881	4580	21.4	11.2	88	1353	21.6	3.3	89	1075	18.0	2.6	74	2153	23.6	5.3	97
TOP 5 ADI'S	39550	5300	24.8	13.4	105	1791	28.6	4.5	121	1520	25.4	3.8	108	1989	21.8	5.0	92
TOP 10 ADI'S	54877	7280	34.1	13.3	104	2340	37.4	4.3	114	2013	33.6	3.7	103	2928	32.1	5.3	98
TOP 20 ADI'S	77516	10366	48.5	13.4	105	3186	50.9	4.1	110	2850	47.6	3.7	103	4330	47.4	5.6	103
HSHLD INC. \$50,000 OR MORE	17257	3015	14.1	17.5	137	*646	10.3	3.7	100	962	16.1	5.6	156	1407	15.4	8.2	150
\$40,000 OR MORE	33235	5928	27.7	17.8	140	1516	24.2	4.6	122	1858	31.0	5.6	157	2554	28.0	7.7	141
\$30,000 OR MORE	59693	9906	46.3	16.6	130	2443	39.0	4.1	110	2976	49.7	5.0	140	4486	49.1	7.5	138
\$25,000 OR MORE	76275	12122	56.7	15.9	125	3071	49.1	4.0	108	3452	57.6	4.5	127	5599	61.3	7.3	135
\$20,000 - \$24,999	18607	2359	11.0	12.7	99	780	12.5	4.2	112	564	9.4	3.0	85	1016	11.1	5.5	100
\$15,000 - \$19,999	17175	2007	9.4	11.7	92	620	9.9	3.6	97	478	8.0	2.8	78	909	10.0	5.3	97
\$10,000 - \$14,999	24569	2703	12.6	11.0	86	934	14.9	3.8	102	923	15.4	3.8	105	846	9.3	3.4	63
UNDER \$10,000	31101	2182	10.2	7.0	55	853	13.6	2.7	74	571	9.5	1.8	51	758	8.3	2.4	45
HOUSEHOLD OF 1 PERSON	19441	1745	8.2	9.0	70	544	8.7	2.8	75	542	9.1	2.8	78	660	7.2	3.4	62
2 PEOPLE	51803	5939	27.8	11.5	90	1788	28.6	3.5	93	1526	25.5	2.9	83	2625	28.8	5.1	93
3 OR 4 PEOPLE	66933	9215	43.1	13.8	108	2382	38.1	3.6	95	2666	44.5	4.0	112	4167	45.6	6.2	114
5 OR MORE PEOPLE	29550	4474	20.9	15.1	119	1544	24.7	5.2	140	1253	20.9	4.2	119	1677	18.4	5.7	104
NO CHILD IN HSHLD	96587	10958	51.3	11.3	89	3197	51.1	3.3	89	3029	50.6	3.1	88	4732	51.8	4.9	90
CHILD(REN) UNDER 2 YRS	10844	1157	5.4	10.7	84	**303	4.8	2.8	75	*494	8.2	4.6	128	*360	3.9	3.3	61
2 - 5 YEARS	26358	2897	13.6	11.0	86	956	15.3	3.6	97	836	14.0	3.2	89	1105	12.1	4.2	77
6 - 11 YEARS	30453	4004	18.7	13.1	103	1361	21.8	4.5	120	1050	17.5	3.4	97	1593	17.4	5.2	96
12 - 17 YEARS	36575	6454	30.2	17.6	138	1861	29.7	5.1	136	1842	30.8	5.0	141	2751	30.1	7.5	138
RESIDENCE OWNED	117770	16126	75.5	13.7	107	4312	68.9	3.7	98	4523	75.5	3.8	108	7291	79.9	6.2	114
VALUE: \$50,000 OR MORE	70166	10855	50.8	15.5	121	2609	41.7	3.7	100	3161	52.8	4.5	126	5085	55.7	7.2	133
VALUE: UNDER \$50,000	47604	5272	24.7	11.1	87	1704	27.2	3.6	96	1362	22.7	2.9	80	2206	24.2	4.6	85

		TOTAL U.S. '000	USE CAT BOX FILLER				CHANGED OR MORE TIMES				TWO TIMES				ONE OR NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	21373	100.0	12.7	100	6257	100.0	3.7	100	5988	100.0	3.6	100	9129	100.0	5.4	100
MAGAZINES	QUINTILE 1	34022	5237	24.5	15.4	121	1536	24.5	4.5	121	1587	26.5	4.7	131	2114	23.2	6.2	114
	QUINTILE 2	34800	5204	24.3	15.0	117	1377	22.0	4.0	106	1590	26.6	4.6	128	2237	24.5	6.4	118
	QUINTILE 3	30514	4074	19.1	13.4	105	1201	19.2	3.9	106	1035	17.3	3.4	95	1839	20.1	6.0	111
	QUINTILE 4	33324	3910	18.3	11.7	92	1135	18.1	3.4	91	1073	17.9	3.2	90	1702	18.6	5.1	94
	QUINTILE 5	35066	2950	13.8	8.4	66	1009	16.1	2.9	77	704	11.8	2.0	56	1237	13.6	3.5	65
NEWSPAPERS	QUINTILE 1	29107	4286	20.1	14.7	116	1285	20.5	4.4	118	1244	20.8	4.3	120	1758	19.3	6.0	111
	QUINTILE 2	49095	6415	30.0	13.1	103	1645	26.3	3.4	90	1885	31.5	3.8	108	2885	31.6	5.9	108
	QUINTILE 3	23107	3181	14.9	13.8	108	1153	18.4	5.0	134	794	13.3	3.4	96	1235	13.5	5.3	98
	QUINTILE 4	33556	4492	21.0	13.4	105	1276	20.4	3.8	102	1262	21.1	3.8	105	1954	21.4	5.8	107
	QUINTILE 5	32863	2999	14.0	9.1	72	899	14.4	2.7	73	803	13.4	2.4	68	1297	14.2	3.9	73
OUTDOOR	QUINTILE 1	33431	4621	21.6	13.8	108	1275	20.4	3.8	102	1312	21.9	3.9	110	2034	22.3	6.1	112
	QUINTILE 2	33478	4849	22.7	14.5	114	1351	21.6	4.0	108	1267	21.2	3.8	106	2230	24.4	6.7	122
	QUINTILE 3	33574	4633	21.7	13.8	108	1351	21.6	4.0	108	1409	23.5	4.2	118	1874	20.5	5.6	103
	QUINTILE 4	33935	3710	17.4	10.9	86	1084	17.3	3.2	86	1055	17.6	3.1	87	1571	17.2	4.6	85
	QUINTILE 5	33310	3561	16.7	10.7	84	1197	19.1	3.6	96	945	15.8	2.8	79	1419	15.5	4.3	78
RADIO-DRIVE TIME	QUINTILE 1	33136	4114	19.2	12.4	97	1301	20.8	3.9	105	1167	19.5	3.5	99	1646	18.0	5.0	91
	QUINTILE 2	31658	4241	19.8	13.4	105	1331	21.3	4.2	113	1140	19.0	3.6	101	1770	19.4	5.6	103
	QUINTILE 3	32541	4636	21.7	14.2	112	1481	23.7	4.6	122	1262	21.1	3.9	109	1892	20.7	5.8	107
	QUINTILE 4	34247	4648	21.7	13.6	107	1157	18.5	3.4	91	1230	20.5	3.6	101	2262	24.8	6.6	121
	QUINTILE 5	36144	3735	17.5	10.3	81	988	15.8	2.7	73	1189	19.9	3.3	92	1558	17.1	4.3	79
RADIO-MID- DAY	TERCILE 1	45037	5661	26.5	12.6	99	1717	27.4	3.8	102	1787	29.8	4.0	111	2157	23.6	4.8	88
	TERCILE 2	44819	5783	27.1	12.9	101	1537	24.6	3.4	92	1553	25.9	3.5	97	2693	29.5	6.0	110
	TERCILE 3	77872	9930	46.5	12.8	100	3004	48.0	3.9	103	2647	44.2	3.4	95	4279	46.9	5.5	101
RADIO-TOTAL	QUINTILE 1	33763	4498	21.0	13.3	105	1450	23.2	4.3	115	1392	23.2	4.1	115	1656	18.1	4.9	90
	QUINTILE 2	33240	3857	18.0	11.6	91	1153	18.4	3.5	93	1043	17.4	3.1	88	1662	18.2	5.0	92
	QUINTILE 3	33408	5057	23.7	15.1	119	1416	22.6	4.2	114	1390	23.2	4.2	117	2252	24.7	6.7	124
	QUINTILE 4	34792	4828	22.6	13.9	109	1329	21.2	3.8	102	1323	22.1	3.8	107	2177	23.8	6.3	115
	QUINTILE 5	32524	3132	14.7	9.6	76	910	14.5	2.8	75	840	14.0	2.6	72	1383	15.1	4.3	78
TV-PRIME TIME	QUINTILE 1	33090	4363	20.4	13.2	103	1437	23.0	4.3	116	1257	21.0	3.8	106	1668	18.3	5.0	93
	QUINTILE 2	33357	4390	20.5	13.2	103	1357	21.7	4.1	109	1210	20.2	3.6	102	1823	20.0	5.5	100
	QUINTILE 3	33980	4003	18.7	11.8	92	1148	18.3	3.4	91	1131	18.9	3.3	93	1724	18.9	5.1	93
	QUINTILE 4	33854	4518	21.1	13.3	105	1446	23.1	4.3	114	1114	18.6	3.3	92	1957	21.4	5.8	106
	QUINTILE 5	33444	4100	19.2	12.3	96	869	13.9	2.6	70	1275	21.3	3.8	107	1956	21.4	5.8	107
TV-DAYTIME	TERCILE 1	49121	5231	24.5	10.6	84	1843	29.5	3.8	101	1418	23.7	2.9	81	1970	21.6	4.0	74
	TERCILE 2	48823	6626	31.0	13.6	107	1682	26.9	3.4	92	1870	31.2	3.8	107	3074	33.7	6.3	116
	TERCILE 3	69782	9516	44.5	13.6	107	2732	43.7	3.9	105	2699	45.1	3.9	108	4085	44.7	5.9	108
TV-TOTAL	QUINTILE 1	33584	3997	18.7	11.9	93	1466	23.4	4.4	117	928	15.5	2.8	77	1603	17.6	4.8	88
	QUINTILE 2	33441	4092	19.1	12.2	96	1310	20.9	3.9	105	1175	19.6	3.5	98	1608	17.6	4.8	88
	QUINTILE 3	33505	4059	19.0	12.1	95	1261	20.2	3.8	101	1188	19.8	3.5	99	1611	17.6	4.8	88
	QUINTILE 4	33466	4793	22.4	14.3	112	1097	17.5	3.3	88	1467	24.5	4.4	123	2230	24.4	6.7	122
	QUINTILE 5	33731	4432	20.7	13.1	103	1123	17.9	3.3	89	1230	20.5	3.6	102	2078	22.8	6.2	113
MAGAZINES-NEWSPAPERS: DUAL		44503	6750	31.6	15.2	119	1895	30.3	4.3	114	1946	32.5	4.4	122	2909	31.9	6.5	120
MAGAZINE IMPERATIVE		39363	5578	26.1	14.2	111	1639	26.2	4.2	112	1624	27.1	4.1	116	2315	25.4	5.9	108
NEWSPAPER IMPERATIVE		46441	5562	26.0	12.0	94	1682	26.9	3.6	97	1564	26.1	3.4	94	2316	25.4	5.0	92
MAGAZINES-OUTDOOR: DUAL		33726	5435	25.4	16.1	126	1466	23.4	4.3	117	1799	30.0	5.3	149	2170	23.8	6.4	118
MAGAZINE IMPERATIVE		52846	7129	33.4	13.5	106	2108	33.7	4.0	107	2051	34.3	3.9	109	2970	32.5	5.6	103
OUTDOOR IMPERATIVE		52140	6313	29.5	12.1	95	1981	31.7	3.8	102	1447	24.2	2.8	78	2886	31.6	5.5	102
MAGAZINES-RADIO: DUAL		37081	5217	24.4	14.1	110	1433	22.9	3.9	104	1598	26.7	4.3	121	2186	23.9	5.9	108
MAGAZINE IMPERATIVE		49747	7609	35.6	15.3	120	2086	33.3	4.2	112	2196	36.7	4.4	124	3326	36.4	6.7	123
RADIO IMPERATIVE		49208	5723	26.8	11.6	91	1960	31.3	4.0	107	1454	24.3	3.0	83	2309	25.3	4.7	86
MAGAZINES-TELEVISION: DUAL		33103	4885	22.9	14.8	116	1553	24.8	4.7	126	1464	24.4	4.4	124	1869	20.5	5.6	104
MAGAZINE IMPERATIVE		54575	8200	38.4	15.0	118	2026	32.4	3.7	100	2472	41.3	4.5	127	3702	40.6	6.8	125
TELEVISION IMPERATIVE		53249	5300	24.8	10.0	78	1933	30.9	3.6	97	1242	20.7	2.3	65	2125	23.3	4.0	73
NEWSPAPERS-OUTDOOR: DUAL		36255	5637	26.4	15.5	122	1506	24.1	4.2	111	1612	26.9	4.4	125	2519	27.6	6.9	128
NEWSPAPER IMPERATIVE		55591	6906	32.3	12.4	97	2120	33.9	3.8	102	1970	32.9	3.5	99	2815	30.8	5.1	93
OUTDOOR IMPERATIVE		48319	6027	28.2	12.5	98	1820	29.1	3.8	101	1576	26.3	3.3	91	2631	28.8	5.4	100
NEWSPAPERS-RADIO: DUAL		37242	4734	22.1	12.7	100	1555	24.9	4.2	112	1350	22.5	3.6	102	1829	20.0	4.9	90
NEWSPAPER IMPERATIVE		54423	7687	36.0	14.1	111	1943	31.1	3.6	96	2262	37.8	4.2	116	3483	38.2	6.4	118
RADIO IMPERATIVE		46650	5992	28.0	12.8	101	1868	29.9	4.0	107	1630	27.2	3.5	98	2494	27.3	5.3	98
NEWSPAPERS-TELEVISION: DUAL		35974	4708	22.0	13.1	103	1647	26.3	4.6	123	1226	20.5	3.4	95	1835	20.1	5.1	94
NEWSPAPER IMPERATIVE		56095	7906	37.0	14.1	111	1915	30.6	3.4	92	2427	40.5	4.3	121	3564	39.0	6.4	117
TELEVISION IMPERATIVE		47170	5229	24.5	11.1	87	1816	29.0	3.8	103	1391	23.2	2.9	83	2022	22.1	4.3	79
OUTDOOR-RADIO: DUAL		33748	4816	22.5	14.3	112	1469	23.5	4.4	117	1492	24.9	4.4	124	1855	20.3	5.5	101

	TOTAL U.S. '000	USE CAT BOX FILLER				CHANGED OR MORE TIMES				TWO TIMES				ONE OR NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	21373	100.0	12.7	100	6257	100.0	3.7	100	5988	100.0	3.6	100	9129	100.0	5.4	100
ATLANTIC MONTHLY	867	**78	0.4	9.0	71	**38	0.6	4.4	117	**8	0.1	0.9	26	**32	0.4	3.7	68
BARRON'S	1580	*211	1.0	13.4	105	**44	0.7	2.8	75	**83	1.4	5.3	147	**84	0.9	5.3	98
BETTER HOMES & GARDENS	22203	3562	16.7	16.0	126	1080	17.3	4.9	130	929	15.5	4.2	117	1553	17.0	7.0	129
BON APPETIT	3810	641	3.0	16.8	132	**139	2.2	3.6	98	*237	4.0	6.2	174	*265	2.9	7.0	128
BUSINESS WEEK	4663	571	2.7	12.2	96	*123	2.0	2.6	71	*136	2.3	2.9	82	*313	3.4	6.7	123
CAR AND DRIVER	3102	440	2.1	14.2	111	**99	1.6	3.2	86	**134	2.2	4.3	121	*208	2.3	6.7	123
CBS MAGAZINE NETWORK (GROSS)	7311	1274	6.0	17.4	137	263	4.2	3.6	96	371	6.2	5.1	142	641	7.0	8.8	161
CHANGING TIMES	3400	459	2.1	13.5	106	**97	1.6	2.9	76	*176	2.9	5.2	145	*186	2.0	5.5	101
COLONIAL HOMES	1796	251	1.2	14.0	110	**89	1.4	5.0	133	**49	0.8	2.7	76	*112	1.2	6.2	115
CONDE NAST MAG. PKG. (GROSS)	19924	3272	15.3	16.4	129	951	15.2	4.8	128	1065	17.8	5.3	150	1255	13.7	6.3	116
CONSUMERS DIGEST	3125	501	2.3	16.0	126	**113	1.8	3.6	97	*245	4.1	7.8	220	*144	1.6	4.6	85
COSMOPOLITAN	10577	2011	9.4	19.0	149	700	11.3	6.7	179	709	11.8	6.7	188	595	6.5	5.6	103
COUNTRY LIVING	3746	638	3.0	17.0	134	*182	2.9	4.9	130	*161	2.7	4.3	120	*295	3.2	7.9	145
CUISINE	2214	273	1.3	12.3	97	**117	1.9	5.3	142	**70	1.2	3.2	89	**85	0.9	3.8	71
CYCLE WORLD	2394	409	1.9	17.1	134	**122	1.9	5.1	137	**128	2.1	5.3	150	*159	1.7	6.6	122
DCI:CREATIVE IDEAS FOR LIV	3068	517	2.4	16.9	132	**166	2.7	5.4	145	**173	2.9	5.6	158	*177	1.9	5.8	106
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1345	6.3	14.1	110	458	7.3	4.8	128	394	6.6	4.1	115	492	5.4	5.1	95
DISCOVER	2277	478	2.2	21.0	165	**77	1.2	3.4	91	*177	3.0	7.8	218	*225	2.5	9.9	182
EBONY	7187	523	2.4	7.3	57	*204	3.3	2.8	76	*153	2.6	2.1	60	*166	1.8	2.3	42
ESQUIRE	2560	250	1.2	9.8	77	*115	1.8	4.5	120	**84	1.4	3.3	92	**51	0.6	2.0	37
ESSENCE	3242	*165	0.8	5.1	40	**57	0.9	1.8	47	**78	1.3	2.4	67	**30	0.3	0.9	17
FAMILY CIRCLE	19639	3173	14.8	16.2	127	997	15.9	5.1	136	872	14.6	4.4	124	1304	14.3	6.6	122
THE FAMILY HANDYMAN	3540	441	2.1	12.5	98	*212	3.4	6.0	161	**73	1.2	2.1	58	*156	1.7	4.4	81
FAMILY WEEKLY	23924	3321	15.5	13.9	109	862	13.8	3.6	97	921	15.4	3.8	108	1538	16.8	6.4	118
FIELD & STREAM	9883	1208	5.7	12.2	96	413	6.6	4.2	112	334	5.6	3.4	95	461	5.0	4.7	86
FOOD & WINE	1030	*175	0.8	17.0	133	**33	0.5	3.2	86	**61	1.0	5.9	166	**81	0.9	7.9	144
FORBES	2679	432	2.0	16.1	127	*131	2.1	4.9	131	**87	1.5	3.2	91	213	2.3	8.0	146
FORTUNE	2931	351	1.6	12.0	94	**52	0.8	1.8	48	*127	2.1	4.3	121	*171	1.9	5.8	107
GENTLEMEN'S QUARTERLY	3481	629	2.9	18.1	142	*255	4.1	7.3	196	**175	2.9	5.0	141	*198	2.2	5.7	105
GLAMOUR	7163	1316	6.2	18.4	144	370	5.9	5.2	138	*389	6.5	5.4	152	557	6.1	7.8	143
GOLF DIGEST	2355	211	1.0	9.0	70	**44	0.7	1.9	50	**40	0.7	1.7	48	*127	1.4	5.4	99
GOLF DIGEST/TENNIS (GROSS)	3610	494	2.3	13.7	107	**98	1.6	2.7	73	**170	2.8	4.7	132	226	2.5	6.3	115
GOLF MAGAZINE	2046	*261	1.2	12.8	100	**54	0.9	2.6	71	**115	1.9	5.6	157	**92	1.0	4.5	83
GOLF MAGAZINE/SKI (GROSS)	3547	532	2.5	15.0	118	**80	1.3	2.3	60	*200	3.3	5.6	158	*252	2.8	7.1	131
GOOD HOUSEKEEPING	20353	3019	14.1	14.8	116	503	12.8	3.9	106	904	15.1	4.4	124	1311	14.4	6.4	118
HARPER'S BAZAAR	3362	464	2.2	13.8	108	**115	1.8	3.4	92	*167	2.8	5.0	139	*182	2.0	5.4	99
HEALTH	2987	401	1.9	13.4	105	**105	1.7	3.5	94	**82	1.4	2.7	77	*213	2.3	7.1	131
HEARST MAG CORP. BUY (GROSS)	67928	10447	48.9	15.4	121	2987	47.7	4.4	118	3161	52.8	4.7	130	4298	47.1	6.3	116
HEARST MAN POWER (GROSS)	11282	1700	8.0	15.1	118	423	6.8	3.7	101	488	8.1	4.3	121	789	8.6	7.0	128
HEARST WOMAN POWER (GROSS)	40514	6360	29.8	15.7	123	1852	29.6	4.6	123	1979	33.0	4.9	137	2530	27.7	6.2	115
HOUSE BEAUTIFUL	4885	681	3.2	13.9	109	*222	3.5	4.5	122	*205	3.4	4.2	118	*254	2.8	5.2	96
INC.	1308	*145	0.7	11.1	87	**46	0.7	3.5	94	**44	0.7	3.4	94	**56	0.6	4.3	79
JET	6498	468	2.2	7.2	57	*208	3.3	3.2	86	*171	2.9	2.6	74	**89	1.0	1.4	25
LADIES' HOME JOURNAL	14797	2354	11.0	15.9	125	626	10.0	4.2	113	695	11.6	4.7	132	1034	11.3	7.0	128
LHJ FAMILY GRP COMBO(GROSS)	21743	3317	15.5	15.3	120	889	14.2	4.1	110	977	16.3	4.5	126	1450	15.9	6.7	123
LIFE	9881	1503	7.0	15.2	119	494	7.9	5.0	134	496	8.3	5.0	141	514	5.6	5.2	96
L.A. TIMES HOME MAGAZINE	2775	365	1.7	13.2	103	**119	1.9	4.3	115	**94	1.6	3.4	95	*152	1.7	5.5	101
MADMOISELLE	4219	713	3.3	16.9	133	*176	2.8	4.2	112	*258	4.3	6.1	171	279	3.1	6.6	121
MC CALL'S	16422	2288	10.7	13.9	109	709	11.3	4.3	116	670	11.2	4.1	114	908	9.9	5.5	102
MC CALL'S/WRK MOTHER (GROSS)	17919	2547	11.9	14.2	112	802	12.8	4.5	120	763	12.7	4.3	119	981	10.7	5.5	101
MECHANIX ILLUSTRATED	4433	528	2.5	11.9	93	*165	2.6	3.7	100	*154	2.6	3.5	97	*210	2.3	4.7	87
METROPOLITAN HOME	1504	202	0.9	13.4	105	**75	1.2	5.0	134	*776	1.3	5.1	142	**52	0.6	3.5	64
MONEY	4723	604	2.8	12.8	100	*169	2.7	3.6	96	*195	3.3	4.1	116	240	2.6	5.1	93
MOTHER EARTH NEWS	2325	429	2.0	18.5	145	**129	2.1	5.5	149	**103	1.7	4.4	124	*198	2.2	8.5	156
MS.	1189	198	0.9	16.7	131	**52	0.8	4.4	117	**81	1.4	6.8	191	**66	0.7	5.6	102
NATIONAL ENQUIRER	18892	2503	11.7	13.2	104	787	12.6	4.2	112	725	12.1	3.8	107	991	10.9	5.2	96
NATIONAL GEOGRAPHIC	22129	3431	16.1	15.5	122	965	15.4	4.4	117	871	14.5	3.9	110	1594	17.5	7.2	132
NATIONAL SUNDAY MAGAZINE PKG	103750	14660	68.6	14.1	111	4149	66.3	4.0	107	4262	71.2	4.1	115	6248	68.4	6.0	111
NATURAL HISTORY	1379	*205	1.0	14.9	117	**61	1.0	4.4	119	**58	1.0	4.2	118	**86	0.9	6.2	115
NEW WOMAN	2289	391	1.8	17.1	134	**162	2.6	7.1	190	**120	2.0	5.2	147	**108	1.2	4.7	87
NEW YORK INCLUDING CUE	1088	*164	0.8	15.1	118	**39	0.6	3.6	96	**63	1.1	5.8	162	**62	0.7	5.7	105
THE NEW YORKER	2459	435	2.0	17.7	139	**98	1.6	4.0	107	**137	2.3	5.6	156	200	2.2	8.1	149
NEWSWEEK	16527	2393	11.2	14.5	114	674	10.8	4.1	109	729	12.2	4.4	124	990	10.8	6.0	110
THE N.Y. TIMES DAILY EDITION	2739	409	1.9	14.9	117	*142	2.3	5.2	139	**126	2.1	4.6	129	*140	1.5	5.1	94
THE N.Y. TIMES MAGAZINE	4443	810	3.8	18.2	143	*244	3.9	5.5	147	*252	4.2	5.7	159	314	3.4	7.1	130
DMNI	2799	518	2.4	18.5	145	**86	1.4	3.1	82	*169	2.8	6.0	169	*264	2.9	9.4	173
ON CABLE	2209	456	2.1	20.6	162	**80	1.3	3.6	97	**224	3.7	10.1	284	**152	1.7	6.9	126
1001 HOME IDEAS	3959	562	2.6	14.2	111	*158	2.5	4.0	107	*201	3.4	5.1	142	*203	2.2	5.1	94
ORGANIC GARDENING	3111	595	2.8	19.1	150	**116	1.9	3.7	100	**151	2.5	4.9	136	329	3.6	10.6	194
OUTDOOR LIFE	5024	589	2.8	11.7	92	**131	2.1	2.6	70	*168	2.8	3.3	94	290	3.2	5.8	106
PARADE MAGAZINE	51292	7193	33.7	14.0	110	2181	34.9	4.3	114	2147	35.9	4.2	117	2865	31.4	5.6	103

	TOTAL U.S. '000	USE CAT BOX FILLER				CHANGED OR MORE TIMES				TWO TIMES				ONE OR NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	21373	100.0	12.7	100	6257	100.0	3.7	100	5988	100.0	3.6	100	9129	100.0	5.4	100
PARENTS	5298	856	4.0	16.2	127	*235	3.8	4.4	119	*275	4.6	5.2	145	347	3.8	6.5	120
PENTHOUSE	5129	664	3.1	12.9	102	*204	3.3	4.0	107	*163	2.7	3.2	89	297	3.3	5.8	106
PEOPLE	21070	3493	16.3	16.6	130	970	15.5	4.6	123	1136	19.0	5.4	151	1387	15.2	6.6	121
PLAYBOY	10562	1526	7.1	14.4	113	352	5.6	3.3	89	497	8.3	4.7	132	678	7.4	6.4	118
POPULAR HOT RODDING	2498	*325	1.5	13.0	102	**112	1.8	4.5	120	**48	0.8	1.9	54	**166	1.8	6.6	122
POPULAR MECHANICS	5887	990	4.6	16.8	132	*236	3.8	4.0	107	*321	5.4	5.5	153	433	4.7	7.4	135
POPULAR SCIENCE	4317	771	3.6	17.9	140	*181	2.9	4.2	112	*202	3.4	4.7	131	388	4.3	9.0	165
PREVENTION	5792	813	3.8	14.0	110	*207	3.3	3.6	96	*215	3.6	3.7	104	391	4.3	6.8	124
PSYCHOLOGY TODAY	3284	711	3.3	21.7	170	**145	2.3	4.4	118	*314	5.2	9.6	268	*252	2.8	7.7	141
READER'S DIGEST	40046	5878	27.5	14.7	115	1667	26.6	4.2	112	1684	28.1	4.2	118	2527	27.7	6.3	116
REDBOOK	9584	1331	6.2	13.9	109	341	5.4	3.6	95	365	6.1	3.8	107	624	6.8	6.5	120
ROAD & TRACK	2590	529	2.5	20.4	160	**65	1.0	2.5	67	**130	2.2	5.0	141	*334	3.7	12.9	237
ROLLING STONE	3302	737	3.4	22.3	175	*138	2.2	4.2	112	*280	4.7	8.5	238	*320	3.5	9.7	178
RUNNER'S WORLD	1229	*189	0.9	15.4	121	*335	0.6	2.8	76	*886	1.4	7.0	196	**67	0.7	5.5	100
SATURDAY EVENING POST	2110	237	1.1	11.2	88	**92	1.5	4.4	117	*996	1.6	4.5	127	**48	0.5	2.3	42
SCIENCE 84	1543	366	1.7	23.7	186	**49	0.8	3.2	85	**51	0.9	3.3	93	*267	2.9	17.3	318
SCIENCE DIGEST	1747	346	1.6	19.8	155	**64	1.0	3.7	98	*996	1.6	5.5	154	*186	2.0	10.6	196
SCIENTIFIC AMERICAN	1994	398	1.9	20.0	157	**76	1.2	3.8	102	*165	2.8	8.3	232	*157	1.7	7.9	145
SELF	3119	422	2.0	13.5	106	*158	2.5	5.1	136	**141	2.4	4.5	127	*122	1.3	3.9	72
SEVENTEEN	3923	665	3.1	17.0	133	*177	2.8	4.5	121	**196	3.3	5.0	140	*292	3.2	7.4	137
SKI	1501	*270	1.3	18.0	141	**26	0.4	1.7	46	**85	1.4	5.7	159	*160	1.8	10.7	196
SMITHSONIAN	5976	1084	5.1	18.1	142	*235	3.8	3.9	105	308	5.1	5.2	144	541	5.9	9.1	166
SOAP OPERA DIGEST	4228	574	2.7	13.6	107	*250	4.0	5.9	159	**167	2.8	3.9	111	*158	1.7	3.7	69
SOUTHERN LIVING	6488	828	3.9	12.8	100	292	4.7	4.5	121	*221	3.7	3.4	95	315	3.5	4.9	89
SPORT	3500	525	2.5	15.0	118	*183	2.9	5.2	140	*201	3.4	5.7	161	*141	1.5	4.0	74
THE SPORTING NEWS	2456	*299	1.4	12.2	96	**92	1.5	3.7	100	**94	1.6	3.8	107	**112	1.2	4.6	84
SPORTS AFIELD	3648	364	1.7	10.0	78	**122	1.9	3.3	90	**71	1.2	1.9	55	*170	1.9	4.7	86
SPORTS ILLUSTRATED	14484	2055	9.6	14.2	111	632	10.1	4.4	117	608	10.2	4.2	118	814	8.9	5.6	103
STAR	12661	1696	7.9	13.4	105	662	10.6	5.2	140	429	7.2	3.4	95	606	6.6	4.8	88
SUNDAY	52799	7491	35.0	14.2	111	1979	31.6	3.7	100	2279	38.1	4.3	121	3232	35.4	6.1	112
SUNSET	3513	629	2.9	17.9	141	**138	2.2	3.9	105	*175	2.9	5.0	140	*316	3.5	9.0	165
TV GUIDE	42766	5953	27.9	13.9	109	1702	27.2	4.0	107	1833	30.6	4.3	120	2417	26.5	5.7	104
TENNIS	1254	*283	1.3	22.6	177	**54	0.9	4.3	115	**130	2.2	10.4	290	*99	1.1	7.9	145
TIME	22054	3271	15.3	14.8	116	932	14.9	4.2	113	1081	18.1	4.9	137	1258	13.8	5.7	105
TOWN & COUNTRY	1555	253	1.2	16.3	128	**76	1.2	4.9	131	**72	1.2	4.6	130	**105	1.2	6.8	124
TRAVEL & LEISURE	2173	302	1.4	13.9	109	**76	1.2	3.5	94	**76	1.3	3.5	98	*150	1.6	6.9	127
TRUE STORY	4636	549	2.6	11.8	93	*202	3.2	4.4	117	**157	2.6	3.4	95	*191	2.1	4.1	76
U.S. NEWS & WORLD REPORT	10353	1427	6.7	13.8	108	388	6.2	3.7	100	485	8.1	4.7	131	553	6.1	5.3	98
USA TODAY	4994	685	3.2	13.7	108	*234	3.7	4.7	126	*205	3.4	4.1	115	247	2.7	4.9	91
US	3528	512	2.4	14.5	114	**111	1.8	3.1	84	*251	4.2	7.1	199	*150	1.6	4.3	78
VOGUE	5424	821	3.8	15.1	119	*248	4.0	4.6	123	*277	4.6	5.1	143	297	3.3	5.5	101
MALL STREET JOURNAL	6292	1129	5.3	17.9	141	274	4.4	4.4	117	324	5.4	5.1	144	531	5.8	8.4	155
WEIGHT WATCHERS	2762	389	1.8	14.1	111	**113	1.8	4.1	110	**69	1.2	2.5	70	*207	2.3	7.5	138
WOMAN'S DAY	16320	2546	11.9	15.6	122	849	13.6	5.2	139	657	11.0	4.0	113	1041	11.4	6.4	117
WORKING MOTHER	1496	*259	1.2	17.3	136	**93	1.5	6.2	167	**93	1.6	6.2	174	**73	0.8	4.9	90
WORKING WOMAN	1851	335	1.6	18.1	142	**66	1.1	3.6	96	**176	2.9	9.5	266	**93	1.0	5.0	92
WORLD TENNIS	580	**109	0.5	18.8	147	**38	0.6	6.6	176	**45	0.8	7.8	217	**26	0.3	4.5	82
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1943	9.1	15.7	123	457	7.3	3.7	99	637	10.6	5.1	144	850	9.3	6.8	126
BLAIR INSERTS	91671	13018	60.9	14.2	111	3660	58.5	4.0	107	3765	62.9	4.1	115	5593	61.3	6.1	112
DAILY NEWSPAPERS																	
READ ANY	109190	14489	67.8	13.3	104	4263	68.1	3.9	105	4087	68.3	3.7	105	6138	67.2	5.6	103
READ ONE	89587	11809	55.3	13.2	103	3441	55.0	3.8	103	3387	56.6	3.8	106	4982	54.6	5.6	102
READ TWO OR MORE	19602	2679	12.5	13.7	107	822	13.1	4.2	112	700	11.7	3.6	100	1157	12.7	5.9	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	15310	71.6	14.0	110	4393	70.2	4.0	107	4401	73.5	4.0	112	6517	71.4	5.9	109
READ ONE	95074	12996	60.8	13.7	107	3752	60.0	3.9	106	3645	60.9	3.8	107	5600	61.3	5.9	108
READ TWO OR MORE	14588	2314	10.8	15.9	124	641	10.2	4.4	118	756	12.6	5.2	145	917	10.0	6.3	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.53				29.17				30.66				31.40			
30 DAY REACH	149706	19536	91.4	13.0	102	5804	92.8	3.9	104	5419	90.5	3.6	101	8314	91.1	5.6	102
50 SHWG - 30 DAY AV FREQ	15.16	15.94				15.29				16.13				16.27			
30 DAY REACH	142406	18720	87.6	13.1	103	5536	88.5	3.9	104	5154	86.1	3.6	101	8030	88.0	5.6	104
25 SHWG - 30 DAY AV FREQ	8.23	8.55				8.66				8.38				8.60			
30 DAY REACH	131152	17419	81.5	13.3	104	4891	78.2	3.7	100	4969	83.0	3.8	106	7559	82.8	5.8	106
CABLE TV: HOME WIRED	66879	10049	47.0	15.0	118	2789	44.6	4.2	112	2969	49.6	4.4	124	4291	47.0	6.4	118
HOME NOT WIRED	100848	11325	53.0	11.2	88	3468	55.4	3.4	92	3019	50.4	3.0	84	4838	53.0	4.8	88
HAVE PAY CABLE	35024	6012	28.1	17.2	135	1513	24.2	4.3	116	1992	33.3	5.7	159	2508	27.5	7.2	132

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	TOTAL U.S. '000	USE CAT BOX FILLER				CHANGED OR MORE TIMES				TWO TIMES				ONE OR NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	21373	100.0	12.7	100	6257	100.0	3.7	100	5988	100.0	3.6	100	9129	100.0	5.4	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	6017	28.2	11.5	90	1864	29.8	3.6	96	1523	25.4	2.9	82	2630	28.8	5.0	92
NETWORK AFFILIATES - LATE	39164	5083	23.8	13.0	102	1478	23.6	3.8	101	1493	24.9	3.8	107	2112	23.1	5.4	99
INDEPENDENTS - LATE	5133	674	3.2	13.1	103	237	3.8	4.6	124	170	2.8	3.3	93	267	2.9	5.2	96
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	3054	14.3	13.4	105	925	14.8	4.1	109	837	14.0	3.7	103	1293	14.2	5.7	104
ABC MONDAY NIGHT MOVIE	A 11258	1504	7.0	13.4	105	438	7.0	3.9	104	500	8.4	4.4	124	566	6.2	5.0	92
ABC SUNDAY NIGHT MOVIE	A 23600	3024	14.1	12.8	101	862	13.8	3.7	98	942	15.7	4.0	112	1220	13.4	5.2	99
ABC WORLD NEWS TONIGHT	A 12801	1605	7.5	12.5	98	496	7.9	3.9	104	397	6.6	3.1	87	712	7.8	5.6	100
AFTERMASH	C 10966	1379	6.5	12.6	99	534	8.5	4.9	131	*345	5.8	3.1	88	500	5.5	4.6	84
ALICE	C 17050	2377	11.1	13.9	109	732	11.7	4.3	115	680	11.4	4.0	112	965	10.6	5.7	104
AMERICAN PARADE	C 11998	1501	7.0	12.5	98	488	7.8	4.1	109	405	6.8	3.4	95	608	6.7	5.1	93
BENSON	A 19258	2354	11.0	12.2	96	791	12.6	4.1	110	645	10.8	3.3	94	918	10.1	4.8	88
BLUE THUNDER	A 11478	1524	7.1	13.3	104	429	6.9	3.7	100	381	6.4	3.3	93	715	7.8	6.2	114
CAGNEY & LACEY	C 18263	2530	11.8	13.9	109	665	10.6	3.6	98	718	12.0	3.9	110	1148	12.6	6.3	115
CBS EVENING NEWS-DEAN	C 7733	819	3.8	10.6	83	328	5.2	4.2	114	*181	3.0	2.3	66	310	3.4	4.0	74
CBS EVENING NEWS-RATHER	C 15653	1994	9.3	12.7	100	629	10.1	4.0	108	522	8.7	3.3	93	842	9.2	5.4	99
CBS SAT. NEWS-SCHIEFFER	C 8744	1026	4.8	11.7	92	358	5.7	4.1	110	218	3.6	2.5	70	449	4.9	5.1	94
CBS SATURDAY NIGHT MOVIE	C 12000	1549	7.2	12.9	101	437	7.0	3.6	98	484	8.1	4.0	113	628	6.9	5.2	96
CBS WEDNESDAY NIGHT MOVIE	C 11522	1464	6.8	12.7	100	398	6.4	3.5	93	402	6.7	3.5	98	665	7.3	5.8	106
CHEERS	N 16818	2376	11.1	14.1	111	715	11.4	4.3	114	734	12.3	4.4	122	927	10.2	5.5	101
DALLAS	C 37510	4353	20.4	11.6	91	1301	20.8	3.5	93	1275	21.3	3.4	95	1777	19.5	4.7	87
DIFF'RENT STROKES	N 11258	1396	6.5	12.4	97	406	6.5	3.6	97	438	7.3	3.9	109	552	6.0	4.9	90
DOUBLE TROUBLE	N 12248	1592	7.4	13.0	102	529	8.5	4.3	116	403	6.7	3.3	92	661	7.2	5.4	99
DUCK FACTORY	N 11100	1629	7.6	14.7	115	506	8.1	4.6	122	484	8.1	4.4	122	639	7.0	5.8	106
DUKES OF HAZZARD	C 12353	1661	7.8	13.4	106	459	7.3	3.7	100	425	7.1	3.4	96	778	8.5	6.3	116
DYNASTY	A 33279	3900	18.2	11.7	92	1234	19.7	3.7	99	1264	21.1	3.8	106	1403	15.4	4.2	77
FACTS OF LIFE	N 13410	1736	8.1	12.9	102	531	8.5	4.0	106	528	8.8	3.9	110	678	7.4	5.1	93
FALCON CREST	C 31093	3601	16.8	11.6	91	1124	18.0	3.6	97	1065	17.8	3.4	96	1412	15.5	4.5	83
FALL GUY	A 18649	2183	10.2	11.7	92	657	10.5	3.5	94	685	11.4	3.7	103	840	9.2	4.5	83
FAMILY TIES	N 13101	1662	7.8	12.7	100	528	8.4	4.0	108	412	6.9	3.1	88	722	7.9	5.5	101
FANTASY ISLAND	A 13069	1481	6.9	11.3	89	399	6.4	3.1	82	384	6.4	2.9	82	698	7.6	5.3	98
FOULUPS,BLEEPS & BLUNDERS	A 16588	2234	10.5	13.5	106	643	10.3	3.9	104	695	11.6	4.2	117	897	9.8	5.4	99
FOUR SEASONS	C 9302	1216	5.7	13.1	103	501	8.0	5.4	144	*319	5.3	3.4	96	396	4.3	4.3	78
GIMME A BREAK	N 13955	1575	7.4	11.3	89	484	7.7	3.5	93	395	6.6	2.8	79	697	7.6	5.0	92
HART TO HART	A 15735	1937	9.1	12.3	97	506	8.1	3.2	86	575	9.6	3.7	102	856	9.4	5.4	100
HILL STREET BLUES	N 18257	2776	13.0	15.2	119	785	12.5	4.3	115	959	16.0	5.3	147	1033	11.3	5.7	104
HOTEL	A 24236	3033	14.2	12.5	98	950	15.2	3.9	105	815	13.6	3.4	94	1268	13.9	5.2	96
JEFFERSONS	C 17010	2195	10.3	12.9	101	711	11.4	4.2	112	523	8.7	3.1	86	960	10.5	5.6	104
JENNIFER SLEPT HERE	N 9397	1180	5.5	12.6	99	290	4.6	3.1	83	389	6.5	4.1	116	502	5.5	5.3	98
KATE & ALLIE	C 16762	2381	11.1	14.2	111	577	9.2	3.4	92	656	11.0	3.9	110	1148	12.6	6.8	126
KNIGHT RIDER	N 13164	1782	8.3	13.5	106	603	9.6	4.6	123	452	7.5	3.4	96	727	8.0	5.5	101
LOVE BOAT	A 20400	2363	11.1	11.6	91	775	12.4	3.8	102	569	9.5	2.8	78	1019	11.2	5.0	92
MAGNUM PI	C 22543	2981	13.9	13.2	104	984	15.7	4.4	117	761	12.7	3.4	95	1236	13.5	5.5	101
MAMA'S FAMILY	N 9852	1322	6.2	13.4	105	394	6.3	4.0	107	358	6.0	3.6	102	570	6.2	5.8	106
MASTER, THE	N 8082	1252	5.9	15.5	122	432	6.9	5.3	143	318	5.3	3.9	110	502	5.5	6.2	114
MATT HOUSTON	A 12881	1982	9.3	15.4	121	622	9.9	4.8	129	628	10.5	4.9	137	732	8.0	5.7	104
NBC MONDAY NIGHT MOVIE	N 23889	3405	15.9	14.3	112	914	14.6	3.8	103	942	15.7	3.9	110	1549	17.0	6.5	119
NBC NIGHTLY NEWS	N 11156	1251	5.9	11.2	88	391	6.2	3.5	94	257	4.3	2.3	65	603	6.6	5.4	99
NBC NIGHTLY NEWS-SAT	N 7363	755	3.5	10.3	80	295	4.7	4.0	107	*221	3.7	3.0	84	240	2.6	3.3	60
NBC NIGHTLY NEWS-SUN	N 6214	756	3.5	12.2	95	286	4.6	4.6	123	*150	2.5	2.4	68	320	3.5	5.1	95
NBC SUNDAY NIGHT MOVIE	N 17590	2708	12.7	15.4	121	846	13.5	4.8	129	660	11.0	3.8	105	1202	13.2	6.8	126
NEWHART	C 16740	2311	10.8	13.8	108	548	8.8	3.3	88	610	10.2	3.6	102	1153	12.6	6.9	127
ONE DAY AT A TIME	C 11820	1347	6.3	11.4	89	334	5.3	2.8	76	352	5.9	3.0	83	661	7.2	5.6	103
PEOPLE ARE FUNNY	N 9138	1155	5.4	12.6	99	390	6.2	4.3	114	329	5.5	3.6	101	436	4.8	4.8	88
REAL PEOPLE	N 15979	1784	8.3	11.2	88	570	9.1	3.6	96	502	8.4	3.1	88	712	7.8	4.5	82
REMINGTON STEELE	N 14395	2041	9.5	14.2	111	651	10.4	4.5	121	579	9.7	4.0	113	810	8.9	5.6	103
RIPLY'S BELIEVE IT - NOT	A 11362	1797	8.4	15.8	124	572	9.1	5.0	135	484	8.1	4.3	119	742	8.1	6.5	120
RIPTIDE	N 13920	2038	9.5	14.6	115	635	10.1	4.6	122	559	9.3	4.0	112	844	9.2	6.1	111
SCARECROW & MRS. KING	C 17571	2424	11.3	13.8	108	767	12.3	4.4	117	604	10.1	3.4	96	1053	11.5	6.0	110
SIMON & SIMON	C 20208	2669	12.5	13.2	104	890	14.2	4.4	118	669	11.2	3.3	93	1110	12.2	5.5	101
60 MINUTES	C 27668	3155	14.8	11.4	89	1058	16.9	3.8	103	827	13.8	3.0	84	1270	13.9	4.6	84
ST. ELSEWHERE	N 13699	1925	9.0	14.1	110	525	8.4	3.8	103	677	11.3	4.9	138	724	7.9	5.3	97
THREE'S COMPANY	A 20632	2464	11.5	11.9	94	723	11.6	3.5	94	712	11.9	3.5	97	1030</			

	TOTAL U.S. '000	EVER USE TABLE SCRAPS				USED TABLE SCRAPS LAST 30 DAYS				EVER USE OTHER FOOD				USED OTHER FOOD LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	24275	100.0	14.5	100	23265	100.0	13.9	100	16727	100.0	10.0	100	15206	100.0	9.1	100
MALES	79263	11209	46.2	14.1	98	10692	46.0	13.5	97	7326	43.8	9.2	93	6413	42.2	8.1	89
FEMALES	88464	13066	53.8	14.8	102	12573	54.0	14.2	102	9401	56.2	10.6	107	8793	57.8	9.9	110
18 - 24	28671	4401	18.1	15.4	106	4195	18.0	14.6	105	3033	18.1	10.6	106	2724	17.9	9.5	105
25 - 34	39536	6224	25.6	15.7	109	6016	25.9	15.2	110	4372	26.1	11.1	111	3916	25.8	9.9	109
35 - 44	28978	5301	21.8	18.3	126	5063	21.8	17.5	126	3487	20.8	12.0	121	3200	21.0	11.0	122
45 - 54	22345	3273	13.5	14.6	101	3172	13.6	14.2	102	2279	13.6	10.2	102	2075	13.6	9.3	102
55 - 64	22224	2809	11.6	12.6	87	2719	11.7	12.2	88	1960	11.7	8.8	88	1760	11.6	7.9	87
65 OR OLDER	25973	2267	9.3	8.7	60	2100	9.0	8.1	58	1596	9.5	6.1	62	1532	10.1	5.9	65
18 - 34	68207	10625	43.8	15.6	108	10211	43.9	15.0	108	7404	44.3	10.9	109	6640	43.7	9.7	107
18 - 49	108058	17817	73.4	16.5	114	17093	73.5	15.8	114	12251	73.2	11.3	114	11071	72.8	10.2	113
25 - 54	90859	14798	61.0	16.3	113	14251	61.3	15.7	113	10138	60.6	11.2	112	9191	60.4	10.1	112
35 - 49	39851	7192	29.6	18.0	125	6882	29.6	17.3	125	4846	29.0	12.2	122	4431	29.1	11.1	123
50 OR OLDER	59669	6458	26.6	10.8	75	6171	26.5	10.3	75	4476	26.8	7.5	75	4136	27.2	6.9	76
GRADUATED COLLEGE	28091	3778	15.6	13.4	93	3694	15.9	13.2	95	2624	15.7	9.3	94	2308	15.2	8.2	91
ATTENDED COLLEGE	28938	4785	19.7	16.5	114	4569	19.6	15.8	114	3322	19.9	11.5	115	3071	20.2	10.6	117
GRADUATED HIGH SCHOOL	65503	9893	40.8	15.1	104	9469	40.7	14.5	104	6965	41.6	10.6	107	6319	41.6	9.6	106
DID NOT GRADUATE HIGH SCHOOL	45195	5819	24.0	12.9	89	5533	23.8	12.2	88	3816	22.8	8.4	85	3508	23.1	7.8	86
EMPLOYED MALES	56429	8382	34.5	14.9	103	8022	34.5	14.2	102	5339	31.9	9.5	95	4639	30.5	8.2	91
EMPLOYED FEMALES	43971	7476	30.8	17.0	117	7209	31.0	16.4	118	5521	33.0	12.6	126	5090	33.5	11.6	128
EMPLOYED FULL-TIME	87773	13549	55.8	15.4	107	13055	56.1	14.9	107	9308	55.6	10.6	106	8394	55.2	9.6	105
EMPLOYED PART-TIME	12627	2309	9.5	18.3	126	2176	9.4	17.2	124	1553	9.3	12.3	123	1335	8.8	10.6	117
NOT EMPLOYED	67327	8417	34.7	12.5	86	8034	34.5	11.9	86	5866	35.1	8.7	87	5477	36.0	8.1	90
PROFESSIONAL/MANAGER	25845	3780	15.6	14.6	101	3682	15.8	14.2	103	2779	16.6	10.8	108	2440	16.0	9.4	104
TECH/CLERICAL/SALES	30895	4855	20.0	15.7	109	4577	19.7	14.8	107	3300	19.7	10.7	107	2868	18.9	9.3	102
PRECISION/CRAFT	12629	1861	7.7	14.7	102	1815	7.8	14.4	104	1202	7.2	9.5	95	1105	7.3	8.7	97
OTHER EMPLOYED	31031	5362	22.1	17.3	119	5157	22.2	16.6	120	3578	21.4	11.5	116	3316	21.8	10.7	118
SINGLE	35557	5247	21.6	14.8	102	5053	21.7	14.2	102	4029	24.1	11.3	114	3676	24.2	10.3	114
MARRIED	103985	15879	65.4	15.3	106	15264	65.6	14.7	106	10484	62.7	10.1	101	9518	62.6	9.2	101
DIVORCED/SEPARATED/WIDOWED	28585	3149	13.0	11.0	76	2948	12.7	10.3	74	2214	13.2	7.7	78	2012	13.2	7.0	78
PARENTS	59295	10207	42.0	17.2	119	9764	42.0	16.5	119	6590	39.4	11.1	111	5928	39.0	10.0	110
WHITE	146081	22314	91.9	15.3	106	21423	92.1	14.7	106	15201	90.9	10.4	104	13848	91.1	9.5	105
BLACK	17974	1526	6.3	8.5	59	1420	6.1	7.9	57	1147	6.9	6.4	64	1023	6.7	5.7	63
OTHER	3672	**435	1.8	11.8	82	**421	1.8	11.5	83	**378	2.3	10.3	103	**335	2.2	9.1	101
NORTHEAST-CENSUS	37005	4929	20.3	13.3	92	4709	20.2	12.7	92	3418	20.4	9.2	93	3087	20.3	8.3	92
NORTH CENTRAL	42642	6333	26.1	14.9	103	6151	26.4	14.4	104	4450	26.6	10.4	105	3907	25.7	9.2	101
SOUTH	56777	8342	34.4	14.7	102	7845	33.7	13.8	100	5414	32.4	9.5	96	5094	33.5	9.0	99
WEST	31303	4671	19.2	14.9	103	4560	19.6	14.6	105	3445	20.6	11.0	110	3118	20.5	10.0	110
NORTHEAST-MKTG.	38125	5061	20.8	13.3	92	4847	20.8	12.7	92	3552	21.2	9.3	93	3215	21.1	8.4	93
EAST CENTRAL	24794	3556	14.6	14.3	99	3422	14.7	13.8	100	2351	14.1	9.5	95	2186	14.4	8.8	97
WEST CENTRAL	28511	4132	17.0	14.5	100	4004	17.2	14.0	101	3018	18.0	10.6	106	2611	17.2	9.2	101
SOUTH	48953	7438	30.6	15.2	105	6995	30.1	14.3	103	4823	28.8	9.9	99	4518	29.7	9.2	102
PACIFIC	27344	4089	16.8	15.0	103	3998	17.2	14.6	105	2983	17.8	10.9	109	2678	17.6	9.8	108
COUNTY SIZE A	69301	7733	31.9	11.2	77	7356	31.6	10.6	77	5771	34.5	8.3	84	5177	34.0	7.5	82
COUNTY SIZE B	50633	7729	31.8	15.3	105	7451	32.0	14.7	106	5025	30.0	9.9	100	4668	30.7	9.2	102
COUNTY SIZE C	26259	4405	18.1	16.8	116	4248	18.3	16.2	117	2940	17.6	11.2	112	2694	17.7	10.3	113
COUNTY SIZE D	21534	4408	18.2	20.5	141	4210	18.1	19.6	141	2991	17.9	13.9	139	2667	17.5	12.4	137
METRO CENTRAL CITY	50014	5731	23.6	11.5	79	5430	23.3	10.9	78	4392	26.3	8.8	88	4081	26.8	8.2	90
METRO SUBURBAN	76832	10899	44.9	14.2	98	10553	45.4	13.7	99	7217	43.1	9.4	94	6529	42.9	8.5	94
NON METRO	40881	7645	31.5	18.7	129	7282	31.3	17.8	128	5117	30.6	12.5	126	4596	30.2	11.2	124
TOP 5 ADI'S	39550	4409	18.2	11.1	77	4241	18.2	10.7	77	3380	20.2	8.5	86	2980	19.6	7.5	83
TOP 10 ADI'S	54877	6310	26.0	11.5	79	6027	25.9	11.0	79	4861	29.1	8.9	89	4346	28.6	7.9	87
TOP 20 ADI'S	77516	9322	38.4	12.0	83	8909	38.3	11.5	83	6958	41.6	9.0	90	6314	41.5	8.1	90
HSHLD INC. \$50,000 OR MORE	17257	3019	12.4	17.5	121	2911	12.5	16.9	122	2131	12.7	12.3	124	1970	13.0	11.4	126
\$40,000 OR MORE	33235	5812	23.9	17.5	121	5643	24.3	17.0	122	3925	23.5	11.8	118	3593	23.6	10.8	119
\$30,000 OR MORE	59693	9935	40.9	16.6	115	9618	41.3	16.1	116	6710	40.1	11.2	113	6046	39.8	10.1	112
\$25,000 OR MORE	76275	12255	50.5	16.1	111	11864	51.0	15.6	112	8307	49.7	10.9	109	7520	49.5	9.9	109
\$20,000 - \$24,999	18607	2893	11.9	15.5	107	2766	11.9	14.9	107	2074	12.4	11.1	112	1897	12.5	10.2	112
\$15,000 - \$19,999	17175	2391	9.8	13.9	96	2289	9.8	13.3	96	1841	11.0	10.7	107	1611	10.6	9.4	103
\$10,000 - \$14,999	24569	3400	14.0	13.8	96	3242	13.9	13.2	95	2134	12.8	8.7	87	2001	13.2	8.1	90
UNDER \$10,000	31101	3336	13.7	10.7	74	3104	13.3	10.0	72	2371	14.2	7.6	76	2178			

		EVER USE TABLE SCRAPS								USED TABLE SCRAPS								EVER USE OTHER FOOD								USED OTHER FOOD																							
		A				B				C				D				A				B				C				D				A				B				C				D			
		TOTAL U.S. '000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX															
TOTAL ADULTS		167727	24275	100.0	14.5	100	23265	100.0	13.9	100	16727	100.0	10.0	100	15206	100.0	9.1	100																															
MAGAZINES	QUINTILE 1	34022	5112	21.1	15.0	104	4955	21.3	14.6	105	3828	22.9	11.3	113	3457	22.7	10.2	112																															
	QUINTILE 2	34800	5757	23.7	16.5	114	5570	23.9	16.0	115	3875	23.2	11.1	112	3512	23.1	10.1	111																															
	QUINTILE 3	30514	4371	18.0	14.3	99	4150	17.8	13.6	98	3099	18.5	10.2	102	2816	18.5	9.2	102																															
	QUINTILE 4	33324	4655	19.2	14.0	97	4394	18.9	13.2	95	3061	18.3	9.2	92	2754	18.1	8.3	91																															
	QUINTILE 5	35066	4380	18.0	12.5	86	4196	18.0	12.0	86	2863	17.1	8.2	82	2667	17.5	7.6	84																															
NEWSPAPERS	QUINTILE 1	29107	3911	16.1	13.4	93	3801	16.3	13.1	94	3078	18.4	10.6	106	2773	18.2	9.5	105																															
	QUINTILE 2	49095	7022	28.9	14.3	99	6765	29.1	13.8	99	4703	28.1	9.6	96	4401	28.9	9.0	99																															
	QUINTILE 3	23107	3570	14.7	15.4	107	3480	15.0	15.1	109	2250	13.5	9.7	98	2104	13.8	9.1	100																															
	QUINTILE 4	33556	5055	20.8	15.1	104	4794	20.6	14.3	103	3435	20.5	10.2	103	2990	19.7	8.9	98																															
	QUINTILE 5	32863	4718	19.4	14.4	99	4426	19.0	13.5	97	3262	19.5	9.9	100	2938	19.3	8.9	99																															
OUTDOOR	QUINTILE 1	33431	4897	20.2	14.6	101	4655	20.0	13.9	100	3531	21.1	10.6	106	3243	21.3	9.7	107																															
	QUINTILE 2	33478	5133	21.1	15.3	106	4929	21.2	14.7	106	3928	23.5	11.7	118	3578	23.5	10.7	118																															
	QUINTILE 3	33574	4919	20.3	14.7	101	4715	20.3	14.0	101	3091	18.5	9.2	92	2821	18.6	8.4	93																															
	QUINTILE 4	33935	4337	17.9	12.8	88	4099	17.6	12.1	87	2950	17.6	8.7	87	2662	17.5	7.8	87																															
	QUINTILE 5	33310	4989	20.6	15.0	103	4866	20.9	14.6	105	3226	19.3	9.7	97	2903	19.1	8.7	96																															
RADIO-DRIVE TIME	QUINTILE 1	33136	5184	21.4	15.6	108	4988	21.4	15.1	109	3504	20.9	10.6	106	3237	21.3	9.8	108																															
	QUINTILE 2	31658	4458	18.4	14.1	97	4221	18.1	13.3	96	3058	18.3	9.7	97	2721	17.9	8.6	95																															
	QUINTILE 3	32541	5107	21.0	15.7	108	4916	21.1	15.1	109	3560	21.3	10.9	110	3356	22.1	10.3	114																															
	QUINTILE 4	34247	5159	21.3	15.1	104	4973	21.4	14.5	105	3627	21.7	10.6	106	3179	20.9	9.3	102																															
	QUINTILE 5	36144	4366	18.0	12.1	83	4167	17.9	11.5	83	2977	17.8	8.2	83	2713	17.8	7.5	83																															
RADIO-MID- DAY	TERCILE 1	45037	6750	27.8	15.0	104	6475	27.8	14.4	104	4628	27.7	10.3	103	4328	28.5	9.6	106																															
	TERCILE 2	44819	6578	27.1	14.7	101	6294	27.1	14.0	101	4680	28.0	10.4	105	4170	27.4	9.3	103																															
	TERCILE 3	77872	10946	45.1	14.1	97	10495	45.1	13.5	97	7419	44.4	9.5	96	6708	44.1	8.6	95																															
RADIO-TOTAL	QUINTILE 1	33763	5251	21.6	15.6	107	5026	21.6	14.9	107	3589	21.5	10.6	107	3379	22.2	10.0	110																															
	QUINTILE 2	33240	4566	18.8	13.7	95	4350	18.7	13.1	94	3072	18.4	9.2	93	2763	18.2	8.3	92																															
	QUINTILE 3	33408	5222	21.5	15.6	108	5038	21.7	15.1	109	3796	22.7	11.4	114	3310	21.8	9.9	109																															
	QUINTILE 4	34792	5369	22.1	15.4	107	5162	22.2	14.8	107	3727	22.3	10.7	107	3447	22.7	9.9	109																															
	QUINTILE 5	32524	3866	15.9	11.9	82	3688	15.9	11.3	82	2543	15.2	7.8	78	2307	15.2	7.1	78																															
TV-PRIME TIME	QUINTILE 1	33090	4776	19.7	14.4	100	4586	19.7	13.9	100	3329	19.9	10.1	101	3146	20.7	9.5	105																															
	QUINTILE 2	33357	4911	20.2	14.7	102	4748	20.4	14.2	103	3259	19.5	9.8	98	2857	18.8	8.6	94																															
	QUINTILE 3	33980	4874	20.1	14.3	99	4711	20.2	13.9	100	3226	19.3	9.5	95	2940	19.3	8.7	95																															
	QUINTILE 4	33854	4761	19.6	14.1	97	4521	19.4	13.4	96	3411	20.4	10.1	101	3121	20.5	9.2	102																															
	QUINTILE 5	33444	4952	20.4	14.8	102	4699	20.2	14.1	101	3502	20.9	10.5	105	3143	20.7	9.4	104																															
TV-DAYTIME	TERCILE 1	49121	6555	27.0	13.3	92	6215	26.7	12.7	91	4499	26.9	9.2	92	4046	26.6	8.2	91																															
	TERCILE 2	48823	7329	30.2	15.0	104	7059	30.3	14.5	104	5192	31.0	10.6	107	4797	31.5	9.8	108																															
	TERCILE 3	69782	10390	42.8	14.9	103	9991	42.9	14.3	103	7035	42.1	10.1	101	6363	41.8	9.1	101																															
TV-TOTAL	QUINTILE 1	33584	4718	19.4	14.0	97	4495	19.3	13.4	96	3325	19.9	9.9	99	3078	20.2	9.2	101																															
	QUINTILE 2	33441	4827	19.9	14.4	100	4711	20.2	14.1	102	3337	19.9	10.0	100	2963	19.5	8.9	98																															
	QUINTILE 3	33505	4406	18.2	13.2	91	4237	18.2	12.6	91	2959	17.7	8.8	89	2733	18.0	8.2	90																															
	QUINTILE 4	33466	5016	20.7	15.0	104	4726	20.3	14.1	102	3274	19.6	9.8	98	2992	19.7	8.9	99																															
	QUINTILE 5	33731	5308	21.9	15.7	109	5096	21.9	15.1	109	3833	22.9	11.4	114	3441	22.6	10.2	113																															
MAGAZINES-NEWSPAPERS: DUAL		44503	6821	28.1	15.3	106	6691	28.8	15.0	108	4860	29.1	10.9	110	4478	29.4	10.1	111																															
MAGAZINE IMPERATIVE		39363	6486	26.7	16.5	114	6167	26.5	15.7	113	4527	27.1	11.5	115	3973	26.1	10.1	111																															
NEWSPAPER IMPERATIVE		46441	6039	24.9	13.0	90	5755	24.7	12.4	89	4109	24.6	8.8	89	3789	24.9	8.2	90																															
MAGAZINES-OUTDOOR: DUAL		33726	5414	22.3	16.1	111	5152	22.1	15.3	110	3994	23.9	11.8	119																																			

	TOTAL U.S. '000	EVER USE				USED TABLE SCRAPS LAST 30 DAYS				EVER USE OTHER FOOD				USED OTHER FOOD LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	24275	100.0	14.5	100	23265	100.0	13.9	100	16727	100.0	10.0	100	15206	100.0	9.1	100
ATLANTIC MONTHLY	867	**63	0.3	7.3	50	**63	0.3	7.3	52	**42	0.3	4.8	49	**42	0.3	4.8	53
BARRON'S	1580	*180	0.7	11.4	79	*177	0.8	11.2	81	**159	1.0	10.1	101	**118	0.8	7.5	82
BETTER HOMES & GARDENS	22203	3436	14.2	15.5	107	3324	14.3	15.0	108	2264	13.5	10.2	102	2007	13.2	9.0	100
BON APPETIT	3810	701	2.9	18.4	127	694	3.0	18.2	131	578	3.5	15.2	152	482	3.2	12.7	140
BUSINESS WEEK	4663	573	2.4	12.3	85	552	2.4	11.8	85	410	2.5	8.8	88	387	2.5	8.3	92
CAR AND DRIVER	3102	426	1.8	13.7	95	424	1.8	13.7	99	*292	1.7	9.4	94	*283	1.9	9.1	101
CBS MAGAZINE NETWORK (GROSS)	7311	1127	4.6	15.4	107	1092	4.7	14.9	108	753	4.5	10.3	103	652	4.3	8.9	98
CHANGING TIMES	3400	453	1.9	13.3	92	452	1.9	13.3	96	345	2.1	10.1	102	323	2.1	9.5	105
COLONIAL HOMES	1796	327	1.3	18.2	126	314	1.3	17.5	126	*193	1.2	10.7	108	*180	1.2	10.0	111
CONDE NAST MAG. PKG. (GROSS)	19924	3094	12.7	15.5	107	3011	12.9	15.1	109	2519	15.1	12.6	127	2232	14.7	11.2	124
CONSUMERS DIGEST	3125	508	2.1	16.3	112	494	2.1	15.8	114	428	2.6	13.7	137	423	2.8	13.5	149
COSMOPOLITAN	10577	1674	6.9	15.8	109	1619	7.0	15.3	110	1181	7.1	11.2	112	1089	7.2	10.3	114
COUNTRY LIVING	3746	679	2.8	18.1	125	672	2.9	17.9	129	544	3.3	14.5	146	496	3.3	13.2	146
CUISINE	2214	*265	1.1	12.0	83	*248	1.1	11.2	81	*126	0.8	5.7	57	*124	0.8	5.6	62
CYCLE WORLD	2394	343	1.4	14.3	99	*329	1.4	13.7	99	*222	1.3	9.3	93	*198	1.3	8.3	91
DCI:CREATIVE IDEAS FOR LIV	3068	510	2.1	16.6	115	496	2.1	16.2	117	361	2.2	11.8	118	*339	2.2	11.0	122
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1520	6.3	15.9	110	1442	6.2	15.1	109	1087	6.5	11.4	114	977	6.4	10.2	113
DISCOVER	2277	374	1.5	16.4	113	361	1.6	15.9	114	*286	1.7	12.6	126	*261	1.7	11.5	126
EBONY	7187	591	2.4	8.2	57	565	2.4	7.9	57	420	2.5	5.8	59	364	2.4	5.1	56
ESQUIRE	2560	281	1.2	11.0	76	266	1.1	10.4	75	*191	1.1	7.5	75	*186	1.2	7.3	80
ESSENCE	3242	*207	0.9	6.4	44	*204	0.9	6.3	45	*181	1.1	5.6	56	*179	1.2	5.5	61
FAMILY CIRCLE	19639	3072	12.7	15.6	108	2967	12.8	15.1	109	2373	14.2	12.1	121	2194	14.4	11.2	123
THE FAMILY HANDYMAN	3540	498	2.1	14.1	97	483	2.1	13.6	98	385	2.3	10.9	109	347	2.3	9.8	108
FAMILY WEEKLY	23924	4063	16.7	17.0	117	3945	17.0	16.5	119	2629	15.7	11.0	110	2478	16.3	10.4	114
FIELD & STREAM	9883	1683	6.9	17.0	118	1621	7.0	16.4	118	1154	6.9	11.7	117	1062	7.0	10.7	119
FOOD & WINE	1030	**128	0.5	12.4	86	**125	0.5	12.1	87	**53	0.3	5.1	52	**53	0.3	5.1	57
FORBES	2679	352	1.5	13.1	91	333	1.4	12.4	90	242	1.4	9.0	91	*221	1.5	8.2	91
FORTUNE	2931	393	1.6	13.4	93	378	1.6	12.9	93	337	2.0	11.5	115	*299	2.0	10.2	113
GENTLEMEN'S QUARTERLY	3481	569	2.3	16.3	113	540	2.3	15.5	112	523	3.1	15.0	151	446	2.9	12.8	141
GLAMOUR	7163	1287	5.3	18.0	124	1278	5.5	17.8	129	1070	6.4	14.9	150	950	6.2	13.3	146
GOLF DIGEST	2355	*234	1.0	9.9	69	*234	1.0	9.9	72	*132	0.8	5.6	56	*121	0.8	5.1	57
GOLF DIGEST/TENNIS (GROSS)	3610	475	2.0	13.2	91	475	2.0	13.2	95	315	1.9	8.7	87	268	1.8	7.4	82
GOLF MAGAZINE	2046	*252	1.0	12.3	85	*244	1.0	11.9	86	*208	1.2	10.2	102	*169	1.1	8.3	91
GOLF MAGAZINE/SKI (GROSS)	3547	490	2.0	13.8	95	479	2.1	13.5	97	403	2.4	11.4	114	327	2.2	9.2	102
GOOD HOUSEKEEPING	20353	3289	13.5	16.2	112	3145	13.5	15.5	111	2430	14.5	11.9	120	2238	14.7	11.0	121
HARPER'S BAZAAR	3362	545	2.2	16.2	112	529	2.3	15.7	113	506	3.0	15.1	151	449	3.0	13.4	147
HEALTH	2987	431	1.8	14.4	100	427	1.8	14.3	103	*341	2.0	11.4	114	*326	2.1	10.9	120
HEARST MAG CORP. BUY (GROSS)	67928	10622	43.8	15.6	108	10255	44.1	15.1	109	7658	45.8	11.3	113	6935	45.6	10.2	113
HEARST MAN POWER (GROSS)	11282	1598	6.6	14.2	98	1533	6.6	13.6	98	990	5.9	8.8	88	875	5.8	7.8	86
HEARST WOMAN POWER (GROSS)	40514	6385	26.3	15.8	109	6153	26.4	15.2	109	4786	28.6	11.8	118	4362	28.7	10.8	119
HOUSE BEAUTIFUL	4885	757	3.1	15.5	107	736	3.2	15.1	109	495	3.0	10.1	102	450	3.0	9.2	102
INC.	1308	**115	0.5	8.8	61	**110	0.5	8.4	61	**96	0.6	7.3	74	**84	0.6	6.4	71
JET	6498	552	2.3	8.5	59	526	2.3	8.1	58	384	2.3	5.9	59	318	2.1	4.9	54
LADIES' HOME JOURNAL	14797	2349	9.7	15.9	110	2284	9.8	15.4	111	1790	10.7	12.1	121	1672	11.0	11.3	125
LHJ FAMILY GRP COMBO(GROSS)	21743	3469	14.3	16.0	110	3382	14.5	15.6	112	2534	15.1	11.7	117	2374	15.6	10.9	120
LIFE	9881	1450	6.0	14.7	101	1412	6.1	14.3	103	1149	6.9	11.6	117	1042	6.9	10.5	116
L.A. TIMES HOME MAGAZINE	2775	303	1.2	10.9	75	293	1.3	10.6	76	291	1.7	10.5	105	*253	1.7	9.1	101
MADMOISELLE	4219	661	2.7	15.7	108	642	2.8	15.2	110	468	2.8	11.1	111	422	2.8	10.0	110
MC CALL'S	16422	2642	10.9	16.1	111	2522	10.8	15.4	111	1841	11.0	11.2	112	1741	11.4	10.6	117
MC CALL'S/WRK MOTHER (GROSS)	17919	2792	11.5	15.6	108	2666	11.5	14.9	107	1992	11.9	11.1	111	1859	12.2	10.4	114
MECHANIX ILLUSTRATED	4433	757	3.1	17.1	118	725	3.1	16.4	118	428	2.6	9.7	97	387	2.5	8.7	96
METROPOLITAN HOME	1504	219	0.9	14.6	101	202	0.9	13.4	97	*163	1.0	10.8	109	*157	1.0	10.4	115
MONEY	4723	629	2.6	13.3	92	585	2.5	12.4	89	449	2.7	9.5	95	404	2.7	8.6	94
MOTHER EARTH NEWS	2325	547	2.3	23.5	163	505	2.2	21.7	157	368	2.2	15.8	159	359	2.4	15.4	170
MS.	1189	*162	0.7	13.6	94	*160	0.7	13.5	97	*93	0.6	7.8	78	*88	0.6	7.4	82
NATIONAL ENQUIRER	18892	2670	11.0	14.1	98	2614	11.2	13.8	100	1851	11.1	9.8	98	1774	11.7	9.4	104
NATIONAL GEOGRAPHIC	22129	3429	14.1	15.5	107	3263	14.0	14.7	106	2332	13.9	10.5	106	2131	14.0	9.6	106
NATIONAL SUNDAY MAGAZINE PKG	103750	15101	62.2	14.6	101	14598	62.7	14.1	101	10741	64.2	10.4	104	9805	64.5	9.5	104
NATURAL HISTORY	1379	*217	0.9	15.7	109	*202	0.9	14.6	106	**132	0.8	9.6	96	**123	0.8	8.9	98
NEW WOMAN	2289	306	1.3	13.4	92	303	1.3	13.2	95	*218	1.3	9.5	95	*214	1.4	9.3	103
NEW YORK INCLUDING CUE	1088	**116	0.5	10.7	74	**100	0.4	9.2	66	**74	0.4	6.8	68	**72	0.5	6.6	73
THE NEW YORKER	2459	401	1.7	16.3	113	391	1.7	15.9	115	292	1.7	11.9	119	254	1.7	10.9	114
NEWSWEEK	16527	2348	9.7	14.2	98	2310	9.9	14.0	101	1617	9.7	9.8	98	1446	9.5	8.7	97
THE N.Y. TIMES DAILY EDITION	2739	296	1.2	10.8	75	294	1.3	10.7	77	271	1.6	9.9	99	*188	1.2	6.9	76
THE N.Y. TIMES MAGAZINE	4443	626	2.6	14.1	97	611	2.6	13.8	99	518	3.1	11.7	117	402	2.6	9.0	100
OMNI	2799	406	1.7	14.5	100	378	1.6	13.5	97	289	1.7	10.3	104	*219	1.4	7.8	86
ON CABLE	2209	*404	1.7	18.3	126	*400	1.7	18.1	131	*318	1.9	14.4	144	*271	1.8	12.3	135
1001 HOME IDEAS	3959	689	2.8	17.4	120	671	2.9	16.9	122	403	2.4	10.2	102	376	2.5	9.5	105
ORGANIC GARDENING	3111	872	3.6	28.0	194	830	3.6	26.7	192	579	3.5	18.6	187	482	3.2	15.5	171
OUTDOOR LIFE	5024	964	4.0	19.2	133	915	3.9	18.2	131	632	3.8	12.6	126	572	3.8	11.4	126
PARADE MAGAZINE	51292	7716	31.8	15.0	104	7472	32.1	14.6	105	5614	33.6	10.9	110	5110	33.6	10.0	110

	TOTAL U.S. '000	EVER USE TABLE SCRAPS				USED TABLE SCRAPS LAST 30 DAYS				EVER USE OTHER FOOD				USED OTHER FOOD LAST 30 DAYS			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	24275	100.0	14.5	100	23265	100.0	13.9	100	16727	100.0	10.0	100	15206	100.0	9.1	100
PARENTS	5298	818	3.4	15.4	107	790	3.4	14.9	108	572	3.4	10.8	108	517	3.4	9.8	108
PENTHOUSE	5129	698	2.9	13.6	94	666	2.9	13.0	94	478	2.9	9.3	93	419	2.8	8.2	90
PEOPLE	21070	3235	13.3	15.4	106	3162	13.6	15.0	108	2414	14.4	11.5	115	2186	14.4	10.4	114
PLAYBOY	10562	1627	6.7	15.4	106	1566	6.7	14.8	107	1175	7.0	11.1	112	1035	6.8	9.8	108
POPULAR HOT RODDING	2498	*387	1.6	15.5	107	*374	1.6	15.0	108	*281	1.7	11.2	113	*242	1.6	9.7	107
POPULAR MECHANICS	5887	945	3.9	16.1	111	900	3.9	15.3	110	620	3.7	10.5	106	525	3.5	8.9	98
POPULAR SCIENCE	4317	717	3.0	16.6	115	699	3.0	16.2	117	423	2.5	9.8	98	338	2.2	7.8	86
PREVENTION	5792	966	4.0	16.7	115	891	3.8	15.4	111	576	3.4	9.9	100	534	3.5	9.2	102
PSYCHOLOGY TODAY	3284	502	2.1	15.3	106	493	2.1	15.0	108	392	2.3	11.9	120	344	2.3	10.5	116
READER'S DIGEST	40046	6170	25.4	15.4	106	5981	25.7	14.9	108	4178	25.0	10.4	105	3801	25.0	9.5	105
REDBOOK	9584	1422	5.9	14.8	103	1389	6.0	14.5	104	1175	7.0	12.3	123	1034	6.8	10.8	119
ROAD & TRACK	2590	451	1.9	17.4	120	445	1.9	17.2	124	*290	1.7	11.2	112	*247	1.6	9.5	105
ROLLING STONE	3302	620	2.6	18.8	130	587	2.5	17.8	128	498	3.0	15.1	151	422	2.8	12.8	141
RUNNER'S WORLD	1229	*127	0.5	10.3	71	*127	0.5	10.3	74	*112	0.7	9.1	91	*103	0.7	8.4	92
SATURDAY EVENING POST	2110	284	1.2	13.5	93	282	1.2	13.4	96	*183	1.1	8.7	87	*182	1.2	8.6	95
SCIENCE 84	1543	303	1.2	19.6	136	298	1.3	19.3	139	*175	1.0	11.3	114	*175	1.2	11.3	125
SCIENCE DIGEST	1747	*216	0.9	12.4	85	*202	0.9	11.6	83	*106	0.6	6.1	61	*105	0.7	6.0	66
SCIENTIFIC AMERICAN	1994	338	1.4	17.0	117	314	1.3	15.7	114	*178	1.1	8.9	90	*149	1.0	7.5	82
SELF	3119	370	1.5	11.9	82	346	1.5	11.1	80	333	2.0	10.7	107	*273	1.8	8.8	97
SEVENTEEN	3923	810	3.3	20.6	143	793	3.4	20.2	146	632	3.8	16.1	162	597	3.9	15.2	168
SKI	1501	*238	1.0	15.9	110	*235	1.0	15.7	113	*194	1.2	12.9	130	*159	1.0	10.6	117
SMITHSONIAN	5976	935	3.9	15.6	108	893	3.8	14.9	108	733	4.4	12.3	123	617	4.1	10.3	114
SOAP OPERA DIGEST	4228	497	2.0	11.8	81	490	2.1	11.6	84	367	2.2	8.7	87	346	2.3	8.2	90
SOUTHERN LIVING	6488	1010	4.2	15.6	108	945	4.1	14.6	105	726	4.3	11.2	112	638	4.2	9.8	108
SPORT	3500	503	2.1	14.4	99	456	2.0	13.0	94	*269	1.6	7.7	77	*232	1.5	6.6	73
THE SPORTING NEWS	2456	*279	1.1	11.4	78	*279	1.2	11.4	82	*131	0.8	5.3	53	*99	0.7	4.0	44
SPORTS AFIELD	3648	437	1.8	12.0	83	431	1.9	11.8	85	*264	1.6	7.2	73	*245	1.6	6.7	74
SPORTS ILLUSTRATED	14484	2094	8.6	14.5	100	2050	8.8	14.2	102	1369	8.2	9.5	95	1180	7.8	8.1	90
STAR	12661	2117	8.7	16.7	116	2083	9.0	16.5	119	1526	9.1	12.1	121	1443	9.5	11.4	126
SUNDAY	52799	6620	27.3	12.5	87	6381	27.4	12.1	87	4900	29.3	9.3	93	4421	29.1	8.4	92
SUNSET	3513	740	3.0	21.1	146	737	3.2	21.0	151	614	3.7	17.5	175	575	3.8	16.4	181
TV GUIDE	42766	6362	26.2	14.9	103	6132	26.4	14.3	103	4457	26.6	10.4	105	4132	27.2	9.7	107
TENNIS	1254	*241	1.0	19.2	133	*241	1.0	19.2	139	*183	1.1	14.6	146	*146	1.0	11.6	128
TIME	22054	2938	12.1	13.3	92	2868	12.3	13.0	94	2264	13.5	10.3	103	1960	12.9	8.9	98
TOWN & COUNTRY	1555	*234	1.0	15.0	104	*228	1.0	14.7	106	*85	0.5	5.5	55	*85	0.6	5.5	60
TRAVEL & LEISURE	2173	*216	0.9	9.9	69	*210	0.9	9.7	70	*125	0.7	5.8	58	*111	0.7	5.1	56
TRUE STORY	4636	842	3.5	18.2	125	841	3.6	18.1	131	545	3.3	11.8	118	504	3.3	10.9	120
U.S. NEWS & WORLD REPORT	10353	1267	5.2	12.2	85	1235	5.3	11.9	86	848	5.1	8.2	82	766	5.0	7.4	82
USA TODAY	4994	494	2.0	9.9	68	480	2.1	9.6	69	304	1.8	6.1	61	296	1.9	5.9	65
US	3528	419	1.7	11.9	82	412	1.8	11.7	84	355	2.1	10.1	101	328	2.2	9.3	103
VOGUE	5424	775	3.2	14.3	99	745	3.2	13.7	99	649	3.9	12.0	120	587	3.9	10.8	119
WALL STREET JOURNAL	8292	859	3.5	13.7	94	823	3.5	13.1	94	622	3.7	9.9	99	556	3.7	8.8	97
WEIGHT WATCHERS	2762	422	1.7	15.3	106	414	1.8	15.0	108	*321	1.9	11.6	117	*299	2.0	10.8	119
WOMAN'S DAY	16320	2434	10.0	14.9	103	2336	10.0	14.3	103	1954	11.7	12.0	120	1777	11.7	10.9	120
WORKING MOTHER	1496	*150	0.6	10.0	69	*144	0.6	9.6	69	*150	0.9	10.0	101	*118	0.8	7.9	87
WORKING WOMAN	1851	*278	1.1	15.0	104	*276	1.2	14.9	107	*211	1.3	11.4	114	*188	1.2	10.2	112
WORLD TENNIS	580	*137	0.6	23.6	163	*130	0.6	22.4	162	*90	0.5	15.5	156	*82	0.5	14.1	156
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1731	7.1	13.9	96	1652	7.1	13.3	96	1260	7.5	10.2	102	1017	6.7	8.2	90
BLAIR INSERTS	91671	12962	53.4	14.1	98	12524	53.8	13.7	98	9396	56.2	10.2	103	8531	56.1	9.3	103
DAILY NEWSPAPERS																	
READ ANY	109190	15619	64.3	14.3	99	15082	64.8	13.8	100	10845	64.8	9.9	100	9940	65.4	9.1	100
READ ONE	89587	12924	53.2	14.4	100	12458	53.5	13.9	100	8890	53.1	9.9	100	8140	53.5	9.1	100
READ TWO OR MORE	19602	2696	11.1	13.8	95	2624	11.3	13.4	97	1956	11.7	10.0	100	1800	11.8	9.2	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	15828	65.2	14.4	100	15284	65.7	13.9	100	11081	66.2	10.1	101	10089	66.3	9.2	101
READ ONE	95074	13729	56.6	14.4	100	13248	56.9	13.9	100	9411	56.3	9.9	99	8570	56.4	9.0	99
READ TWO OR MORE	14588	2099	8.6	14.4	99	2036	8.8	14.0	101	1670	10.0	11.4	115	1519	10.0	10.4	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.34				29.20				30.28				30.49			
30 DAY REACH	149706	21481	88.5	14.3	99	20557	88.4	13.7	99	14866	88.9	9.9	100	13516	88.9	9.0	100
50 SHWG - 30 DAY AV FREQ	15.16	15.59			15.54					16.02				16.17			
30 DAY REACH	142406	20229	83.3	14.2	98	19331	83.1	13.6	98	14076	84.2	9.9	99	12766	84.0	9.0	99
25 SHWG - 30 DAY AV FREQ	8.23	8.31			8.30					8.48				8.53			
30 DAY REACH	131152	18902	77.9	14.4	100	18032	77.5	13.7	99	13255	79.2	10.1	101	12063	79.3	9.2	101
CABLE TV: HOME WIRED	66879	8725	35.9	13.0	90	8252	35.5	12.3	89	5634	33.7	8.4	84	5170	34.0	7.7	85
HOME NOT WIRED	100848	15549	64.1	15.4	107	15012	64.5	14.9	107	11093	66.3	11.0	110	10037	66.0	10.0	110
HAVE PAY CABLE	35024	4932	20.3	14.1	97	4621	19.9	13.2	95	3233	19.3	9.2	93	2992	19.7	8.5	94

	TOTAL U.S. '000	EVER USE TABLE SCRAPS				USED TABLE SCRAPS LAST 30 DAYS				EVER USE OTHER FOOD				USED OTHER FOOD LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	24275	100.0	14.5	100	23265	100.0	13.9	100	16727	100.0	10.0	100	15206	100.0	9.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	14634	60.3	15.3	106	14019	60.3	14.7	106	9955	59.5	10.4	104	9151	60.2	9.6	106
10:00 AM - 3:00 PM	63599	9403	38.7	14.8	102	8980	38.6	14.1	102	6496	38.8	10.2	102	5967	39.2	9.4	103
3:00 PM - 7:00 PM	72097	11001	45.3	15.3	105	10577	45.5	14.7	106	7488	44.8	10.4	104	6743	44.3	9.4	103
7:00 PM - MIDNIGHT	36670	5515	22.7	15.0	104	5278	22.7	14.4	104	3992	23.9	10.9	109	3619	23.8	9.9	109
MIDNIGHT - 6:00 AM	21908	3371	13.9	15.4	106	3209	13.8	14.6	106	2185	13.1	10.0	100	2016	13.3	9.2	102
6:00 AM - MIDNIGHT	127571	19127	78.8	15.0	104	18368	79.0	14.4	104	13246	79.2	10.4	104	12006	79.0	9.4	104
ENTIRE DAY	129239	19362	79.8	15.0	104	18595	79.9	14.4	104	13401	80.1	10.4	104	12152	79.9	9.4	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	5182	21.3	15.2	105	5017	21.6	14.8	106	3726	22.3	11.0	110	3394	22.3	10.0	110
ALL NEWS	6062	818	3.4	13.5	93	790	3.4	13.0	94	502	3.0	8.3	83	460	3.0	7.6	84
AOR/PROGRESSIVE	11884	2207	9.1	18.6	128	2115	9.1	17.8	128	1530	9.1	12.9	129	1366	9.0	11.5	127
BEAUTIFUL MUSIC	11180	1809	7.5	16.2	112	1724	7.4	15.4	111	1156	6.9	10.3	104	1029	6.8	9.2	102
BLACK	4538	543	2.2	12.0	83	513	2.2	11.3	81	413	2.5	9.1	91	406	2.7	8.9	99
CLASSICAL	3857	487	2.0	12.6	87	473	2.0	12.3	88	368	2.2	9.5	96	293	1.9	7.6	84
CHR/ROCK	21946	3404	14.0	15.5	107	3244	13.9	14.8	107	2488	14.9	11.3	114	2205	14.5	10.0	111
COUNTRY	27262	4537	18.7	16.6	115	4381	18.8	16.1	116	3058	18.3	11.2	112	2812	18.5	10.3	114
GOLDEN OLDIES	3339	399	1.6	11.9	83	374	1.6	11.2	81	*245	1.5	7.3	74	*242	1.6	7.2	80
MOR/NOSTALGIA	10346	1333	5.5	12.9	89	1308	5.6	12.6	91	936	5.6	9.0	91	830	5.5	8.0	88
NEWS/TALK	8929	1082	4.5	12.1	84	1061	4.6	11.9	86	724	4.3	8.1	81	654	4.3	7.3	81
RELIGIOUS	5486	838	3.5	15.3	106	799	3.4	14.6	105	595	3.6	10.8	109	577	3.8	10.5	116
SOFT ROCK	1232	*155	0.6	12.6	87	*152	0.7	12.3	89	**117	0.7	9.5	95	**63	0.4	5.1	56
URBAN CONTEMPORARY	3184	*219	0.9	6.9	48	*197	0.8	6.2	45	*189	1.1	5.9	60	*169	1.1	5.3	59
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	948	3.9	13.7	95	867	3.7	12.5	90	688	4.1	10.0	100	565	3.7	8.2	90
ABC DIRECTION	5212	832	3.4	16.0	110	807	3.5	15.5	112	560	3.3	10.7	108	516	3.4	9.9	109
ABC ENTERTAINMENT	10385	1781	7.3	17.1	118	1741	7.5	16.8	121	1168	7.0	11.2	113	1114	7.3	10.7	118
ABC FM	4762	689	2.8	14.5	100	653	2.8	13.7	99	435	2.6	9.1	92	411	2.7	8.6	95
ABC INFORMATION	11339	1822	7.5	16.1	111	1770	7.6	15.6	113	1215	7.3	10.7	107	1142	7.5	10.1	111
ABC ROCK	4878	728	3.0	14.9	103	715	3.1	14.7	106	530	3.2	10.9	109	450	3.0	9.2	102
CBS	10709	1557	6.4	14.5	100	1500	6.4	14.0	101	1005	6.0	9.4	94	934	6.1	8.7	96
MUTUAL	10251	1330	5.5	13.0	90	1319	5.7	12.9	93	948	5.7	9.2	93	896	5.9	8.7	96
NBC	12243	1930	8.0	15.8	109	1890	8.1	15.4	111	1321	7.9	10.8	108	1223	8.0	10.0	110
RADIORADIO	4606	618	2.5	13.4	93	606	2.6	13.2	95	449	2.7	9.7	98	383	2.5	8.3	92
RKO ONE	5148	702	2.9	13.6	94	682	2.9	13.2	96	527	3.2	10.2	103	456	3.0	8.9	98
RKO TWO	7313	978	4.0	13.4	92	933	4.0	12.8	92	631	3.8	8.6	87	600	3.9	8.2	90
THE SOURCE	5981	1081	4.5	18.1	125	1049	4.5	17.5	126	800	4.8	13.4	134	751	4.9	12.6	139
NON-WIRED : BLAIR	19329	3124	12.9	16.2	112	3053	13.1	15.8	114	2108	12.6	10.9	109	1931	12.7	10.0	110
INTERNET	27139	4163	17.1	15.3	106	3975	17.1	14.6	106	2799	16.7	10.3	103	2527	16.6	9.3	103
KATZ RADIO GROUP	36319	5416	22.3	14.9	103	5238	22.5	14.4	104	3795	22.7	10.4	105	3430	22.6	9.4	104
SUPERNET	22361	3622	14.9	16.2	112	3477	14.9	15.5	112	2465	14.7	11.0	111	2229	14.7	10.0	110
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2049	8.4	14.1	97	1950	8.4	13.4	97	1458	8.7	10.0	101	1341	8.8	9.2	102
WKDAY 9:00 AM - 1:00 PM	18688	2494	10.3	13.3	92	2368	10.2	12.7	91	1731	10.3	9.3	93	1558	10.2	8.3	92
WKDAY 1:00 PM - 4:30 PM	24061	3318	13.7	13.8	95	3158	13.6	13.1	95	2355	14.1	9.8	98	2162	14.2	9.0	99
WKDAY 4:30 PM - 7:30 PM	44079	6240	25.7	14.2	98	5992	25.8	13.6	98	4395	26.3	10.0	100	4014	26.4	9.1	100
WKDAY 7:30 PM - 8:00 PM	61979	8570	35.3	13.8	96	8254	35.5	13.3	96	5726	34.2	9.2	93	5248	34.5	8.5	93
WKDAY 11:00 PM - 11:30 PM	49084	7113	29.3	14.5	100	6826	29.3	13.9	100	4852	29.0	9.9	99	4443	29.2	9.1	100
WKDAY 11:30 PM - 1:00 AM	16560	2394	9.9	14.5	100	2286	9.8	13.8	100	1622	9.7	9.8	98	1457	9.6	8.8	97
M-SAT 8-11 PM-SUN 7-11 PM	66967	9745	40.1	14.6	101	9376	40.3	14.0	101	6682	39.9	10.0	100	6127	40.3	9.1	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1237	5.1	13.3	92	1195	5.1	12.9	93	919	5.5	9.9	99	806	5.3	8.7	96
ANOTHER WORLD	N 6138	1009	4.2	16.4	114	973	4.2	15.9	114	716	4.3	11.7	117	658	4.3	10.7	118
AS THE WORLD TURNS	C 7707	1045	4.3	13.6	94	984	4.2	12.8	92	739	4.4	9.6	96	706	4.6	9.2	101
CAPITOL	C 4688	612	2.5	13.1	90	572	2.5	12.2	88	461	2.8	9.8	99	428	2.8	9.1	101
CBS MORN. NEWS 1	C 2792	335	1.4	12.0	83	332	1.4	11.9	86	214	1.3	7.7	77	188	1.2	6.7	74
CBS MORN. NEWS 2	C 2071	219	0.9	10.6	73	217	0.9	10.5	76	130	0.8	6.3	63	120	0.8	5.8	64
DAYS OF OUR LIVES	N 8018	1173	4.8	14.6	101	1120	4.8	14.0	101	765	4.6	9.5	96	695	4.6	8.7	96
FACTS OF LIFE - DAYTIME	N 3487	409	1.7	11.7	81	375	1.6	10.8	78	285	1.7	8.2	82	256	1.7	7.3	81
FAMILY FEUD	A 4817	594	2.4	12.3	85	560	2.4	11.6	84	414	2.5	8.6	86	368	2.4	7.6	84
GENERAL HOSPITAL	A 8333	1128	4.6	13.5	94	1080	4.6	13.0	93	742	4.4	8.9	89	688	4.5	8.3	91
GOOD MORNING, AMERICA-730 A	A 5472	704	2.9	12.9	89	660	2.8	12.1	87	490	2.9	9.0	90	450	3.0	8.2	91
GOOD MORNING, AMERICA-830 A	A 3965	508	2.1	12.8	89	501	2.2	12.6	91	330	2.0	8.3	83	304	2.0	7.7	85
GUIDING LIGHT	C 7542	1008	4.2	13.4	92	972	4.2	12.9	93	809	4.8	10.7	108	773	5.1	10.2	113
ONE LIFE TO LIVE	A 6018	872	3.6	14.5	100	807	3.5	13.4	97	576	3.4	9.6	96	491	3.2	8.2	90
PRESS YOUR LUCK	C 3589	418	1.7	11.6	80	410	1.8										

		EVER USE TABLE SCRAPS				USED TABLE SCRAPS				EVER USE OTHER FOOD				USED OTHER FOOD				
		TOTAL	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		U.S. '000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	24275	100.0	14.5	100	23265	100.0	13.9	100	16727	100.0	10.0	100	15206	100.0	9.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	7060	29.1	13.5	93	6800	29.2	13.0	94	4781	28.6	9.1	92	4340	28.5	8.3	92
NETWORK AFFILIATES - LATE		39164	5740	23.6	14.7	101	5489	23.6	14.0	101	3874	23.2	9.9	99	3573	23.5	9.1	101
INDEPENDENTS - LATE		5133	618	2.5	12.0	83	607	2.6	11.8	85	440	2.6	8.6	86	395	2.6	7.7	85
TV EVENING NTKM 6 PM - 2 AM																		
A TEAM	N	22825	3556	14.6	15.6	108	3406	14.6	14.9	108	2436	14.6	10.7	107	2253	14.8	9.9	109
ABC MONDAY NIGHT MOVIE	A	11258	1634	6.7	14.5	100	1568	6.7	13.9	100	1192	7.1	10.6	106	1063	7.0	9.4	104
ABC SUNDAY NIGHT MOVIE	A	23600	3307	13.6	14.0	97	3131	13.5	13.3	96	2274	13.6	9.6	97	2110	13.9	8.9	99
ABC WORLD NEWS TONIGHT	A	12801	1803	7.4	14.1	97	1728	7.4	13.5	97	1187	7.1	9.3	93	1123	7.4	8.8	99
AFTERMASH	C	10966	1552	6.4	14.2	98	1495	6.4	13.6	98	1120	6.7	10.2	102	1070	7.0	9.8	108
ALICE	C	17050	2589	10.7	15.2	105	2476	10.6	14.5	105	1846	11.0	10.8	109	1698	11.2	10.0	110
AMERICAN PARADE	C	11998	1603	6.6	13.4	92	1551	6.7	12.9	93	1143	6.8	9.5	96	1062	7.0	8.9	98
BENSON	A	19258	2688	11.1	14.0	96	2585	11.1	13.4	97	1716	10.3	8.9	89	1591	10.5	8.3	91
BLUE THUNDER	A	11478	1723	7.1	15.0	104	1671	7.2	14.6	105	1223	7.3	10.7	107	1117	7.3	9.7	107
CAGNEY & LACEY	C	18263	2724	11.2	14.9	103	2618	11.3	14.3	103	1845	11.0	10.1	101	1675	11.0	9.2	101
CBS EVENING NEWS-DEAN	C	7733	958	3.9	12.4	86	928	4.0	12.0	87	659	3.9	8.5	85	597	3.9	7.7	85
CBS EVENING NEWS-RATHER	C	15653	1991	8.2	12.7	88	1937	8.3	12.4	89	1309	7.8	8.4	84	1186	7.8	7.6	84
CBS SAT. NEWS-SCHIEFFER	C	8744	1291	5.3	14.8	102	1282	5.5	14.7	106	784	4.7	9.0	90	690	4.5	7.9	87
CBS SATURDAY NIGHT MOVIE	C	12000	1646	6.8	13.7	95	1604	6.9	13.4	96	1164	7.0	9.7	97	1093	7.2	9.1	100
CBS WEDNESDAY NIGHT MOVIE	C	11522	1749	7.2	15.2	105	1688	7.3	14.7	106	1244	7.4	10.8	108	1173	7.7	10.2	112
CHEERS	N	16818	2373	9.8	14.1	97	2287	9.8	13.6	98	1773	10.6	10.5	106	1645	10.8	9.8	108
DALLAS	C	37510	5159	21.3	13.8	95	4853	20.9	12.9	93	3301	19.7	8.8	88	3072	20.2	8.2	90
DIFF'RENT STROKES	N	11258	1662	6.8	14.8	102	1605	6.9	14.3	103	1156	6.9	10.3	103	1111	7.3	9.9	109
DOUBLE TROUBLE	N	12248	1984	8.2	16.2	112	1931	8.3	15.8	114	1496	8.9	12.2	122	1364	9.0	11.1	123
DUCK FACTORY	N	11100	1616	6.7	14.6	101	1562	6.7	14.1	101	1142	6.8	10.3	103	1039	6.8	9.4	103
DUKES OF HAZZARD	C	12353	1956	8.1	15.8	109	1878	8.1	15.2	110	1319	7.9	10.7	107	1203	7.9	9.7	107
DYNASTY	A	33279	4512	18.6	13.6	94	4291	18.4	12.9	93	2946	17.6	8.9	89	2755	18.1	8.3	91
FACTS OF LIFE	N	13410	2079	8.6	15.5	107	2015	8.7	15.0	108	1563	9.3	11.7	117	1471	9.7	11.0	121
FALCON CREST	C	31093	4386	18.1	14.1	97	4219	18.1	13.6	98	2740	16.4	8.8	88	2580	17.0	8.3	92
FALL GUY	A	18649	2767	11.4	14.8	103	2663	11.4	14.3	103	1903	11.4	10.2	102	1770	11.6	9.5	105
FAMILY TIES	N	13101	1891	7.8	14.4	100	1871	8.0	14.3	103	1415	8.5	10.8	108	1300	8.5	9.9	109
FANTASY ISLAND	A	13069	1937	8.0	14.8	102	1856	8.0	14.2	102	1197	7.2	9.2	92	1146	7.5	8.8	97
FOULUPS,BLEEPS & BLUNDERS	A	16588	2639	10.9	15.9	110	2537	10.9	15.3	110	1852	11.1	11.2	112	1667	11.0	10.0	111
FOUR SEASONS	C	9302	1198	4.9	12.9	89	1148	4.9	12.3	89	843	5.0	9.1	91	808	5.3	8.7	96
GIMME A BREAK	N	13955	1931	8.0	13.8	96	1885	8.1	13.5	97	1423	8.5	10.2	102	1327	8.7	9.5	105
HART TO HART	A	15735	2445	10.1	15.5	107	2370	10.2	15.1	109	1643	9.8	10.4	105	1507	9.9	9.6	106
HILL STREET BLUES	N	18257	2780	11.5	15.2	105	2714	11.7	14.9	107	1955	11.7	10.7	107	1847	12.1	10.1	112
HOTEL	A	24236	3435	14.2	14.2	98	3243	13.9	13.4	96	2182	13.0	9.0	90	2053	13.5	8.5	93
JEFFERSONS	C	17010	2497	10.3	14.7	101	2376	10.2	14.0	101	1841	11.0	10.8	109	1725	11.3	10.1	112
JENNIFER SLEPT HERE	N	9397	1390	5.7	14.8	102	1338	5.8	14.2	103	970	5.8	10.3	104	907	6.0	9.7	106
KATE & ALLIE	C	16762	2795	11.5	16.7	115	2687	11.5	16.0	116	1863	11.1	11.1	111	1749	11.5	10.4	115
KNIGHT RIDER	N	13164	2076	8.6	15.8	109	1998	8.6	15.2	109	1332	8.0	10.1	101	1213	8.0	9.2	102
LOVE BOAT	A	20400	2966	12.2	14.5	100	2836	12.2	13.9	100	1839	11.0	9.0	90	1771	11.6	8.7	96
MAGNUM PI	C	22543	3752	15.5	16.6	115	3603	15.5	16.0	115	2199	13.1	9.8	98	2032	13.4	9.0	99
MAMA'S FAMILY	N	9852	1505	6.2	15.3	106	1466	6.3	14.9	107	1133	6.8	11.5	115	1055	6.9	10.7	118
MASTER, THE	N	8082	1335	5.5	16.5	114	1263	5.4	15.6	113	997	6.0	12.3	124	935	6.1	11.6	128
MATT HOUSTON	A	12881	2196	9.0	17.0	118	2110	9.1	16.4	118	1386	8.3	10.8	108	1295	8.5	10.1	111
NBC MONDAY NIGHT MOVIE	N	23889	3907	16.1	16.4	113	3795	16.3	15.9	115	2765	16.5	11.6	116	2452	16.1	10.3	113
NBC NIGHTLY NEWS	N	11156	1623	6.7	14.5	101	1562	6.7	14.0	101	1118	6.7	10.0	100	995	6.5	8.9	98
NBC NIGHTLY NEWS-SAT	N	7363	759	3.1	10.3	71	747	3.2	10.1	73	621	3.7	8.4	85	545	3.6	7.4	82
NBC NIGHTLY NEWS-SUN	N	6214	812	3.3	13.1	90	774	3.3	12.5	90	565	3.4	9.1	91	503	3.3	8.1	89
NBC SUNDAY NIGHT MOVIE	N	17590	3098	12.8	17.6	122	2973	12.8	16.9	122	2280	13.6	13.0	130	1977	13.0	11.2	124
NEWMART	C	16740	2730	11.2	16.3	113	2615	11.2	15.6	113	1793	10.7	10.7	107	1649	10.8	9.9	109
ONE DAY AT A TIME	C	11820	1854	7.6	15.7	108	1798	7.7	15.2	110	1288	7.7	10.9	109	1166	7.7	9.9	109
PEOPLE ARE FUNNY	N	9138	1290	5.3	14.1	98	1255	5.4	13.7	99	1024	6.1	11.2	112	977	6.4	10.7	118
REAL PEOPLE	N	15979	2320	9.6	14.5	100	2227	9.6	13.9	100	1612	9.6	10.1	101	1501	9.9	9.4	104
REMINGTON STEELE	N	14395	2453	10.1	17.0	118	2330	10.0	16.2	117	1622	9.7	11.3	113	1521	10.0	10.6	117
RIPLEY'S BELIEVE IT - NOT	A	11362	1853	7.6	16.3	113	1812	7.8	15.9	115	1257	7.5	11.1	111	1164	7.7	10.2	113
RIP TIDE	N	13920	2466	10.2	17.7	122	2378	10.2	17.1	123	1630	9.7	11.7	117	1532	10.1	11.0	121
SCARECROW & MRS. KING	C	17571	2996	12.3	17.1	118	2838	12.2	16.2	116	1894	11.3	10.8	108	1743	11.5	9.9	109
SIMON & SIMON	C	20208	3357	13.8	16.6	115	3230	13.9	16.0	115	1995	11.9	9.9	99	1858	12.2	9.2	101
60 MINUTES	C	27668	3398	14.0	12.3	85	3256											

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CANNED CAT FOOD

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-55

		'000	%	UNWEIGHTED
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT TO FEED YOUR CAT(S)?				
YES		21136	12.6	2183
NO		16590	9.9	1649

IF YES

5B. WHO DECIDES WHICH BRANDS ARE USED?
(MARK AS MANY AS APPLY)

YOURSELF	13395	8.0	1421
YOUR HUSBAND/WIFE	6175	3.7	684
OTHER MALE	1093	.7	115
OTHER FEMALE	3267	1.9	252
DO NOT KNOW	771	.5	67

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
5C. WHAT TYPES OF CANS ARE USED BY YOUR HOUSEHOLD?									
FLAT CAN	15934	9.5	12978	7.7	2093	1.2	863	.5	1687
TALL CAN	7212	4.3	4256	2.5	1347	.8	1609	1.0	711
DO NOT KNOW	946	.6							89

5D. WHICH BRANDS ARE USED?

AMORE'	182	.1	27	*	105	.1	51	*	24
BRIGHT EYES	2517	1.5	291	.2	1493	.9	733	.4	256
FANCY FEAST	1753	1.0	407	.2	994	.6	352	.2	201
FRISKIES BUFFET	6007	3.6	1292	.8	3617	2.2	1098	.7	646
FRISKIES (TALL CAN)	1586	.9	368	.2	800	.5	417	.2	158
KAL KAN	5348	3.2	1367	.8	2813	1.7	1168	.7	552
KOZY KITTEN	1702	1.0	684	.4	724	.4	294	.2	151
9 LIVES	8466	5.0	2638	1.6	4494	2.7	1334	.8	890
PURINA 100/VARIETY MENU	3759	2.2	660	.4	2161	1.3	938	.6	409
PUSS 'N BOOTS	2174	1.3	473	.3	1031	.6	671	.4	212
TABBY	525	.3	59	*	285	.2	181	.1	53
OTHER BRANDS	4931	2.9	2356	1.4	1710	1.0	866	.5	521
DO NOT KNOW	291	.2							39

	'000	%	UNWEIGHTED
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5E. ABOUT HOW MANY 6 1/2 OZ. CANS
(COUNT A LARGE CAN AS 2)
OF CAT FOOD WERE USED
BY YOUR ENTIRE HOUSEHOLD
IN THE LAST 7 DAYS?

15 OR MORE	H	1381	.8	166
10 - 14	H	2336	1.4	243
8 - 9	H	1863	1.1	172
6 - 7	M	4280	2.6	429
4 - 5	M	3574	2.1	381
3	L	3005	1.8	303
1 - 2	L	2639	1.6	275
NONE	L	2058	1.2	214

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	21136	100.0	12.6	100	5579	100.0	3.3	100	7854	100.0	4.7	100	7702	100.0	4.6	100
MALES	79263	9786	46.3	12.3	98	2230	40.0	2.8	85	3873	49.3	4.9	104	3683	47.8	4.6	101
FEMALES	88464	11350	53.7	12.8	102	3349	60.0	3.8	114	3982	50.7	4.5	96	4019	52.2	4.5	99
18 - 24	28671	3725	17.6	13.0	103	*911	16.3	3.2	96	1392	17.7	4.9	104	1422	18.5	5.0	108
25 - 34	39536	4955	23.4	12.5	99	1109	19.9	2.8	84	1715	21.8	4.3	93	2132	27.7	5.4	117
35 - 44	28978	4219	20.0	14.6	116	1138	20.4	3.9	118	1388	17.7	4.8	102	1693	22.0	5.8	127
45 - 54	22345	3238	15.3	14.5	115	1027	18.4	4.6	138	1156	14.7	5.2	110	1056	13.7	4.7	103
55 - 64	22224	2756	13.0	12.4	98	711	12.7	3.2	96	1326	16.9	6.0	127	719	9.3	3.2	87
65 OR OLDER	25973	2242	10.6	8.6	69	684	12.3	2.6	79	878	11.2	3.4	72	681	8.8	2.6	57
18 - 34	68207	8680	41.1	12.7	101	2020	36.2	3.0	89	3107	39.6	4.6	97	3553	46.1	5.2	113
18 - 49	108058	14616	69.2	13.5	107	3666	65.7	3.4	102	5123	65.2	4.7	101	5827	75.7	5.4	117
25 - 54	90859	12413	58.7	13.7	108	3274	58.7	3.6	108	4259	54.2	4.7	100	4880	63.4	5.4	117
35 - 49	39851	5936	28.1	14.9	118	1646	29.5	4.1	124	2016	25.7	5.1	108	2274	29.5	5.7	124
50 OR OLDER	59669	6520	30.8	10.9	87	1913	34.3	3.2	96	2732	34.8	4.6	98	1875	24.3	3.1	68
GRADUATED COLLEGE	28091	4043	19.1	14.4	114	1087	19.5	3.9	116	1535	19.5	5.5	117	1421	18.4	5.1	110
ATTENDED COLLEGE	28938	4476	21.2	15.5	123	1129	20.2	3.9	117	1814	23.1	6.3	134	1532	19.9	5.3	115
GRADUATED HIGH SCHOOL	65503	8203	38.8	12.5	99	2054	36.8	3.1	94	2887	36.8	4.4	94	3261	42.3	5.0	108
DID NOT GRADUATE HIGH SCHOOL	45195	4415	20.9	9.8	78	1309	23.5	2.9	87	1618	20.6	3.6	76	1487	19.3	3.3	72
EMPLOYED MALES	56429	7245	34.3	12.8	102	1539	27.6	2.7	82	2880	36.7	5.1	109	2826	36.7	5.0	109
EMPLOYED FEMALES	43971	6654	31.5	15.1	120	2128	38.1	4.8	145	2259	28.8	5.1	110	2267	29.4	5.2	112
EMPLOYED FULL-TIME	87773	12122	57.4	13.8	110	3147	56.4	3.6	108	4615	58.8	5.3	112	4360	56.6	5.0	108
EMPLOYED PART-TIME	12627	1776	8.4	14.1	112	*520	9.3	4.1	124	*523	6.7	4.1	88	733	9.5	5.8	126
NOT EMPLOYED	67327	7237	34.2	10.7	85	1913	34.3	2.8	85	2716	34.6	4.0	86	2609	33.9	3.9	84
PROFESSIONAL/MANAGER	25845	3950	18.7	15.3	121	1217	21.8	4.7	142	1396	17.8	5.4	115	1337	17.4	5.2	113
TECH/CLERICAL/SALES	30895	4450	21.1	14.4	114	1103	19.8	3.6	107	1877	23.9	6.1	130	1470	19.1	4.8	104
PRECISION/CRAFT	12629	1609	7.6	12.7	101	*437	7.8	3.5	104	521	6.6	4.1	88	651	8.5	5.2	112
OTHER EMPLOYED	31031	3890	18.4	12.5	99	910	16.3	2.9	88	1344	17.1	4.3	92	1635	21.2	5.3	115
SINGLE	35557	4653	22.0	13.1	104	1178	21.1	3.3	100	1684	21.4	4.7	101	1791	23.3	5.0	110
MARRIED	103585	13365	63.2	12.9	102	3391	60.8	3.3	98	5145	65.5	5.0	106	4830	62.7	4.7	102
DIVORCED/SEPARATED/WIDOWED	28585	3118	14.8	10.9	87	1011	18.1	3.5	106	1025	13.1	3.6	77	1082	14.0	3.8	82
PARENTS	59295	7492	35.4	12.6	100	1878	33.7	3.2	95	2423	30.9	4.1	87	3192	41.4	5.4	117
WHITE	146081	19579	92.6	13.4	106	5150	92.3	3.5	106	7324	93.3	5.0	107	7106	92.3	4.9	106
BLACK	17974	1196	5.7	6.7	53	*295	5.3	1.6	49	*461	5.9	2.6	55	*440	5.7	2.4	53
OTHER	3672	**360	1.7	9.8	78	**134	2.4	3.6	110	**69	0.9	1.9	40	**156	2.0	4.2	93
NORTHEAST-CENSUS	37005	5557	26.3	15.0	119	1913	34.3	5.2	155	2110	26.9	5.7	122	1533	19.9	4.1	90
NORTH CENTRAL	42642	4160	19.7	9.8	77	845	15.1	2.0	60	1485	18.9	3.5	74	1830	23.8	4.3	93
SOUTH	56777	6808	32.2	12.0	95	1527	27.4	2.7	81	2656	33.8	4.7	100	2625	34.1	4.6	101
WEST	31303	4611	21.8	14.7	117	1294	23.2	4.1	124	1603	20.4	5.1	109	1713	22.2	5.5	115
NORTHEAST-MKTG.	38125	5855	27.7	15.4	122	1905	34.1	5.0	150	2305	29.3	6.0	129	1644	21.3	4.3	94
EAST CENTRAL	24794	2661	12.6	10.7	85	553	9.9	2.2	67	988	12.6	4.0	85	1120	14.5	4.5	96
WEST CENTRAL	28511	2859	13.5	10.0	80	*551	9.9	1.9	58	998	12.7	3.5	75	1311	17.0	4.6	100
SOUTH	48953	5761	27.3	11.8	93	1394	25.0	2.8	86	2151	27.4	4.4	94	2216	28.8	4.5	95
PACIFIC	27344	4000	18.9	14.6	116	1176	21.1	4.3	129	1413	18.0	5.2	110	1412	18.3	5.2	111
COUNTY SIZE A	69301	8827	41.8	12.7	101	2868	51.4	4.1	124	3342	42.6	4.8	103	2618	34.0	3.8	83
COUNTY SIZE B	50633	6483	30.7	12.8	102	1712	30.7	3.4	102	2401	30.6	4.7	101	2371	30.8	4.7	102
COUNTY SIZE C	26259	3870	18.3	14.7	117	707	12.7	2.7	81	1546	19.7	5.9	126	1617	21.0	6.2	134
COUNTY SIZE D	21534	1955	9.2	9.1	72	*293	5.3	1.4	41	566	7.2	2.6	56	1096	14.2	5.1	111
METRO CENTRAL CITY	50014	5532	26.2	11.1	88	1677	30.1	3.4	101	2042	26.0	4.1	87	1813	23.5	3.6	79
METRO SUBURBAN	76832	10682	50.5	13.9	110	3088	55.4	4.0	121	3994	50.9	5.2	111	3600	46.7	4.7	103
NON METRO	40881	4922	23.3	12.0	96	815	14.6	2.0	60	1818	23.1	4.4	95	2289	29.7	5.6	121
TOP 5 ADI'S	39550	5310	25.1	13.4	107	1764	31.6	4.5	134	1979	25.2	5.0	107	1567	20.3	4.0	86
TOP 10 ADI'S	54877	7355	34.8	13.4	106	2433	43.6	4.4	133	2760	35.1	5.0	107	2162	28.1	3.9	88
TOP 20 ADI'S	77516	10283	48.7	13.3	105	3242	58.1	4.2	126	3890	49.5	5.0	107	3151	40.9	4.1	89
HSGLD INC. \$50,000 OR MORE	17257	3066	14.5	17.8	141	887	15.9	5.1	155	1221	15.5	7.1	151	957	12.4	5.5	121
\$40,000 OR MORE	33235	5436	25.7	16.4	130	1558	27.9	4.7	141	2022	25.7	6.1	130	1856	24.1	5.6	121
\$30,000 OR MORE	59693	9285	43.9	15.6	123	2505	44.9	4.2	126	3444	43.9	5.8	123	3336	43.3	5.6	121
\$25,000 OR MORE	76275	11461	54.2	15.0	119	3120	55.9	4.1	123	4237	53.9	5.6	119	4103	53.3	5.4	119
\$20,000 - \$24,999	18607	2345	11.1	12.6	100	*569	10.2	3.1	92	885	11.3	4.8	102	891	11.6	4.8	101
\$15,000 - \$19,999	17175	1893	9.0	11.0	87	*386	6.9	2.2	68	627	8.0	3.7	78	880	11.4	5.1	111
\$10,000 - \$14,999	24569	2803	13.3	11.4	91	797	14.3	3.2	98	1107	14.1	4.5	96	898	11.7	3.7	86
UNDER \$10,000	31101	2635	12.5	8.5	67	707	12.7	2.3	68	998	12.7	3.2	69	929	12.1	3.0	66
HOUSEHOLD OF 1 PERSON	19441	1555	7.4	8.0	63	447	8.0	2.3	69	608	7.7	3.1	67	500	6.5	2.6	56
2 PEOPLE	51803	6357	30.1	12.3	97	1638	29.4	3.2	95	2768	35.2	5.3	114	1952	25.3	3.8	88
3 OR 4 PEOPLE	66933	9060	42.9	13.5	107	2300	41.2	3.4	103	3156	40.2	4.7	101	3605	46.8	5.4	111
5 OR MORE PEOPLE	29550	4163	19.7	14.1	112	1195	21.4	4.0	122	1323	16.8	4.5	96	1645	21.4	5.6	121
NO CHILD IN HSHLD	96587	11852	56.1	12.3	97	3291	59.0	3.4	102	4786	60.9	5.0	106	3776	49.0	3.9	88
CHILD(REN) UNDER 2 YRS	10844	938	4.4	8.6	69	**131	2.3	1.2	36	*411	5.2	3.8	81	*397	5.2	3.7	80
2 - 5 YEARS	26358	2615	12.4	9.9	79	*595	10.7	2.3	68	966	12.3	3.7	78	1053	13.7	4.0	88
6 - 11 YEARS	30453	3616	17.1	11.9	94	839	15.0	2.8	83	1045	13.3	3.4	73	1733	22.5	5.7	121
12 - 17 YEARS	36575	5769	27.3	15.8	125	1537	27.5	4.2	126	1871	23.8	5.1	109	2361	30.7	6.5	141
RESIDENCE OWNED	117770	16287	77.1	13.8	110	4092	73.3	3.5	104	6228	79.3	5.3	113	5967	77.5	5.1	111
VALUE: \$50,000 OR MORE	70166	10660	50.4	15.2	121	2816	50.5	4.0	121	4125	52.5	5.9	126	3719	48.3	5.3	111
VALUE: UNDER \$50,000	47604	5627	26.6	11.8	94	1276	22.9	2.7	81	2103	26.8	4.4	94	2248	29.2	4.7	100

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	21136	100.0	12.6	100	5579	100.0	3.3	100	7854	100.0	4.7	100	7702	100.0	4.6	100
MAGAZINES	QUINTILE 1	34022	4824	22.8	14.2	113	1464	26.2	4.3	129	1719	21.9	5.1	108	1641	21.3	4.8	105
	QUINTILE 2	34800	5062	23.9	14.5	115	1163	20.8	3.3	100	2118	27.0	6.1	130	1781	23.1	5.1	111
	QUINTILE 3	30514	4183	19.8	13.7	109	1114	20.0	3.7	110	1638	20.9	5.4	115	1432	18.6	4.7	102
	QUINTILE 4	33324	3805	18.0	11.4	91	1101	19.7	3.3	99	1227	15.6	3.7	79	1478	19.2	4.4	97
	QUINTILE 5	35066	3261	15.4	9.3	74	738	13.2	2.1	63	1153	14.7	3.3	70	1370	17.8	3.9	85
NEWSPAPERS	QUINTILE 1	29107	4111	19.5	14.1	112	1266	22.7	4.3	131	1818	23.1	6.2	133	1026	13.3	3.5	77
	QUINTILE 2	49095	6395	30.3	13.0	103	1582	28.4	3.2	97	2409	30.7	4.9	105	2404	31.2	4.9	107
	QUINTILE 3	23107	3206	15.2	13.9	110	944	16.9	4.1	123	1091	13.9	4.7	101	1171	15.2	5.1	110
	QUINTILE 4	33556	4409	20.9	13.1	104	1033	18.5	3.1	93	1605	20.4	4.8	102	1771	23.0	5.3	115
	QUINTILE 5	32863	3015	14.3	9.2	73	754	13.5	2.3	69	931	11.9	2.8	60	1330	17.3	4.0	88
OUTDOOR	QUINTILE 1	33431	4243	20.1	12.7	101	1151	20.6	3.4	104	1534	19.5	4.6	98	1558	20.2	4.7	101
	QUINTILE 2	33478	4492	21.3	13.4	106	1088	19.5	3.2	98	1710	21.8	5.1	109	1694	22.0	5.1	110
	QUINTILE 3	33574	4152	19.6	12.4	98	1160	20.8	3.5	104	1676	21.3	5.0	107	1316	17.1	3.9	85
	QUINTILE 4	33935	4096	19.4	12.1	96	1013	18.2	3.0	90	1581	20.1	4.7	99	1502	19.5	4.4	96
	QUINTILE 5	33310	4153	19.6	12.5	99	1167	20.9	3.5	105	1354	17.2	4.1	87	1632	21.2	4.9	107
RADIO-DRIVE TIME	QUINTILE 1	33136	4338	20.5	13.1	104	1189	21.3	3.6	108	1840	23.4	5.6	119	1310	17.0	4.0	86
	QUINTILE 2	31658	4093	19.4	12.9	103	1297	23.2	4.1	123	1295	16.5	4.1	87	1500	19.5	4.7	103
	QUINTILE 3	32541	4533	21.4	13.9	111	1145	20.5	3.5	106	1711	21.8	5.3	112	1677	21.8	5.2	112
	QUINTILE 4	34247	4564	21.6	13.3	106	1033	18.5	3.0	91	1573	20.0	4.6	98	1957	25.4	5.7	124
	QUINTILE 5	36144	3609	17.1	10.0	79	915	16.4	2.5	76	1435	18.3	4.0	85	1258	16.3	3.5	76
RADIO-MID- DAY	TERCILE 1	45037	5904	27.9	13.1	104	1698	30.4	3.8	113	2414	30.7	5.4	114	1792	23.3	4.0	87
	TERCILE 2	44819	5448	25.8	12.2	96	1351	24.2	3.0	91	2092	26.6	4.7	100	2005	26.0	4.5	97
	TERCILE 3	77872	9784	46.3	12.6	100	2531	45.4	3.3	98	3348	42.6	4.3	92	3905	50.7	5.0	109
RADIO-TOTAL	QUINTILE 1	33763	4447	21.0	13.2	105	1212	21.7	3.6	108	1825	23.2	5.4	115	1410	18.3	4.2	91
	QUINTILE 2	33240	4046	19.1	12.2	97	1096	19.6	3.3	99	1425	18.1	4.3	92	1526	19.8	4.6	100
	QUINTILE 3	33408	4662	22.1	14.0	111	1356	24.3	4.1	122	1623	20.7	4.9	104	1683	21.9	5.0	110
	QUINTILE 4	34792	4652	22.0	13.4	106	1064	19.1	3.1	92	1671	21.3	4.8	103	1917	24.9	5.5	120
	QUINTILE 5	32524	3329	15.8	10.2	81	852	15.3	2.6	79	1311	16.7	4.0	86	1166	15.1	3.6	78
TV-PRIME TIME	QUINTILE 1	33090	4652	22.0	14.1	112	1404	25.2	4.2	128	1779	22.7	5.4	115	1469	19.1	4.4	97
	QUINTILE 2	33357	4320	20.4	13.0	103	1191	21.3	3.6	107	1620	20.6	4.9	104	1509	19.6	4.5	99
	QUINTILE 3	33980	4083	19.3	12.0	95	1078	19.3	3.2	95	1497	19.1	4.4	94	1508	19.6	4.4	97
	QUINTILE 4	33854	4199	19.9	12.4	98	1170	21.0	3.5	104	1518	19.3	4.5	96	1510	19.6	4.5	97
	QUINTILE 5	33444	3882	18.4	11.6	92	736	13.2	2.2	66	1440	18.3	4.3	92	1706	22.2	5.1	111
TV-DAYTIME	TERCILE 1	49121	5878	27.8	12.0	95	1664	29.8	3.4	102	2068	26.3	4.2	90	2146	27.9	4.4	95
	TERCILE 2	48823	6108	28.9	12.5	99	1758	31.5	3.6	108	2196	28.0	4.5	96	2154	28.0	4.4	96
	TERCILE 3	69782	9149	43.3	13.1	104	2157	38.7	3.1	93	3590	45.7	5.1	110	3402	44.2	4.9	106
TV-TOTAL	QUINTILE 1	33584	4353	20.6	13.0	103	1522	27.3	4.5	136	1470	18.7	4.4	93	1362	17.7	4.1	88
	QUINTILE 2	33441	4397	20.8	13.1	104	1223	21.9	3.7	110	1633	20.8	4.9	104	1541	20.0	4.6	100
	QUINTILE 3	33505	3959	18.7	11.8	94	902	16.2	2.7	81	1534	19.5	4.6	98	1523	19.8	4.5	99
	QUINTILE 4	33466	4349	20.6	13.0	103	938	16.8	2.8	84	1733	22.1	5.2	111	1679	21.8	5.0	109
	QUINTILE 5	33731	4078	19.3	12.1	96	995	17.8	2.9	89	1485	18.9	4.4	94	1598	20.7	4.7	103
MAGAZINES-NEWSPAPERS: DUAL		44503	6520	30.8	14.7	116	1822	32.7	4.1	123	2500	31.8	5.6	120	2198	28.5	4.9	108
MAGAZINE IMPERATIVE		39363	5505	26.0	14.0	111	1384	24.8	3.5	106	2022	25.7	5.1	110	2100	27.3	5.3	116
NEWSPAPER IMPERATIVE		46441	5767	27.3	12.4	99	1515	27.2	3.3	98	2270	28.9	4.9	104	1982	25.7	4.3	93
MAGAZINES-OUTDOOR: DUAL		33726	4878	23.1	14.5	115	1238	22.2	3.7	110	1888	24.0	5.6	120	1752	22.7	5.2	113
MAGAZINE IMPERATIVE		52846	7240	34.3	13.7	109	1986	35.6	3.8	113	2836	36.1	5.4	115	2418	31.4	4.6	100
OUTDOOR IMPERATIVE		52140	6023	28.5	11.6	92	1626	29.1	3.1	94	2180	27.8	4.2	89	2217	28.8	4.3	93
MAGAZINES-RADIO: DUAL		37081	5077	24.0	13.7	109	1382	24.8	3.7	112	2097	26.7	5.7	121	1598	20.7	4.3	94
MAGAZINE IMPERATIVE		49747	7189	34.0	14.5	115	1864	33.4	3.7	113	2718	34.6	5.5	117	2607	33.8	5.2	114
RADIO IMPERATIVE		49208	5859	27.7	11.9	94	1560	28.0	3.2	95	2029	25.8	4.1	88	2270	29.5	4.6	100
MAGAZINES-TELEVISION: DUAL		33103	4955	23.4	15.0	119	1535	27.5	4.6	139	1841	23.4	5.6	119	1578	20.5	4.8	104
MAGAZINE IMPERATIVE		54575	7481	35.4	13.7	109	1698	30.4	3.1	94	2980	37.9	5.5	117	2804	36.4	5.1	112
TELEVISION IMPERATIVE		53249	5767	27.3	10.8	86	1678	30.1	3.2	95	2014	25.6	3.8	81	2075	26.9	3.9	85
NEWSPAPERS-OUTDOOR: DUAL		36255	5111	24.2	14.1	112	1338	24.0	3.7	111	2204	28.1	6.1	130	1569	20.4	4.3	94
NEWSPAPER IMPERATIVE		55591	7399	35.0	13.3	106	2103	37.7	3.8	114	2788	35.5	5.0	107	2508	32.6	4.5	98
OUTDOOR IMPERATIVE		48319	5668	26.8	11.7	93	1495	26.8	3.1	93	1834	23.4	3.8	81	2339	30.4	4.8	105
NEWSPAPERS-RADIO: DUAL		37242	4864	23.0	13.1	104	1389	24.9	3.7	112	2026	25.8	5.4	116	1449	18.8	3.9	85
NEWSPAPER IMPERATIVE		54423	7389	35.0	13.6	108	1990	35.7	3.7	110	2768	35.2	5.1	109	2631	34.2	4.8	105
RADIO IMPERATIVE		46650	5862	27.7	12.6	100	1538	27.6	3.3	99	1995	25.4	4.3	91	2330	30.3	5.0	109
NEWSPAPERS-TELEVISION: DUAL		35974	4963	23.5	13.8	109	1729	31.0	4.8	144	1744	22.2	4.8	104	1491	19.4	4.1	90
NEWSPAPER IMPERATIVE		56095	7282	34.5	13.0	103	1605	28.8	2.9	86	3028	38.6	5.4	115	2649	34.4	4.7	103
TELEVISION IMPERATIVE		47170	5627	26.6	11.9	95	1488	26.7	3.2	95	2022	25.7	4.3	92	2116	27.5	4.5	98
OUTDOOR-RADIO: DUAL		33748	4500	21.3	13.3	106	1212	21.7	3.6	108	1630	20.8	4.8	103	1657	21.5	4.9	107
OUTDOOR IMPERATIVE		52785	6574	31.1	12.5	99	1599	28.7	3.0	91	2519	32.1	4.8	102	2456	31.9	4.7	101
RADIO IMPERATIVE		52882	6595	31.2	12													

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	21136	100.0	12.6	100	5579	100.0	3.3	100	7854	100.0	4.7	100	7702	100.0	4.6	100
ATLANTIC MONTHLY	867	**47	0.2	5.4	43	**30	0.5	3.5	104	**12	0.2	1.4	30	**6	0.1	0.7	15
BARRON'S	1580	*209	1.0	13.2	105	**118	2.1	7.5	225	**49	0.6	3.1	66	**42	0.5	2.7	58
BETTER HOMES & GARDENS	22203	3030	14.3	13.6	108	859	15.4	3.9	116	1065	13.6	4.8	102	1107	14.4	5.0	109
BON APPETIT	3810	599	2.8	15.7	125	**133	2.4	3.5	105	*135	1.7	3.5	76	*331	4.3	8.7	189
BUSINESS WEEK	4663	582	2.8	12.5	99	*148	2.7	3.2	95	*207	2.6	4.4	95	*227	2.9	4.9	106
CAR AND DRIVER	3102	330	1.6	10.6	84	**78	1.4	2.5	76	**118	1.5	3.8	81	*135	1.8	4.4	95
CBS MAGAZINE NETWORK (GROSS)	7311	1168	5.5	16.0	127	*275	4.9	3.8	113	480	6.1	6.6	140	414	5.4	5.7	123
CHANGING TIMES	3400	467	2.2	13.7	109	**133	2.4	3.9	118	*164	2.1	4.8	103	*170	2.2	5.0	109
COLONIAL HOMES	1796	300	1.4	16.7	133	**85	1.5	4.7	142	**128	1.6	7.1	152	**86	1.1	4.8	104
CONDE NAST MAG. PKG. (GROSS)	19924	2856	13.5	14.3	114	976	17.5	4.9	147	1092	13.9	5.5	117	788	10.2	4.0	86
CONSUMERS DIGEST	3125	500	2.4	16.0	127	*190	3.4	6.1	183	*190	2.4	6.1	130	*121	1.6	3.9	84
COSMOPOLITAN	10577	1697	8.0	16.0	127	665	11.9	6.3	189	654	8.3	6.2	132	379	4.9	3.6	78
COUNTRY LIVING	3746	615	2.9	16.4	130	*122	2.2	3.3	98	225	2.9	6.0	128	268	3.5	7.2	156
CUISINE	2214	283	1.3	12.8	101	**93	1.7	4.2	126	**119	1.5	5.4	115	**70	0.9	3.2	69
CYCLE WORLD	2394	379	1.8	15.8	126	**84	1.5	3.5	105	**172	2.2	7.2	153	**123	1.6	5.1	112
DCI:CREATIVE IDEAS FOR LIV	3068	494	2.3	16.1	128	*153	2.7	5.0	150	*208	2.6	6.8	145	*133	1.7	4.3	94
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	1394	6.6	14.6	116	353	6.3	3.7	111	689	8.8	7.2	154	353	4.6	3.7	80
DISCOVER	2277	387	1.8	17.0	135	**133	2.4	5.8	176	*192	2.4	8.4	180	**62	0.8	2.7	59
EBONY	7187	513	2.4	7.1	57	*109	2.0	1.5	46	*215	2.7	3.0	64	*189	2.5	2.6	57
ESQUIRE	2560	285	1.3	11.1	88	**95	1.7	3.7	112	**93	1.2	3.6	78	*97	1.3	3.8	83
ESSENCE	3242	*188	0.9	5.8	46	**24	0.4	0.7	22	**75	1.0	2.3	49	**88	1.1	2.7	59
FAMILY CIRCLE	19639	3010	14.2	15.3	122	982	17.6	5.0	150	1070	13.6	5.4	116	958	12.4	4.9	106
THE FAMILY HANDYMAN	3540	568	2.7	16.0	127	**98	1.8	2.8	83	*239	3.0	6.8	144	*232	3.0	6.6	143
FAMILY WEEKLY	23924	3122	14.8	13.0	104	844	15.1	3.5	106	986	12.6	4.1	88	1291	16.8	5.4	118
FIELD & STREAM	9883	1256	5.9	12.7	101	*196	3.5	2.0	60	567	7.2	5.7	123	493	6.4	5.0	109
FOOD & WINE	1030	**126	0.6	12.2	97	**17	0.3	1.7	50	**49	0.6	4.8	102	**60	0.8	5.8	127
FORBES	2679	370	1.8	13.8	110	*138	2.5	5.2	155	**101	1.3	3.8	81	*131	1.7	4.9	106
FORTUNE	2931	392	1.9	13.4	106	**111	2.0	3.8	114	*167	2.1	5.7	122	*115	1.5	3.9	85
GENTLEMEN'S QUARTERLY	3481	543	2.6	15.6	124	**150	2.7	4.3	130	**229	2.9	6.6	140	*164	2.1	4.7	103
GLAMOUR	7163	1172	5.5	16.4	130	*375	6.7	5.2	157	423	5.4	5.9	126	374	4.9	5.2	114
GOLF DIGEST	2355	*223	1.1	9.5	75	**32	0.6	1.4	41	**114	1.5	4.8	103	**77	1.0	3.3	71
GOLF DIGEST/TENNIS (GROSS)	3610	483	2.3	13.4	106	**56	1.0	1.6	47	*225	2.9	6.2	133	*202	2.6	5.6	122
GOLF MAGAZINE	2046	*244	1.2	11.9	95	**85	1.5	4.2	125	**74	0.9	3.6	77	**85	1.1	4.2	90
GOLF MAGAZINE/SKI (GROSS)	3547	459	2.2	12.9	103	**157	2.8	4.4	133	*161	2.0	4.5	97	**141	1.8	4.0	87
GOOD HOUSEKEEPING	20353	2731	12.9	13.4	106	659	11.8	3.2	97	1144	14.6	5.6	120	927	12.0	4.6	99
HARPER'S BAZAAR	3362	462	2.2	13.7	109	**185	3.3	5.5	165	*138	1.8	4.1	88	*139	1.8	4.1	90
HEALTH	2987	393	1.9	13.2	104	**115	2.1	3.9	116	**175	2.2	5.9	125	**103	1.3	3.4	75
HEARST MAG CORP. BUY (GROSS)	67928	9370	44.3	13.8	109	2573	46.1	3.8	114	3665	46.7	5.4	115	3131	40.7	4.6	100
HEARST MAN POWER (GROSS)	11282	1461	6.9	12.9	103	*253	4.5	2.2	67	581	7.4	5.1	110	627	8.1	5.6	121
HEARST WOMAN POWER (GROSS)	40514	5639	26.7	13.9	110	1674	30.0	4.1	124	2268	28.9	5.6	120	1697	22.0	4.2	91
HOUSE BEAUTIFUL	4885	634	3.0	13.0	103	*192	3.4	3.9	118	*237	3.0	4.9	104	*205	2.7	4.2	91
INC.	1308	*161	0.8	12.3	98	**85	1.5	6.5	195	**48	0.6	3.7	78	**28	0.4	2.1	47
JET	6498	450	2.1	6.9	55	**100	1.8	1.5	46	*217	2.8	3.3	71	*133	1.7	2.0	45
LADIES' HOME JOURNAL	14797	2200	10.4	14.9	118	691	12.4	4.7	140	797	10.1	5.4	115	713	9.3	4.8	105
LHJ FAMILY GRP COMBO(GROSS)	21743	3125	14.8	14.4	114	981	17.6	4.5	136	1194	15.2	5.5	117	950	12.3	4.4	95
LIFE	9881	1547	7.3	15.7	124	458	8.2	4.6	139	556	7.1	5.6	120	533	6.9	5.4	117
L.A. TIMES HOME MAGAZINE	2775	444	2.1	16.0	127	*218	3.9	7.9	236	*135	1.7	4.9	104	*92	1.2	3.3	72
MADEMOISELLE	4219	552	2.6	13.1	104	*218	3.9	5.2	155	*194	2.5	4.6	98	*141	1.8	3.3	73
MC CALL'S	16422	2349	11.1	14.3	114	646	11.6	3.9	118	905	11.5	5.5	118	798	10.4	4.9	106
MC CALL'S/WRK MOTHER (GROSS)	17919	2548	12.1	14.2	113	727	13.0	4.1	122	982	12.5	5.5	117	840	10.9	4.7	102
MECHANIX ILLUSTRATED	4433	609	2.9	13.7	109	**88	1.6	2.0	60	*264	3.4	6.0	127	*257	3.3	5.8	126
METROPOLITAN HOME	1504	217	1.0	14.4	114	**31	0.6	2.1	62	*129	1.6	8.6	183	**57	0.7	3.8	83
MONEY	4723	592	2.8	12.5	99	**157	2.8	3.3	100	*252	3.2	5.3	114	*183	2.4	3.9	84
MOTHER EARTH NEWS	2325	323	1.5	13.9	110	**36	0.6	1.5	47	**115	1.5	4.9	106	*172	2.2	7.4	161
MS.	1189	*111	0.5	9.3	74	**37	0.7	3.1	94	**35	0.4	2.9	63	**39	0.5	3.3	71
NATIONAL ENQUIRER	18892	2529	12.0	13.4	106	727	13.0	3.8	116	1076	13.7	5.7	122	726	9.4	3.8	84
NATIONAL GEOGRAPHIC	22129	3373	16.0	15.2	121	1113	19.9	5.0	151	1161	14.8	5.2	112	1099	14.3	5.0	108
NATIONAL SUNDAY MAGAZINE PKG	103750	14238	67.4	13.7	109	3949	70.8	3.8	114	5437	69.2	5.2	112	4851	63.0	4.7	102
NATURAL HISTORY	1379	*218	1.0	15.8	125	**74	1.3	5.4	161	*71	0.9	5.1	110	**74	1.0	5.4	117
NEW WOMAN	2289	*330	1.6	14.4	114	**141	2.5	6.2	185	**123	1.6	5.4	115	**65	0.8	2.8	62
NEW YORK INCLUDING CUE	1088	*122	0.6	11.2	89	**22	0.4	2.0	61	**75	1.0	6.9	147	**25	0.3	2.3	50
THE NEW YORKER	2459	409	1.9	16.6	132	*127	2.3	5.2	155	*117	1.5	4.8	102	*165	2.1	6.7	146
NEWSWEEK	16527	2280	10.8	13.8	109	768	13.8	4.6	140	822	10.5	5.0	106	691	9.0	4.2	91
THE N.Y. TIMES DAILY EDITION	2739	413	2.0	15.1	120	*126	2.3	4.6	138	*221	2.8	8.1	172	**66	0.9	2.4	52
THE N.Y. TIMES MAGAZINE	4443	775	3.7	17.4	138	*253	4.5	5.7	171	380	4.8	8.6	183	*142	1.8	3.2	70
OMNI	2799	424	2.0	15.1	120	**76	1.4	2.7	82	*151	1.9	5.4	115	*197	2.6	7.0	153
ON CABLE	2209	*328	1.6	14.8	118	**122	2.2	5.5	166	**104	1.3	4.7	101	**102	1.3	4.6	101
1001 HOME IDEAS	3959	532	2.5	13.4	107	**175	3.1	4.4	133	*223	2.8	5.6	120	*134	1.7	3.4	74
ORGANIC GARDENING	3111	651	3.1	20.9	166	*100	1.8	3.2	97	*239	3.0	7.7	164	*312	4.1	10.0	218
OUTDOOR LIFE	5024	546	2.6	10.9	86	**68	1.2	1.4	41	*171	2.2	3.4	73	*307	4.0	6.1	133
PARADE MAGAZINE	51292	7375	34.9	14.4	114	2194	39.3	4.3	129	2926	37.3	5.7	122	2255	29.3	4.4	96

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	21136	100.0	12.6	100	5579	100.0	3.3	100	7854	100.0	4.7	100	7702	100.0	4.6	100
PARENTS	5298	650	3.1	12.3	97	**144	2.6	2.7	82	*241	3.1	4.5	97	*265	3.4	5.0	109
PENTHOUSE	5129	713	3.4	13.9	110	*125	2.2	2.4	73	*232	3.0	4.5	97	*356	4.6	6.9	151
PEOPLE	21070	3266	15.5	15.5	123	990	17.7	4.7	141	1178	15.0	5.6	119	1098	14.3	5.2	113
PLAYBOY	10562	1453	6.9	13.8	109	399	7.2	3.8	114	553	7.0	5.2	112	501	6.5	4.7	103
POPULAR HOT RODDING	2498	*299	1.4	12.0	95	**45	0.8	1.8	54	**146	1.9	5.8	125	**108	1.4	4.3	94
POPULAR MECHANICS	5387	868	4.1	14.7	117	**158	2.8	2.7	81	360	4.6	6.1	131	350	4.5	5.9	129
POPULAR SCIENCE	4317	647	3.1	15.0	119	**67	1.2	1.6	47	*304	3.9	7.0	150	*276	3.6	6.4	139
PREVENTION	5792	757	3.6	13.1	104	213	3.8	3.7	111	285	3.6	4.9	105	259	3.4	4.5	97
PSYCHOLOGY TODAY	3284	526	2.5	16.0	127	**137	2.5	4.2	125	*224	2.9	6.8	146	*165	2.1	5.0	109
READER'S DIGEST	40046	5398	25.5	13.5	107	1575	28.2	3.9	118	1837	23.4	4.6	98	1986	25.8	5.0	108
REDDOOK	9584	1211	5.7	12.6	100	*350	6.3	3.7	110	470	6.0	4.9	105	391	5.1	4.1	89
ROAD & TRACK	2590	418	2.0	16.1	128	**75	1.3	2.9	87	**178	2.3	6.9	147	*165	2.1	6.4	139
ROLLING STONE	3302	571	2.7	17.3	137	**76	1.4	2.3	69	*217	2.8	6.6	140	*278	3.6	8.4	183
RUNNER'S WORLD	1229	*140	0.7	11.4	90	**18	0.3	1.5	44	**72	0.9	5.9	125	**50	0.6	4.1	89
SATURDAY EVENING POST	2110	256	1.2	12.1	96	**54	1.0	2.6	77	**99	1.3	4.7	100	**104	1.4	4.9	107
SCIENCE 84	1543	251	1.2	16.3	129	**54	1.0	3.5	105	**100	1.3	6.5	138	**97	1.3	6.3	137
SCIENCE DIGEST	1747	*206	1.0	11.8	94	**46	0.8	2.6	79	**97	1.2	5.6	119	**63	0.8	3.6	79
SCIENTIFIC AMERICAN	1994	368	1.7	18.5	146	**73	1.3	3.7	110	*165	2.1	8.3	177	*130	1.7	6.5	142
SELF	3119	345	1.6	11.1	88	**109	2.0	3.5	105	**139	1.8	4.5	95	**98	1.3	3.1	68
SEVENTEEN	3923	646	3.1	16.5	131	*261	4.7	6.7	200	*219	2.8	5.6	119	*166	2.2	4.2	92
SKI	1501	*215	1.0	14.3	114	**72	1.3	4.8	144	**87	1.1	5.8	124	**56	0.7	3.7	81
SMITHSONIAN	5976	1013	4.8	17.0	135	328	5.9	5.5	165	315	4.0	5.3	113	370	4.8	6.2	135
SOAP OPERA DIGEST	4228	523	2.5	12.4	98	**184	3.3	4.4	131	*199	2.5	4.7	101	*140	1.8	3.3	72
SOUTHERN LIVING	6488	901	4.3	13.9	110	*199	3.6	3.1	92	481	6.1	7.4	158	*220	2.9	3.4	74
SPORT	3500	548	2.6	15.7	124	**162	2.9	4.6	139	*225	2.9	6.4	137	**160	2.1	4.6	100
THE SPORTING NEWS	2456	*293	1.4	11.9	95	**85	1.5	3.5	104	**128	1.6	5.2	111	**80	1.0	3.3	71
SPORTS AFIELD	3648	388	1.8	10.6	84	**49	0.9	1.3	40	**125	1.6	3.4	73	*214	2.8	5.9	128
SPORTS ILLUSTRATED	14484	1944	9.2	13.4	107	608	10.9	4.2	126	655	8.3	4.5	97	681	8.8	4.7	102
STAR	12661	1909	9.0	15.1	120	688	12.3	5.4	163	659	8.4	5.2	111	562	7.3	4.4	97
SUNDAY	52799	7063	33.4	13.4	106	2014	36.1	3.8	115	2728	34.7	5.2	110	2321	30.1	4.4	96
SUNSET	3513	638	3.0	18.2	144	*149	2.7	4.2	128	*272	3.5	7.7	165	*217	2.8	6.2	135
TV GUIDE	42766	5893	27.9	13.8	109	1686	30.2	3.9	119	1917	24.4	4.5	96	2290	29.7	5.4	117
TENNIS	1254	*260	1.2	20.7	165	**24	0.4	1.9	58	**112	1.4	8.9	191	**125	1.6	10.0	217
TIME	22054	3220	15.2	14.6	116	1028	18.4	4.7	140	1244	15.8	5.6	120	948	12.3	4.3	94
TOWN & COUNTRY	1555	*153	0.7	9.8	78	**48	0.9	3.1	93	**56	0.7	3.6	77	**50	0.6	3.2	70
TRAVEL & LEISURE	2173	301	1.4	13.9	110	**118	2.1	5.4	163	**94	1.2	4.3	92	**89	1.2	4.1	89
TRUE STORY	4636	509	2.4	11.0	87	**70	1.3	1.5	45	*227	2.9	4.9	105	*213	2.8	4.6	100
U.S. NEWS & WORLD REPORT	10353	1198	5.7	11.6	92	306	5.5	3.0	89	417	5.3	4.0	86	475	6.2	4.6	100
USA TODAY	4994	549	2.6	11.0	87	*118	2.1	2.4	71	*174	2.2	3.5	74	258	3.3	5.2	113
US	3528	495	2.3	14.0	111	**153	2.7	4.3	130	*221	2.8	6.3	134	*120	1.6	3.4	74
VOGUE	5424	786	3.7	14.5	115	*274	4.9	5.1	152	*336	4.3	6.2	132	*176	2.3	3.2	71
WALL STREET JOURNAL	6292	893	4.2	14.2	113	*251	4.5	4.0	120	350	4.5	5.6	119	292	3.8	4.6	101
WEIGHT WATCHERS	2762	380	1.8	13.8	109	**94	1.7	3.4	102	**170	2.2	6.2	131	*115	1.5	4.2	91
WOMAN'S DAY	16320	2495	11.8	15.3	121	768	13.8	4.7	141	888	11.3	5.4	116	840	10.9	5.1	112
WORKING MOTHER	1496	*199	0.9	13.3	106	**81	1.5	5.4	163	**77	1.0	5.1	110	**42	0.5	2.8	61
WORKING WOMAN	1851	*235	1.1	12.7	101	**140	2.5	7.6	227	**58	0.7	3.1	67	**37	0.5	2.0	44
WORLD TENNIS	580	**144	0.7	24.8	197	**17	0.3	2.9	88	**60	0.8	10.3	221	**67	0.9	11.6	252
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1903	9.0	15.3	122	462	8.3	3.7	112	696	8.9	5.6	120	745	9.7	6.0	131
BLAIR INSERTS	91671	12590	59.6	13.7	109	3523	63.1	3.8	116	4956	63.1	5.4	115	4111	53.4	4.5	98
DAILY NEWSPAPERS																	
READ ANY	109190	14622	69.2	13.4	106	3902	69.9	3.6	107	5687	72.4	5.2	111	5032	65.3	4.6	100
READ ONE	89587	11937	56.5	13.3	106	3076	55.1	3.4	103	4570	58.2	5.1	109	4292	55.7	4.8	104
READ TWO OR MORE	19602	2684	12.7	13.7	109	827	14.8	4.2	127	1118	14.2	5.7	122	740	9.6	3.8	82
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	14830	70.2	13.5	107	4056	72.7	3.7	111	5686	72.4	5.2	111	5089	66.1	4.6	101
READ ONE	95074	12548	59.4	13.2	105	3359	60.2	3.5	106	4655	59.3	4.9	105	4535	58.9	4.8	104
READ TWO OR MORE	14588	2282	10.8	15.6	124	697	12.5	4.8	144	1031	13.1	7.1	151	554	7.2	3.8	83
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.15				28.48				29.17				29.63			
30 DAY REACH	149706	18897	89.4	12.6	100	5056	90.6	3.4	102	7127	90.7	4.8	102	6715	87.2	4.5	98
50 SHWG - 30 DAY AV FREQ	15.16	15.34				15.02				15.30				15.63			
30 DAY REACH	142406	17972	85.0	12.6	100	4805	86.1	3.4	101	6790	86.5	4.8	102	6377	82.8	4.5	98
25 SHWG - 30 DAY AV FREQ	8.23	8.28				8.34				8.16				8.35			
30 DAY REACH	131152	16626	78.7	12.7	101	4315	77.3	3.3	99	6347	80.8	4.8	103	5964	77.4	4.5	99
CABLE TV: HOME WIRED	66879	8867	42.0	13.3	105	2604	46.7	3.9	117	3436	43.7	5.1	110	2827	36.7	4.2	92
HOME NOT WIRED	100848	12269	58.0	12.2	97	2976	53.3	3.0	89	4418	56.3	4.4	94	4875	63.3	4.8	105
HAVE PAY CABLE	35024	4953	23.4	14.1	112	1415	25.4	4.0	121	2003	25.5	5.7	122	1595	19.9	4.4	95

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		TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX																		
TOTAL ADULTS																			167727	21136	100.0	12.6	100	5579	100.0	3.3	100	7854	100.0	4.7	100	7702	100.0	4.6	100	
WKDAY LOCAL EVENING TV NEWS																																				
NETWORK AFFILIATES - EARLY																			52292	6312	29.9	12.1	96	1796	32.2	3.4	103	2321	29.6	4.4	95	2195	28.5	4.2	91	
NETWORK AFFILIATES - LATE																			39164	4849	22.9	12.4	98	1310	23.5	3.3	101	1810	23.0	4.6	99	1729	22.4	4.4	96	
INDEPENDENTS - LATE																			5133	685	3.2	13.3	106	265	4.7	5.2	155	234	3.0	4.6	97	186	2.4	3.6	79	
TV EVENING NTWK 6 PM - 2 AM																																				
A TEAM																			N	22825	2871	13.6	12.6	100	796	14.3	3.5	105	1072	13.6	4.7	100	1002	13.0	4.4	96
ABC MONDAY NIGHT MOVIE																			A	11258	1474	7.0	13.1	104	404	7.2	3.6	108	605	7.7	5.4	115	465	6.0	4.1	90
ABC SUNDAY NIGHT MOVIE																			A	23600	2979	14.1	12.6	100	718	12.9	3.0	91	1198	15.3	5.1	108	1063	13.8	4.5	98
ABC WORLD NEWS TONIGHT																			A	12801	1540	7.3	12.0	95	491	8.8	3.8	115	550	7.0	4.3	92	498	6.5	3.9	85
AFTERMASH																			C	10966	1346	6.4	12.3	97	478	8.6	4.4	131	449	5.7	4.1	87	419	5.4	3.8	83
ALICE																			C	17050	2331	11.0	13.7	108	683	12.2	4.0	120	845	10.8	5.0	106	803	10.4	4.7	103
AMERICAN PARADE																			C	11998	1447	6.8	12.1	96	400	7.2	3.3	100	672	8.6	5.6	120	376	4.9	3.1	68
BENSON																			A	19258	2367	11.2	12.3	98	624	11.2	3.2	97	926	11.8	4.8	103	817	10.6	4.2	92
BLUE THUNDER																			A	11478	1448	6.9	12.6	100	380	6.8	3.3	100	577	7.3	5.0	107	491	6.4	4.3	93
CAGNEY & LACEY																			C	18263	2484	11.8	13.6	108	618	11.1	3.4	102	962	12.2	5.3	112	904	11.7	4.9	108
CBS EVENING NEWS-DEAN																			C	7733	952	4.5	12.3	98	*327	5.9	4.2	127	352	4.5	4.6	97	273	3.5	3.5	77
CBS EVENING NEWS-RATHER																			C	15653	1793	8.5	11.5	91	460	8.2	2.9	88	705	9.0	4.5	96	628	8.2	4.0	87
CBS SAT. NEWS-SCHIEFFER																			C	8744	1084	5.1	12.4	98	329	5.9	3.8	113	438	5.6	5.0	107	317	4.1	3.6	79
CBS SATURDAY NIGHT MOVIE																			C	12000	1517	7.2	12.6	100	416	7.5	3.5	104	548	7.0	4.6	98	552	7.2	4.6	100
CBS WEDNESDAY NIGHT MOVIE																			C	11522	1463	6.9	12.7	101	387	6.9	3.4	101	523	6.7	4.5	97	553	7.2	4.8	105
CHEERS																			N	16818	2187	10.3	13.0	103	706	12.7	4.2	126	715	9.1	4.3	91	765	9.9	4.5	99
DALLAS																			C	37510	4489	21.2	12.0	95	1242	22.3	3.3	100	1771	22.5	4.7	101	1476	19.2	3.9	86
DIFF'RENT STROKES																			N	11258	1482	7.0	13.2	104	454	8.1	4.0	121	494	6.3	4.4	94	534	6.9	4.7	103
DOUBLE TROUBLE																			N	12248	1683	8.0	13.7	109	494	8.9	4.0	121	552	7.0	4.5	96	637	8.3	5.2	113
DUCK FACTORY																			N	11100	1462	6.9	13.2	105	423	7.6	3.8	115	487	6.2	4.4	94	552	7.2	5.0	108
DUKES OF HAZZARD																			C	12353	1631	7.7	13.2	105	376	6.7	3.0	92	498	6.3	4.0	86	757	9.8	6.1	133
DYNASTY																			A	33279	4041	19.1	12.1	96	1175	21.1	3.5	106	1496	19.0	4.5	96	1370	17.8	4.1	90
FACTS OF LIFE																			N	13410	1937	9.2	14.4	115	520	9.3	3.9	117	763	9.7	5.7	122	655	8.5	4.9	106
FALCON CREST																			C	31093	3771	17.8	12.1	96	977	17.5	3.1	94	1539	19.6	4.9	106	1255	16.3	4.0	88
FALL GUY																			A	18649	2214	10.5	11.9	94	649	11.6	3.5	105	857	10.9	4.6	98	708	9.2	3.8	83
FAMILY TIES																			N	13101	1745	8.3	13.3	106	537	9.6	4.1	123	650	8.3	5.0	106	559	7.3	4.3	93
FANTASY ISLAND																			A	13069	1471	7.0	11.3	89	356	6.4	2.7	82	627	8.0	4.8	102	488	6.3	3.7	81
FOULUPS,BLEEPS & BLUNDERS																			A	16588	2350	11.1	14.2	112	637	11.4	3.8	115	825	10.5	5.0	106	888	11.5	5.4	117
FOUR SEASONS																			C	9302	1153	5.5	12.4	98	*433	7.8	4.7	140	385	4.9	4.1	88	*335	4.3	3.6	78
GIMME A BREAK																			N	13955	1713	8.1	12.3	97	485	8.7	3.5	104	668	8.5	4.8	102	560	7.3	4.0	87
HART TO HART																			A	15735	1970	9.3	12.5	99	627	11.2	4.0	120	707	9.0	4.5	96	635	8.2	4.0	88
HILL STREET BLUES																			N	18257	2603	12.3	14.3	113	798	14.3	4.4	131	946	12.0	5.2	111	858	11.1	4.7	102
HOTEL																			A	24236	2907	13.8	12.0	95	908	16.3	3.7	113	1168	14.9	4.8	103	830	10.8	3.4	75
JEFFERSONS																			C	17010	2336	11.1	13.7	109	706	12.7	4.2	125	744	9.5	4.4	93	886	11.5	5.2	113
JENNIFER SLEPT HERE																			N	9397	1293	6.1	13.8	109	370	6.6	3.9	118	445	5.7	4.7	101	478	6.2	5.1	111
KATE & ALLIE																			C	16762	2391	11.3	14.3	113	602	10.8	3.6	108	964	12.3	5.8	123	825	10.7	4.9	107
KNIGHT RIDER																			N	13164	1801	8.5	13.7	109	525	9.4	4.0	120	580	7.4	4.4	94	695	9.0	5.3	115
LOVE BOAT																			A	20400	2494	11.8	12.2	97	599	10.7	2.9	88	1053	13.4	5.2	110	841	10.9	4.1	90
MAGNUM PI																			C	22543	2985	14.1	13.2	105	652	11.7	2.9	87	1053	13.4	4.7	100	1281	16.6	5.7	124
MAMA'S FAMILY																			N	9852	1346	6.4	13.7	108	435	7.8	4.4	133	502	6.4	5.1	109	408	5.3	4.1	90
MASTER, THE																			N	8082	1234	5.8	15.3	121	412	7.4	5.1	153	469	6.0	5.8	124	353	4.6	4.4	95
MATT HOUSTON																			A	12881	1900	9.0	14.8	117	538	9.6	4.2	126	738	9.4	5.7	122	624	8.1	4.8	105
NBC MONDAY NIGHT MOVIE																			N	23889	3269	15.5	13.7	109	891	16.0	3.7	112	1302	16.6	5.5	116	1075	14.0	4.5	98
NBC NIGHTLY NEWS																			N	11156	1491	7.1	13.4	106	430	7.7	3.9	116	528	6.7	4.7	101	533	6.9	4.8	104
NBC NIGHTLY NEWS-SAT																			N	7363	815	3.9	11.1	88	*271	4.9	3.7	111	364	4.6	4.9	106	*181	2.4	2.5	54
NBC NIGHTLY NEWS-SUN																			N	6214	758	3.6	12.2	97	*222	4.0	3.6	107	284	3.6	4.6	98	*253	3.3	4.1	89
NBC SUNDAY NIGHT MOVIE																			N	17590	2559	12.1	14.5	115	770	13.8	4.4	132	907	11.5	5.2	110	883	11.5	5.0	109
NEWHART																			C	16740	2361	11.2	14.1	112	576	10.3	3.4	103	933	11.9	5.6	119	853	11.1	5.1	111
ONE DAY AT A TIME																			C	11820	1564	7.4	13.2	105	438	7.9	3.7	111	491	6.3	4.2	89	635	8.2	5.4	117
PEOPLE ARE FUNNY																			N	9138	1198	5.7	13.1	104	424	7.6	4.6	139	419	5.3	4.6	98	356	4.6	3.9	85
REAL PEOPLE																			N	15979	2175	10.3	13.6	108	567	10.2	3.5	107	806	10.3	5.0	108	802	10.4	5.0	109
REMINGTON STEELE																			N	14395	1778	9.4	13.7	109	438	7.9	3.0	91	829	10.6	5.8	123	711	9.2	4.9	108
RIPLEY'S BELIEVE IT - NOT																			A	11362	1738	8.2	15.3	121	484	8.7	4.3	128	636	8.1	5.6	120	618	8.0	5.4	118
RIPTIDE																			N	13920	2033	9.6	14.6	116	490	8.8	3.5	106	733	9.3	5.3	112	810	10.5	5.8	127
SCARECROW & MRS. KING																			C	17571	2446	11.6	13.9	110	612	11.0	3.5	105	874	11.1	5.0	106	960	12.5	5.5	119
SIMON & SIMON																			C	20208	2474	11.7	12.2	97	674	12.1	3.3	100	881	11.2	4.4	93	919	11.9	4.5	99
60 MINUTES																			C	27668	3425	16.26														

	TOTAL U.S. '000	A '000	FLAT CAN B % DOWN	C % ACROSS	D INDX	A '000	TALL CAN B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	15934	100.0	9.5	100	7212	100.0	4.3	100								
MALES	79263	7409	46.5	9.3	98	3076	42.7	3.9	90								
FEMALES	88464	8525	53.5	9.6	101	4136	57.3	4.7	109								
18 - 24	28671	2714	17.0	9.5	100	1400	19.4	4.9	114								
25 - 34	39536	3680	23.1	9.3	98	2055	28.5	5.2	121								
35 - 44	28978	3154	19.8	10.9	115	1522	21.1	5.3	122								
45 - 54	22345	2634	16.5	11.8	124	844	11.7	3.8	88								
55 - 64	22224	2185	13.7	9.8	103	667	9.2	3.0	70								
65 OR OLDER	25973	1566	9.8	6.0	63	724	10.0	2.8	65								
18 - 34	68207	6394	40.1	9.4	99	3455	47.9	5.1	118								
18 - 49	108058	10979	68.9	10.2	107	5463	75.7	5.1	118								
25 - 54	90859	9469	59.4	10.4	110	4421	61.3	4.9	113								
35 - 49	39851	4586	28.8	11.5	121	2008	27.8	5.0	117								
50 OR OLDER	59669	4955	31.1	8.3	87	1750	24.3	2.9	68								
GRADUATED COLLEGE	28091	3351	21.0	11.9	126	1385	19.2	4.9	115								
ATTENDED COLLEGE	28938	3723	23.4	12.9	135	1206	16.7	4.2	97								
GRADUATED HIGH SCHOOL	65503	5890	37.0	9.0	95	3066	42.5	4.7	109								
DID NOT GRADUATE HIGH SCHOOL	45195	2969	18.6	6.6	69	1555	21.6	3.4	80								
EMPLOYED MALES	56429	5442	34.2	9.6	102	2380	33.0	4.2	98								
EMPLOYED FEMALES	43971	5171	32.5	11.8	124	2443	33.9	5.6	129								
EMPLOYED FULL-TIME	87773	9139	57.4	10.4	110	4271	59.2	4.9	113								
EMPLOYED PART-TIME	12627	1473	9.2	11.7	123	*552	7.7	4.4	102								
NOT EMPLOYED	67327	5321	33.4	7.9	83	2389	33.1	3.5	83								
PROFESSIONAL/MANAGER	25845	3369	21.1	13.0	137	1148	15.9	4.4	103								
TECH/CLERICAL/SALES	30895	3511	22.0	11.4	120	1466	20.3	4.7	110								
PRECISION/CRAFT	12629	1191	7.5	9.4	99	612	8.5	4.8	113								
OTHER EMPLOYED	31031	2541	15.9	8.2	86	1597	22.1	5.1	120								
SINGLE	35557	3495	21.9	9.8	103	1778	24.7	5.0	116								
MARRIED	103585	10105	63.4	9.8	103	4476	62.1	4.3	100								
DIVORCED/SEPARATED/WIDOWED	28585	2334	14.6	8.2	86	958	13.3	3.4	78								
PARENTS	59295	5464	34.3	9.2	97	2879	39.9	4.9	113								
WHITE	146081	14895	93.5	10.2	107	6644	92.1	4.5	106								
BLACK	17974	778	4.9	4.3	46	*391	5.4	2.2	51								
OTHER	3672	**262	1.6	7.1	75	**177	2.5	4.8	112								
NORTHEAST-CENSUS	37005	4791	30.1	12.9	136	1540	21.4	4.2	97								
NORTH CENTRAL	42642	3066	19.2	7.2	76	1506	20.9	3.5	82								
SOUTH	56777	4436	27.8	7.8	82	2634	36.5	4.6	108								
WEST	31303	3641	22.9	11.6	122	1531	21.2	4.9	114								
NORTHEAST-MKTG.	38125	4900	30.8	12.9	135	1726	23.9	4.5	105								
EAST CENTRAL	24794	1990	12.5	8.0	84	897	12.4	3.6	84								
WEST CENTRAL	28511	2103	13.2	7.4	78	1036	14.4	3.6	85								
SOUTH	48953	3774	23.7	7.7	81	2231	30.9	4.6	106								
PACIFIC	27344	3167	19.9	11.6	122	1322	18.3	4.8	112								
COUNTY SIZE A	69301	7347	46.1	10.6	112	2451	34.0	3.5	82								
COUNTY SIZE B	50633	4616	29.0	9.1	96	2421	33.6	4.8	111								
COUNTY SIZE C	26259	2768	17.4	10.5	111	1521	21.1	5.8	135								
COUNTY SIZE D	21534	1203	7.5	5.6	59	819	11.4	3.8	88								
METRO CENTRAL CITY	50014	4131	25.9	8.3	87	1750	24.3	3.5	81								
METRO SUBURBAN	76832	8720	54.7	11.3	119	3339	46.3	4.3	101								
NON METRO	40881	3083	19.3	7.5	79	2123	29.4	5.2	121								
TOP 5 ADI'S	39550	4515	28.3	11.4	120	1490	20.7	3.8	88								
TOP 10 ADI'S	54877	6197	38.9	11.3	119	2058	28.5	3.8	87								
TOP 20 ADI'S	77516	8494	53.3	11.0	115	2989	41.4	3.9	90								
HSOLD INC. \$50,000 OR MORE	17257	2311	14.5	13.4	141	1011	14.0	5.9	136								
\$40,000 OR MORE	33235	4205	26.4	12.7	133	1767	24.5	5.3	124								
\$30,000 OR MORE	59693	7316	45.9	12.3	129	2880	39.9	4.8	112								
\$25,000 OR MORE	76275	9024	56.6	11.8	125	3674	50.9	4.8	112								
\$20,000 - \$24,999	18607	1941	12.2	10.4	110	668	9.3	3.6	83								
\$15,000 - \$19,999	17175	1381	8.7	8.0	85	829	11.5	4.8	112								
\$10,000 - \$14,999	24569	1942	12.2	7.9	83	965	13.4	3.9	91								
UNDER \$10,000	31101	1646	10.3	5.3	56	1076	14.9	3.5	80								
HOUSEHOLD OF 1 PERSON	19441	1212	7.6	6.2	66	473	6.6	2.4	57								
2 PEOPLE	51803	4832	30.3	9.3	98	2132	29.6	4.1	96								
3 OR 4 PEOPLE	66933	6866	43.1	10.3	108	3132	43.4	4.7	109								
5 OR MORE PEOPLE	29550	3024	19.0	10.2	108	1475	20.5	5.0	116								
NO CHILD IN HSHLD	96587	9111	57.2	9.4	99	3732	51.7	3.9	90								
CHILD(REN) UNDER 2 YRS	10844	*625	3.9	5.8	61	*401	5.6	3.7	86								
2 - 5 YEARS	26358	1690	10.6	6.4	67	1139	15.8	4.3	100								
6 - 11 YEARS	30453	2504	15.7	8.2	87	1415	19.6	4.6	108								
12 - 17 YEARS	36575	4431	27.8	12.1	128	1987	27.6	5.4	126								
RESIDENCE OWNED	117770	12418	77.9	10.5	111	5318	73.7	4.5	105								
VALUE: \$50,000 OR MORE	70166	8704	54.6	12.4	131	3138	43.5	4.5	104								
VALUE: UNDER \$50,000	47604	3714	23.3	7.8	82	2180	30.2	4.6	107								

		TOTAL U.S. '000	FLAT CAN				TALL CAN				A				B			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	15934	100.0	9.5	100	7212	100.0	4.3	100								
MAGAZINES	QUINTILE 1	34022	3784	23.7	11.1	117	1694	23.5	5.0	116								
	QUINTILE 2	34800	3937	24.7	11.3	119	1666	23.1	4.8	111								
	QUINTILE 3	30514	3186	20.0	10.4	110	1404	19.5	4.6	107								
	QUINTILE 4	33324	2786	17.5	8.4	88	1259	17.5	3.8	88								
	QUINTILE 5	35066	2241	14.1	6.4	67	1189	16.5	3.4	79								
NEWSPAPERS	QUINTILE 1	29107	3514	22.1	12.1	127	1031	14.3	3.5	82								
	QUINTILE 2	49095	5037	31.6	10.3	108	2090	29.0	4.3	99								
	QUINTILE 3	23107	2416	15.2	10.5	110	1011	14.0	4.4	102								
	QUINTILE 4	33556	3127	19.6	9.3	98	1618	22.4	4.8	112								
	QUINTILE 5	32863	1840	11.5	5.6	59	1463	20.3	4.5	104								
OUTDOOR	QUINTILE 1	33431	3422	21.5	10.2	108	1430	19.8	4.3	99								
	QUINTILE 2	33478	3581	22.5	10.7	113	1378	19.1	4.1	96								
	QUINTILE 3	33574	3158	19.8	9.4	99	1399	19.4	4.2	97								
	QUINTILE 4	33935	3002	18.8	8.8	93	1423	19.7	4.2	98								
	QUINTILE 5	33310	2771	17.4	8.3	88	1582	21.9	4.7	110								
RADIO-DRIVE TIME	QUINTILE 1	33136	3294	20.7	9.9	105	1504	20.9	4.5	106								
	QUINTILE 2	31658	3106	19.5	9.8	103	1356	18.8	4.3	100								
	QUINTILE 3	32541	3441	21.6	10.6	111	1578	21.9	4.8	113								
	QUINTILE 4	34247	3359	21.1	9.8	103	1491	20.7	4.4	101								
	QUINTILE 5	36144	2734	17.2	7.6	80	1283	17.8	3.5	83								
RADIO-MID- DAY	TERCILE 1	45037	4388	27.5	9.7	103	2042	28.3	4.5	105								
	TERCILE 2	44819	4193	26.3	9.4	98	1951	27.1	4.4	101								
	TERCILE 3	77872	7353	46.1	9.4	99	3219	44.6	4.1	96								
RADIO-TOTAL	QUINTILE 1	33763	3420	21.5	10.1	107	1544	21.4	4.6	106								
	QUINTILE 2	33240	2829	17.8	8.5	90	1367	19.0	4.1	96								
	QUINTILE 3	33408	3727	23.4	11.2	117	1568	21.7	4.7	109								
	QUINTILE 4	34792	3479	21.8	10.0	105	1625	22.5	4.7	109								
	QUINTILE 5	32524	2479	15.6	7.6	80	1108	15.4	3.4	79								
TV-PRIME TIME	QUINTILE 1	33090	3495	21.9	10.6	111	1560	21.6	4.7	110								
	QUINTILE 2	33357	3417	21.4	10.2	108	1485	20.6	4.5	104								
	QUINTILE 3	33980	2792	17.5	8.2	86	1609	22.3	4.7	110								
	QUINTILE 4	33854	3297	20.7	9.7	103	1358	18.8	4.0	93								
	QUINTILE 5	33444	2934	18.4	8.8	92	1200	16.6	3.6	83								
TV-DAYTIME	TERCILE 1	49121	4158	26.1	8.5	89	2251	31.2	4.6	107								
	TERCILE 2	48823	4901	30.8	10.0	106	1880	26.1	3.9	90								
	TERCILE 3	69782	6875	43.1	9.9	104	3081	42.7	4.4	103								
TV-TOTAL	QUINTILE 1	33584	3208	20.1	9.6	101	1512	21.0	4.5	105								
	QUINTILE 2	33441	3149	19.8	9.4	99	1615	22.4	4.8	112								
	QUINTILE 3	33505	3239	20.3	9.7	102	1235	17.1	3.7	86								
	QUINTILE 4	33466	3292	20.7	9.8	104	1551	21.5	4.6	108								
	QUINTILE 5	33731	3046	19.1	9.0	95	1299	18.0	3.9	90								
MAGAZINES-NEWSPAPERS: DUAL		44503	5299	33.3	11.9	125	2026	28.1	4.6	106								
MAGAZINE IMPERATIVE		39363	3905	24.5	9.9	104	2200	30.5	5.6	130								
NEWSPAPER IMPERATIVE		46441	4568	28.7	9.8	104	1635	22.7	3.5	82								
MAGAZINES-OUTDOOR: DUAL		33726	3892	24.4	11.5	121	1647	22.8	4.9	114								
MAGAZINE IMPERATIVE		52846	5466	34.3	10.3	109	2540	35.2	4.8	112								
OUTDOOR IMPERATIVE		52140	4648	29.2	8.9	94	1927	26.7	3.7	86								
MAGAZINES-RADIO: DUAL		37081	3911	24.5	10.5	111	1757	24.4	4.7	110								
MAGAZINE IMPERATIVE		49747	5734	36.0	11.5	121	2416	33.5	4.9	113								
RADIO IMPERATIVE		49208	4224	26.5	8.6	90	2034	28.2	4.1	96								
MAGAZINES-TELEVISION: DUAL		33103	3869	24.3	11.7	123	1811	25.1	5.5	127								
MAGAZINE IMPERATIVE		54575	5908	37.1	10.8	114	2380	33.0	4.4	101								
TELEVISION IMPERATIVE		53249	4124	25.9	7.7	82	1907	26.4	3.6	83								
NEWSPAPERS-OUTDOOR: DUAL		36255	4284	26.9	11.8	124	1507	20.9	4.2	97								
NEWSPAPER IMPERATIVE		55591	5724	35.9	10.3	108	2321	32.2	4.2	97								
OUTDOOR IMPERATIVE		48319	4065	25.5	8.4	89	2175	30.2	4.5	105								
NEWSPAPERS-RADIO: DUAL		37242	3918	24.6	10.5	111	1553	21.5	4.2	97								
NEWSPAPER IMPERATIVE		54423	6079	38.2	11.2	118	2133	29.6	3.9	91								
RADIO IMPERATIVE		46650	4034	25.3	8.6	91	2281	31.6	4.9	114								
NEWSPAPERS-TELEVISION: DUAL		35974	4032	25.3	11.2	118	1563	21.7	4.3	101								
NEWSPAPER IMPERATIVE		56095	5896	37.0	10.5	111	2115	29.3	3.8	88								
TELEVISION IMPERATIVE		47170	3825	24.0	8.1	85	2204	30.6	4.7	109								
OUTDOOR-RADIO: DUAL		33748	3412	21.4	10.1	106	1505	20.9	4.5	104								
OUTDOOR IMPERATIVE		52785	5312	33.3	10.1	106	2099	29.1	4.0	92								
RADIO IMPERATIVE		52882	4795	30.1	9.1	95	2366	32.8	4.5	104								
OUTDOOR-TELEVISION: DUAL		32030	3523	22.1	11.0	116	1443	20.0	4.5	105								
OUTDOOR IMPERATIVE		54626	5404	33.9	9.9	104	2322	32.2	4.3	99								
TELEVISION IMPERATIVE		54874	4729	29.7	8.6	91	2407	33.4	4.4	102								
RADIO-TELEVISION: DUAL		33386	3203	20.1	9.6	101	1547	21.5	4.6	108								
RADIO IMPERATIVE		53810	5211	32.7	9.7	102	2325	32.2	4.3	100								
TELEVISION IMPERATIVE		54023	5070	31.8	9.4	99	2323	32.2	4.3	100								

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	TOTAL U.S. '000	FLAT CAN				TALL CAN											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	15934	100.0	9.5	100	7212	100.0	4.3	100								
PARENTS	5298	466	2.9	8.8	93	*295	4.1	5.6	129								
PENTHOUSE	5129	524	3.3	10.2	108	*283	3.9	5.5	128								
PEOPLE	21070	2587	16.2	12.3	129	1300	18.0	6.2	143								
PLAYBOY	10562	1202	7.5	11.4	120	453	6.3	4.3	100								
POPULAR HOT RODDING	2498	*214	1.3	8.6	90	*77	1.1	3.1	72								
POPULAR MECHANICS	5887	660	4.1	11.2	118	328	4.5	5.6	130								
POPULAR SCIENCE	4317	531	3.3	12.3	129	*205	2.8	4.7	110								
PREVENTION	5792	628	3.9	10.8	114	233	3.2	4.0	94								
PSYCHOLOGY TODAY	3284	441	2.8	13.4	141	*232	3.2	7.1	164								
READER'S DIGEST	40046	4024	25.3	10.0	106	1915	26.6	4.8	111								
REDBOOK	9584	889	5.6	9.3	98	480	6.7	5.0	116								
ROAD & TRACK	2590	*323	2.0	12.5	131	*197	2.7	7.6	177								
ROLLING STONE	3302	469	2.9	14.2	150	*159	2.2	4.8	112								
RUNNER'S WORLD	1229	*111	0.7	9.0	95	*32	0.4	2.6	61								
SATURDAY EVENING POST	2110	*197	1.2	9.3	98	*80	1.1	3.8	88								
SCIENCE 84	1543	*224	1.4	14.5	153	*65	0.9	4.2	98								
SCIENCE DIGEST	1747	*160	1.0	9.2	96	*43	0.6	2.5	57								
SCIENTIFIC AMERICAN	1994	295	1.9	14.8	156	*137	1.9	6.9	160								
SELF	3119	*259	1.6	8.3	87	*137	1.9	4.4	102								
SEVENTEEN	3923	519	3.3	13.2	139	*299	4.1	7.6	177								
SKI	1501	*174	1.1	11.6	122	*74	1.0	4.9	115								
SMITHSONIAN	5976	778	4.9	13.0	137	405	5.6	6.8	158								
SOAP OPERA DIGEST	4228	408	2.6	9.6	102	*194	2.7	4.6	107								
SOUTHERN LIVING	6488	676	4.2	10.4	110	283	3.9	4.4	101								
SPORT	3500	436	2.7	12.5	131	*157	2.2	4.5	104								
THE SPORTING NEWS	2456	*276	1.7	11.2	118	*42	0.6	1.7	40								
SPORTS AFIELD	3648	291	1.8	8.0	84	*113	1.6	3.1	72								
SPORTS ILLUSTRATED	14484	1684	10.6	11.6	122	532	7.4	3.7	85								
STAR	12661	1385	8.7	10.9	115	602	8.3	4.8	111								
SUNDAY	52799	5623	35.3	10.6	112	2141	29.7	4.1	94								
SUNSET	3513	434	2.7	12.4	130	*284	3.9	8.1	188								
TV GUIDE	42766	4542	28.5	10.6	112	2103	29.2	4.9	114								
TENNIS	1254	*208	1.3	16.6	175	*65	0.9	5.2	121								
TIME	22054	2571	16.1	11.7	123	964	13.4	4.4	102								
TOWN & COUNTRY	1555	*145	0.9	9.3	98	*42	0.6	2.7	63								
TRAVEL & LEISURE	2173	*227	1.4	10.4	110	*98	1.4	4.5	105								
TRUE STORY	4636	*324	2.0	7.0	74	*210	2.9	4.5	105								
U.S. NEWS & WORLD REPORT	10353	906	5.7	8.8	92	324	4.5	3.1	73								
USA TODAY	4994	431	2.7	8.6	91	*145	2.0	2.9	68								
US	3528	399	2.5	11.3	119	*150	2.1	4.3	99								
VOGUE	5424	560	3.5	10.3	109	*314	4.4	5.8	135								
WALL STREET JOURNAL	6292	741	4.7	11.8	124	302	4.2	4.8	112								
WEIGHT WATCHERS	2762	*318	2.0	11.5	121	*125	1.7	4.5	105								
WOMAN'S DAY	16320	1940	12.2	11.9	125	935	13.0	5.7	133								
WORKING MOTHER	1496	*172	1.1	11.5	121	*68	0.9	4.5	106								
WORKING WOMAN	1851	*191	1.2	10.3	109	*81	1.1	4.4	102								
WORLD TENNIS	580	*122	0.8	21.0	221	*41	0.6	7.1	164								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1468	9.2	11.8	124	700	9.7	5.6	131								
BLAIR INSERTS	91671	10001	62.8	10.9	115	3891	54.0	4.2	99								
DAILY NEWSPAPERS																	
READ ANY	109190	11487	72.1	10.5	111	4566	63.3	4.2	97								
READ ONE	89587	9180	57.6	10.2	108	3913	54.3	4.4	102								
READ TWO OR MORE	19602	2308	14.5	11.8	124	653	9.1	3.3	77								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	11672	73.3	10.6	112	4671	64.8	4.3	99								
READ ONE	95074	9766	61.3	10.3	108	3974	55.1	4.2	97								
READ TWO OR MORE	14588	1906	12.0	13.1	138	698	9.7	4.8	111								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.21				28.61											
30 DAY REACH	149706	14548	91.3	9.7	102	6273	87.0	4.2	97								
50 SHWG - 30 DAY AV FREQ	15.16	15.88				15.11											
30 DAY REACH	142406	13854	86.9	9.7	102	5961	82.7	4.2	97								
25 SHWG - 30 DAY AV FREQ	8.23	8.51				8.13											
30 DAY REACH	131152	12891	80.9	9.8	103	5536	76.8	4.2	98								
CABLE TV: HOME WIRED	66879	7152	44.9	10.7	113	2936	40.7	4.4	102								
HOME NOT WIRED	100848	8782	55.1	8.7	92	4276	59.3	4.2	99								
HAVE PAY CABLE	35024	4044	25.4	11.5	122	1494	20.7	4.3	99								

	TOTAL U.S. '000	A '000	FLAT CAN B % DOWN	C % ACROSS	D % INDX	A '000	TALL CAN B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	15934	100.0	9.5	100	7212	100.0	4.3	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	9591	60.2	10.0	106	4235	58.7	4.4	103								
10:00 AM - 3:00 PM	63599	5984	37.6	9.4	99	2853	39.6	4.5	104								
3:00 PM - 7:00 PM	72097	7419	46.6	10.3	108	3423	47.5	4.7	110								
7:00 PM - MIDNIGHT	36670	3637	22.8	9.9	104	1597	22.1	4.4	101								
MIDNIGHT - 6:00 AM	21908	2062	12.9	9.4	99	885	12.3	4.0	94								
6:00 AM - MIDNIGHT	127571	12558	78.8	9.8	104	5691	78.9	4.5	104								
ENTIRE DAY	129239	12714	79.8	9.8	104	5749	79.7	4.4	103								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3522	22.1	10.4	109	1523	21.1	4.5	104								
ALL NEWS	6062	867	5.4	14.3	151	298	4.1	4.9	114								
AOR/PROGRESSIVE	11884	1597	10.0	13.4	141	668	9.3	5.6	131								
BEAUTIFUL MUSIC	11180	1349	8.5	12.1	127	599	8.3	5.4	125								
BLACK	4538	*310	1.9	6.8	72	*165	2.3	3.6	85								
CLASSICAL	3857	460	2.9	11.9	126	*202	2.8	5.2	122								
CHR/ROCK	21946	2205	13.8	10.0	106	1061	14.7	4.8	112								
COUNTRY	27262	2362	14.8	8.7	91	1209	16.8	4.4	103								
GOLDEN OLDIES	3339	264	1.7	7.9	83	**141	2.0	4.2	98								
MOR/NOSTALGIA	10346	1084	6.8	10.5	110	383	5.3	3.7	86								
NEWS/TALK	8929	889	5.6	10.0	105	*271	3.8	3.0	71								
RELIGIOUS	5488	591	3.7	10.8	113	*239	3.3	4.4	101								
SOFT ROCK	1232	**99	0.6	8.0	85	**40	0.6	3.2	76								
URBAN CONTEMPORARY	3184	*166	1.0	5.2	55	**66	0.9	2.1	48								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	472	3.0	6.8	72	*223	3.1	3.2	75								
ABC DIRECTION	5212	566	3.6	10.9	114	*264	3.7	5.1	118								
ABC ENTERTAINMENT	10385	1212	7.6	11.7	123	452	6.3	4.4	101								
ABC FM	4762	334	2.1	7.0	74	*171	2.4	3.6	84								
ABC INFORMATION	11339	1159	7.3	10.2	108	403	5.6	3.6	83								
ABC ROCK	4878	516	3.2	10.6	111	*328	4.5	6.7	156								
CBS	10709	1180	7.4	11.0	116	519	7.2	4.8	113								
MUTUAL	10251	898	5.6	8.8	92	443	6.1	4.3	101								
NBC	12243	1228	7.7	10.0	106	435	6.0	3.6	83								
RADIORADIO	4606	448	2.8	9.7	102	*188	2.6	4.1	95								
RKO ONE	5148	462	2.9	9.0	94	*181	2.5	3.5	82								
RKO TWO	7313	702	4.4	9.6	101	*260	3.6	3.6	83								
THE SOURCE	5981	703	4.4	11.8	124	*338	4.7	5.7	131								
NON-WIRED : BLAIR	19329	1924	12.1	10.0	105	795	11.0	4.1	96								
INTERNET	27139	2744	17.2	10.1	106	1227	17.0	4.5	105								
KATZ RADIO GROUP	36319	4083	25.6	11.2	118	1696	23.5	4.7	109								
SUPERNET	22361	2061	12.9	9.2	97	1053	14.6	4.7	110								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1279	8.0	8.8	93	711	9.9	4.9	114								
WKDAY 9:00 AM - 1:00 PM	18688	1492	9.4	8.0	84	894	12.4	4.8	111								
WKDAY 1:00 PM - 4:30 PM	24061	1999	12.5	8.3	87	1111	15.4	4.6	107								
WKDAY 4:30 PM - 7:30 PM	44079	4217	26.5	9.6	101	1885	26.1	4.3	99								
WKDAY 7:30 PM - 8:00 PM	61979	5811	36.5	9.4	99	2672	37.0	4.3	100								
WKDAY 11:00 PM - 11:30 PM	49084	4715	29.6	9.6	101	2058	28.5	4.2	98								
WKDAY 11:30 PM - 1:00 AM	16560	1521	9.5	9.2	97	707	9.8	4.3	99								
M-SAT 8-11 PM+SUN 7-11 PM	66967	6639	41.7	9.9	104	3071	42.6	4.6	107								
WKDY DAYTIME NTK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	677	4.2	7.3	77	434	6.0	4.7	109								
ANOTHER WORLD	N 6138	603	3.8	9.8	103	454	6.3	7.4	172								
AS THE WORLD TURNS	C 7707	640	4.0	8.3	87	306	4.2	4.0	92								
CAPITOL	C 4688	395	2.5	8.4	89	190	2.6	4.1	94								
CBS MORN. NEWS 1	C 2792	229	1.4	8.2	86	155	2.1	5.6	129								
CBS MORN. NEWS 2	C 2071	144	0.9	7.0	73	*91	1.3	4.4	102								
DAYS OF OUR LIVES	N 8018	721	4.5	9.0	95	536	7.4	6.7	155								
FACTS OF LIFE - DAYTIME	N 3487	225	1.4	6.5	68	155	2.1	4.4	103								
FAMILY FEUD	A 4817	329	2.1	6.8	72	177	2.5	3.7	85								
GENERAL HOSPITAL	A 8333	607	3.8	7.3	77	379	5.3	4.5	106								
GOOD MORNING, AMERICA-730	A 5472	534	3.4	9.8	103	189	2.6	3.5	80								
GOOD MORNING, AMERICA-830	A 3965	339	2.1	8.5	90	*133	1.8	3.4	78								
GUIDING LIGHT	C 7542	727	4.6	9.6	101	313	4.3	4.2	97								
ONE LIFE TO LIVE	A 6018	402	2.5	6.7	70	300	4.2	5.0	116								
PRESS YOUR LUCK	C 3589	190	1.2	5.3	56	147	2.0	4.1	95								
PRICE IS RIGHT 1	C 7418	518	3.3	7.0	74	318	4.4	4.3	100								
PRICE IS RIGHT 2	C 8276	556	3.5	6.7	71	334	4.6	4.0	94								
RYAN'S HOPE	A 4358	361	2.3	8.3	87	192	2.7	4.4	102								
SALE OF THE CENTURY	N 3749	253	1.6	6.7	71	156	2.2	4.2	97								
SEARCH FOR TOMORROW	N 2884	303	1.9	10.5	111	*177	2.5	6.1	143								
TODAY SHOW 1	N 4869	400	2.5	8.2	86	208	2.9	4.3	99								
TODAY SHOW 2	N 4135	378	2.4	9.1	96	128	1.8	3.1	72								
\$25,000 PYRAMID	C 4361	264	1.7	6.1	64	185	2.6	4.2	99								
WHEEL OF FORTUNE	N 6187	463	2.9	7.5	79	277	3.8	4.5	104								
YOUNG AND THE RESTLESS	C 8186	626	3.9	7.6	80	518	7.2	6.3	147								
WEEKEND DAYTIME NTK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	549	3.4	11.6	122	180	2.5	3.8	89								
NBA PLAYOFF GAME -1 C	5127	487	3.1	9.5	100	176	2.4	3.4	80								
NBC MAJOR LEAGUE PRE-GAME N	3945	314	2.0	8.0	84	*195	2.7	4.9	115								
SPORTSWORLD - SUN N	3370	359	2.3	10.7	112	*140	1.9	4.2	97								
SUNDAY MORNING C	4200	288	1.8	6.9	72	*122	1.7	2.9	68								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		TOTAL	FLAT CAN				TALL CAN				A				B				C				D			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	15934	100.0	9.5	100	7212	100.0	4.3	100																
WKDAY LOCAL EVENING TV NEWS																										
	NETWORK AFFILIATES - EARLY	52292	4648	29.2	8.9	94	2106	29.2	4.0	94																
	NETWORK AFFILIATES - LATE	39164	3701	23.2	9.5	99	1594	22.1	4.1	95																
	INDEPENDENTS - LATE	5133	557	3.5	10.9	114	236	3.3	4.6	107																
TV EVENING NTKM 6 PM - 2 AM																										
	A TEAM	N 22825	2086	13.1	9.1	96	1068	14.8	4.7	109																
	ABC MONDAY NIGHT MOVIE	A 11258	1170	7.3	10.4	109	553	7.7	4.9	114																
	ABC SUNDAY NIGHT MOVIE	A 23600	2243	14.1	9.5	100	1039	14.4	4.4	102																
	ABC WORLD NEWS TONIGHT	A 12801	1168	7.3	9.1	96	452	6.3	3.5	82																
	AFTERMASH	C 10966	1106	6.9	10.1	106	*391	5.4	3.6	83																
	ALICE	C 17050	1826	11.5	10.7	113	674	9.3	4.0	92																
	AMERICAN PARADE	C 11998	1084	6.8	9.0	95	501	6.9	4.2	97																
	BENSON	A 19258	1738	10.9	9.0	95	826	11.5	4.3	100																
	BLUE THUNDER	A 11478	1134	7.1	9.9	104	513	7.1	4.5	104																
	CAGNEY & LACEY	C 18263	1873	11.8	10.3	108	793	11.0	4.3	101																
	CBS EVENING NEWS-DEAN	C 7733	685	4.3	8.9	93	312	4.3	4.0	94																
	CBS EVENING NEWS-RATHER	C 15653	1390	8.7	8.9	93	546	7.6	3.5	81																
	CBS SAT. NEWS-SCHIEFFER	C 8744	844	5.3	9.7	102	293	4.1	3.4	78																
	CBS SATURDAY NIGHT MOVIE	C 12000	1102	6.9	9.2	97	510	7.1	4.3	99																
	CBS WEDNESDAY NIGHT MOVIE	C 11522	1119	7.0	9.7	102	492	6.8	4.3	99																
	CHEERS	N 16818	1645	10.3	9.8	103	790	11.0	4.7	109																
	DALLAS	C 37510	3123	19.6	8.3	88	1687	23.4	4.5	105																
	DIFF'RENT STROKES	N 11258	1081	6.8	9.6	101	488	6.8	4.3	101																
	DOUBLE TROUBLE	N 12248	1193	7.5	9.7	103	641	8.9	5.2	122																
	DUCK FACTORY	N 11100	1045	6.6	9.4	99	505	7.0	4.5	106																
	DUKES OF HAZZARD	C 12353	1036	6.5	8.4	88	771	10.7	6.2	145																
	DYNASTY	A 33279	3020	19.0	9.1	96	1465	20.3	4.4	102																
	FACTS OF LIFE	N 13410	1355	8.5	10.1	106	734	10.2	5.5	127																
	FALCON CREST	C 31093	2743	17.2	8.8	93	1307	18.1	4.2	98																
	FALL GUY	A 18649	1619	10.2	8.7	91	841	11.7	4.5	105																
	FAMILY TIES	N 13101	1307	8.2	10.0	105	560	7.8	4.3	99																
	FANTASY ISLAND	A 13069	1083	6.8	8.3	87	505	7.0	3.9	90																
	FOULUPS,BLEEPS & BLUNDERS	A 16588	1765	11.1	10.6	112	950	13.2	5.7	133																
	FOUR SEASONS	C 9382	915	5.7	9.8	104	*324	4.5	3.5	81																
	GIMME A BREAK	N 13955	1301	8.2	9.3	98	604	8.4	4.3	101																
	HART TO HART	A 15735	1473	9.2	9.4	99	659	9.1	4.2	97																
	HILL STREET BLUES	N 18257	1985	12.5	10.9	114	811	11.2	4.4	103																
	HOTEL	A 24236	2221	13.9	9.2	96	1016	14.1	4.2	97																
	JEFFERSONS	C 17010	1765	11.1	10.4	109	754	10.5	4.4	103																
	JENNIFER SLEPT HERE	N 9397	942	5.9	10.0	106	426	5.9	4.5	105																
	KATE & ALLIE	C 16762	1812	11.4	10.8	114	805	11.2	4.8	112																
	KNIGHT RIDER	N 13164	1381	8.7	10.5	110	631	8.7	4.8	111																
	LOVE BOAT	A 20400	1784	11.2	8.7	92	904	12.5	4.4	103																
	MAGNUM PI	C 22543	2095	13.1	9.3	98	1229	17.0	5.5	127																
	MAMA'S FAMILY	N 9852	1003	6.3	10.2	107	456	6.3	4.6	108																
	MASTER, THE	N 8082	897	5.6	11.1	117	495	6.9	6.1	142																
	MATT HOUSTON	A 12881	1539	9.7	11.9	126	604	8.4	4.7	109																
	NBC MONDAY NIGHT MOVIE	N 23889	2396	15.0	10.0	106	1210	16.8	5.1	118																
	NBC NIGHTLY NEWS	N 11156	1088	6.8	9.8	103	508	7.0	4.6	106																
	NBC NIGHTLY NEWS-SAT	N 7363	617	3.9	8.4	88	253	3.5	3.4	80																
	NBC NIGHTLY NEWS-SUN	N 6214	619	3.9	10.0	105	*203	2.8	3.3	76																
	NBC SUNDAY NIGHT MOVIE	N 17590	1942	12.2	11.0	116	902	12.5	5.1	119																
	NEWMART	C 16740	1774	11.1	10.6	112	754	10.5	4.5	105																
	ONE DAY AT A TIME	C 11820	1086	6.8	9.2	97	640	8.9	5.4	126																
	PEOPLE ARE FUNNY	N 9138	947	5.9	10.4	109	380	5.3	4.2	97																
	REAL PEOPLE	N 15979	1513	9.5	9.5	100	808	11.2	5.1	118																
	REMINGTON STEELE	N 14395	1376	8.6	9.6	101	836	11.6	5.8	135																
	RIPLEY'S BELIEVE IT - NOT	A 11362	1403	8.8	12.3	130	538	7.5	4.7	110																
	RIPTIDE	N 13920	1419	8.9	10.2	107	789	10.9	5.7	132																
	SCARECROW & MRS. KING	C 17571	1740	10.9	9.9	104	928	12.9	5.3	123																
	SIMON & SIMON	C 20208	1667	10.5	8.2	87	970	13.4	4.8	112																
	60 MINUTES	C 27668	2703	17.0	9.8	103	1056	14.6	3.8	89																
	ST. ELSEWHERE	N 13699	1418	8.9	10.4	109	699	9.7	5.1	119																
	THREE'S COMPANY	A 20632	1980	12.4	9.6	101	892	12.4	4.3	101																
	T.J. HOOKER	A 17136	1422	8.9	8.3	87	760	10.5	4.4	103																
	TONIGHT SHOW	N 4963	531	3.3	10.7	113	225	3.1	4.5	105																
	TRAPPER JOHN, M.D.	C 16332	1557	9.8	9.5	100	779	10.8	4.8	111																
	TV BLOOPERS & PRAC. JOKES	N 18881	1855	11.6	9.8	103	956	13.3	5.1	118																
	20/20	A 18315	1925																							

	TOTAL U.S. '000	FRISKIES BUFFET				KAL KAN				9 LIVES				PURINA 100/ VARIETY MENU			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	6007	100.0	3.6	100	5348	100.0	3.2	100	8466	100.0	5.0	100	3759	100.0	2.2	100
MALES	79263	2951	49.1	3.7	104	2187	40.9	2.8	87	4203	49.6	5.3	105	1680	44.7	2.1	95
FEMALES	88464	3056	50.9	3.5	96	3160	59.1	3.6	112	4262	50.3	4.8	95	2078	55.3	2.3	105
18 - 24	28671	1139	19.0	4.0	111	*748	14.0	2.6	82	1708	20.2	6.0	118	*544	14.5	1.9	85
25 - 34	39536	1251	20.8	3.2	88	1576	29.5	4.0	125	1786	21.1	4.5	89	816	21.7	2.1	92
35 - 44	28978	1251	20.8	4.3	121	956	17.9	3.3	103	1536	18.1	5.3	105	695	18.5	2.4	107
45 - 54	22345	858	14.3	3.8	107	769	14.4	3.4	108	1267	15.0	5.7	112	*668	17.8	3.0	107
55 - 64	22224	702	11.7	3.2	88	658	12.3	3.0	93	1321	15.6	5.9	118	594	15.8	2.7	110
65 OR OLDER	25973	806	13.4	3.1	87	642	12.0	2.5	78	848	10.0	3.3	65	441	11.7	1.7	70
18 - 34	68207	2390	39.8	3.5	98	2323	43.4	3.4	107	3494	41.3	5.1	101	1360	36.2	2.0	89
18 - 49	108058	4032	67.1	3.7	104	3655	68.3	3.4	106	5621	66.4	5.2	103	2355	62.6	2.2	97
25 - 54	90859	3360	55.9	3.7	103	3300	61.7	3.6	114	4588	54.2	5.0	100	2179	58.0	2.4	107
35 - 49	39851	1642	27.3	4.1	115	1332	24.9	3.3	105	2128	25.1	5.3	106	995	26.5	2.5	111
50 OR OLDER	59669	1975	32.9	3.3	92	1693	31.7	2.8	89	2844	33.6	4.8	94	1404	37.4	2.4	105
GRADUATED COLLEGE	28091	1324	22.0	4.7	132	1283	24.0	4.6	143	1800	21.3	6.4	127	734	19.5	2.6	111
ATTENDED COLLEGE	28938	1490	24.8	5.1	144	1136	21.2	3.9	123	2047	24.2	7.1	140	794	21.1	2.7	121
GRADUATED HIGH SCHOOL	65503	2201	36.6	3.4	94	2013	37.6	3.1	96	3173	37.5	4.8	96	1638	43.6	2.5	113
DID NOT GRADUATE HIGH SCHOOL	45195	993	16.5	2.2	61	917	17.1	2.0	64	1446	17.1	3.2	63	593	15.8	1.3	59
EMPLOYED MALES	56429	2145	35.7	3.8	106	1484	27.7	2.6	82	3240	38.3	5.7	114	1156	30.8	2.0	99
EMPLOYED FEMALES	43971	1718	28.6	3.9	109	1815	33.9	4.1	129	2557	30.2	5.8	115	1383	36.8	3.1	140
EMPLOYED FULL-TIME	87773	3401	56.6	3.9	108	2920	54.6	3.3	104	4899	57.9	5.6	111	2075	55.2	2.4	105
EMPLOYED PART-TIME	12627	*462	7.7	3.7	102	*379	7.1	3.0	94	898	10.6	7.1	141	*464	12.3	3.7	160
NOT EMPLOYED	67327	2145	35.7	3.2	89	2048	38.3	3.0	95	2668	31.5	4.0	79	1221	32.5	1.8	83
PROFESSIONAL/MANAGER	25845	1096	18.2	4.2	118	1028	19.2	4.0	125	1699	20.1	6.6	130	737	19.6	2.9	127
TECH/CLERICAL/SALES	30895	1240	20.6	4.0	112	1225	22.9	4.0	124	2135	25.2	6.9	137	1021	27.2	3.3	141
PRECISION/CRAFT	12629	*482	8.0	3.8	107	*333	6.2	2.6	83	666	7.9	5.3	104	*280	7.4	2.2	99
OTHER EMPLOYED	31031	1045	17.4	3.4	94	714	13.4	2.3	72	1297	15.3	4.2	83	*501	13.3	1.6	70
SINGLE	35557	1376	22.9	3.9	108	1152	21.5	3.2	102	1950	23.0	5.5	109	675	18.0	1.9	85
MARRIED	103585	3719	61.9	3.6	100	3341	62.5	3.2	101	5144	60.8	5.0	98	2607	69.4	2.5	113
DIVORCED/SEPARATED/WIDOWED	28585	913	15.2	3.2	89	855	16.0	3.0	94	1372	16.2	4.8	95	477	12.7	1.7	74
PARENTS	59295	1950	32.5	3.3	92	1648	30.8	2.8	87	2593	30.6	4.4	87	1374	36.6	2.3	103
WHITE	146081	5542	92.3	3.8	106	4899	91.6	3.4	105	7979	94.2	5.5	108	3525	93.8	2.4	108
BLACK	17974	*349	5.8	1.9	54	*340	6.4	1.9	59	*391	4.6	2.2	43	**117	3.1	0.7	29
OTHER	3672	**117	1.9	3.2	89	**108	2.0	2.9	92	**95	1.1	2.6	51	**118	3.1	3.2	143
NORTHEAST-CENSUS	37005	1652	27.5	4.5	125	1161	21.7	3.1	98	2561	30.3	6.9	137	1216	32.3	3.3	141
NORTH CENTRAL	42642	1231	20.5	2.9	81	1071	20.0	2.5	79	1779	21.0	4.2	83	934	24.8	2.2	98
SOUTH	56777	1568	26.1	2.8	77	1620	30.3	2.9	89	2401	28.4	4.2	84	947	25.2	1.7	74
WEST	31303	1556	25.9	5.0	139	1496	28.0	4.8	150	1725	20.4	5.5	109	662	17.6	2.1	94
NORTHEAST-MKTG.	38125	1649	27.5	4.3	121	1276	23.9	3.3	105	2695	31.8	7.1	140	1220	32.5	3.2	142
EAST CENTRAL	24794	628	10.5	2.5	71	507	9.5	2.0	64	1293	15.3	5.2	103	543	14.4	2.2	95
WEST CENTRAL	28511	963	16.0	3.4	94	805	15.1	2.8	89	1123	13.3	3.9	78	634	16.9	2.2	98
SOUTH	48953	1440	24.0	2.9	82	1422	26.6	2.9	91	1900	22.4	3.9	77	*803	21.4	1.6	73
PACIFIC	27344	1327	22.1	4.9	136	1337	25.0	4.9	153	1454	17.2	5.3	105	*559	14.9	2.0	93
COUNTY SIZE A	69301	2657	44.2	3.8	107	2514	47.0	3.6	114	4017	47.4	5.8	115	1825	48.6	2.6	110
COUNTY SIZE B	50633	1886	31.4	3.7	104	1519	28.4	3.0	94	2610	30.8	5.2	102	1196	31.8	2.4	105
COUNTY SIZE C	26259	1052	17.5	4.0	112	858	16.0	3.3	102	1285	15.2	4.9	97	*462	12.3	1.8	75
COUNTY SIZE D	21534	*414	6.9	1.9	54	*457	8.5	2.1	67	*553	6.5	2.6	51	**276	7.3	1.3	57
METRO CENTRAL CITY	50014	1605	26.7	3.2	90	1328	24.8	2.7	83	2276	26.9	4.6	90	884	23.5	1.8	77
METRO SUBURBAN	76832	3276	54.5	4.3	119	2814	52.6	3.7	115	4709	55.6	6.1	121	2279	60.6	3.0	133
NON METRO	40881	1126	18.7	2.8	77	1205	22.5	2.9	92	1481	17.5	3.6	72	*596	15.9	1.5	66
TOP 5 ADI'S	39550	1699	28.3	4.3	120	1632	30.5	4.1	129	2319	27.4	5.9	116	1283	34.1	3.2	141
TOP 10 ADI'S	54877	2214	36.9	4.0	113	2075	38.8	3.8	119	3244	38.3	5.9	117	1551	41.3	2.8	122
TOP 20 ADI'S	77516	3084	51.3	4.0	111	2832	53.0	3.7	115	4521	53.4	5.8	116	2093	55.7	2.7	123
HSGLD INC. \$50,000 OR MORE	17257	848	14.1	4.9	137	752	14.1	4.4	137	1463	17.3	8.5	168	*590	15.7	3.4	151
\$40,000 OR MORE	33235	1532	25.5	4.6	129	1473	27.5	4.4	139	2466	29.1	7.4	147	1187	31.6	3.6	155
\$30,000 OR MORE	59693	2696	44.9	4.5	126	2360	44.1	4.0	124	3968	46.9	6.6	132	1675	44.6	2.8	122
\$25,000 OR MORE	76275	3296	54.9	4.3	121	2874	53.7	3.8	118	5019	59.3	6.6	130	2118	56.3	2.8	122
\$20,000 - \$24,999	18607	704	11.7	3.8	106	*537	10.0	2.9	91	928	11.0	5.0	99	*419	11.1	2.3	100
\$15,000 - \$19,999	17175	*513	8.5	3.0	83	*450	8.4	2.6	82	737	8.7	4.3	85	*337	9.0	2.0	80
\$10,000 - \$14,999	24569	807	13.4	3.3	92	849	15.9	3.5	108	1003	11.8	4.1	81	509	13.5	2.1	99
UNDER \$10,000	31101	687	11.4	2.2	62	638	11.9	2.1	68	779	9.2	2.5	50	*376	10.0	1.2	55
HOUSEHOLD OF 1 PERSON	19441	537	8.9	2.8	77	379	7.1	1.9	61	580	6.9	3.0	59	360	9.6	1.9	88
2 PEOPLE	51803	1875	31.2	3.6	101	1831	34.2	3.5	111	2682	31.7	5.2	103	1178	31.3	2.3	100
3 OR 4 PEOPLE	66933	2590	43.1	3.9	108	2142	40.1	3.2	100	3506	41.4	5.2	104	1615	43.0	2.4	100
5 OR MORE PEOPLE	29550	1005	16.7	3.4	95	996	18.6	3.4	106	1697	20.0	5.7	114	*605	16.1	2.0	90
NO CHILD IN HSHLD	96587	3512	58.5	3.6	102	3154	59.0	3.3	102	4918	58.1	5.1	101	2094	55.7	2.2	99
CHILD(REN) UNDER 2 YRS	10844	**276	4.6	2.5	71	**309	5.8	2.8	89	*441	5.2	4.1	81	**217	5.8	2.0	88
2 - 5 YEARS	26358	*553	9.2	2.1	59	719	13.4	2.7	86	971	11.5	3.7	73	*501	13.3	1.9	88
6 - 11 YEARS	30453	848	14.1	2.8	78	830	15.5	2.7	85	1227	14.5	4.0	80	606	16.1	2.0	88
12 - 17 YEARS	36575	1686	28.1	4.6	129	1188	22.2	3.2	102	2200	26.0	6.0	119	947	25.2	2.6	111
RESIDENCE OWNED	117770	4626	77.0	3.9	110	4252	79.5	3.6	113	6730	79.5	5.7	113	2818	75.0	2.4	100
VALUE: \$50,000 OR MORE	70166	3278	54.6	4.7	130	2886	54.0	4.1	129	4722	55.8	6.7	133	1917	51.0	2.7	122
VALUE: UNDER \$50,000	47604	1347	22.4	2.8	79	1366	25.5	2.9	90	2008	23.7	4.2	84	901	24.0	1.9	88

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

		FRISKIES BUFFET				KAL KAN				9 LIVES				PURINA 100/ VARIETY MENU				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	6007	100.0	3.6	100	5348	100.0	3.2	100	8466	100.0	5.0	100	3759	100.0	2.2	100
MAGAZINES	QUINTILE 1	34022	1358	22.6	4.0	111	1390	26.0	4.1	128	2277	26.9	6.7	133	1046	27.8	3.1	137
	QUINTILE 2	34800	1396	23.2	4.0	112	1397	26.1	4.0	126	2026	23.9	5.8	115	851	22.6	2.4	109
	QUINTILE 3	30514	1227	20.4	4.0	112	1115	20.8	3.7	115	1500	17.7	4.9	97	648	17.2	2.1	95
	QUINTILE 4	33324	1139	19.0	3.4	95	739	13.8	2.2	70	1548	18.3	4.6	92	704	18.7	2.1	94
	QUINTILE 5	35066	887	14.8	2.5	71	707	13.2	2.0	63	1114	13.2	3.2	63	510	13.6	1.5	65
NEWSPAPERS	QUINTILE 1	29107	1304	21.7	4.5	125	998	18.7	3.4	108	1948	23.0	6.7	133	700	18.6	2.4	107
	QUINTILE 2	49095	1880	31.3	3.8	107	1852	34.6	3.8	118	2586	30.5	5.3	104	1331	35.4	2.7	121
	QUINTILE 3	23107	976	16.2	4.2	118	623	11.6	2.7	85	1413	16.7	6.1	121	*579	15.4	2.5	112
	QUINTILE 4	33556	1249	20.8	3.7	104	1279	23.9	3.8	120	1524	18.0	4.5	90	769	20.5	2.3	102
	QUINTILE 5	32863	599	10.0	1.8	51	595	11.1	1.8	57	995	11.8	3.0	60	*379	10.1	1.2	51
OUTDOOR	QUINTILE 1	33431	1091	18.2	3.3	91	1194	22.3	3.6	112	1678	19.8	5.0	99	751	20.0	2.2	100
	QUINTILE 2	33478	1493	24.9	4.5	125	1058	19.8	3.2	99	2100	24.8	6.3	124	778	20.7	2.3	104
	QUINTILE 3	33574	1250	20.8	3.7	104	1007	18.8	3.0	94	1727	20.4	5.1	102	774	20.6	2.3	103
	QUINTILE 4	33935	1132	18.8	3.3	93	990	18.5	2.9	91	1429	16.9	4.2	83	800	21.3	2.4	105
	QUINTILE 5	33310	1041	17.3	3.1	87	1098	20.5	3.3	103	1531	18.1	4.6	91	657	17.5	2.0	88
RADIO-DRIVE TIME	QUINTILE 1	33136	1312	21.8	4.0	111	1139	21.3	3.4	108	1808	21.4	5.5	108	628	16.7	1.9	85
	QUINTILE 2	31658	1064	17.7	3.4	94	806	15.1	2.5	80	1794	21.2	5.7	112	729	19.4	2.3	103
	QUINTILE 3	32541	1203	20.0	3.7	103	1212	22.7	3.7	117	1608	19.0	4.9	98	922	24.5	2.8	126
	QUINTILE 4	34247	1332	22.2	3.9	109	1168	21.8	3.4	107	2082	24.6	6.1	120	758	20.2	2.2	99
	QUINTILE 5	36144	1096	18.2	3.0	85	1022	19.1	2.8	89	1173	13.9	3.2	64	722	19.2	2.0	89
RADIO-MID- DAY	TERCILE 1	45037	1834	30.5	4.1	114	1415	26.5	3.1	99	2671	31.5	5.9	117	878	23.4	1.9	87
	TERCILE 2	44819	1499	25.0	3.3	93	1438	26.9	3.2	101	2219	26.2	5.0	98	986	26.2	2.2	98
	TERCILE 3	77872	2674	44.5	3.4	96	2494	46.6	3.2	100	3575	42.2	4.6	91	1894	50.4	2.4	109
RADIO-TOTAL	QUINTILE 1	33763	1382	23.0	4.1	114	1027	19.2	3.0	95	1937	22.9	5.7	114	620	16.5	1.8	82
	QUINTILE 2	33240	981	16.3	3.0	82	1093	20.4	3.3	103	1544	18.2	4.6	92	628	16.7	1.9	84
	QUINTILE 3	33408	1405	23.4	4.2	117	1017	19.0	3.0	95	1982	23.4	5.9	118	910	24.2	2.7	122
	QUINTILE 4	34792	1272	21.2	3.7	102	1274	23.8	3.7	115	1801	21.3	5.2	103	1039	27.6	3.0	133
	QUINTILE 5	32524	968	16.1	3.0	83	938	17.5	2.9	90	1203	14.2	3.7	73	563	15.0	1.7	77
TV-PRIME TIME	QUINTILE 1	33090	1342	22.3	4.1	113	1160	21.7	3.5	110	1844	21.8	5.6	110	905	24.1	2.7	122
	QUINTILE 2	33357	1167	19.4	3.5	98	939	17.6	2.8	88	1885	22.3	5.7	112	844	22.5	2.5	113
	QUINTILE 3	33980	1176	19.6	3.5	97	1112	20.8	3.3	103	1474	17.4	4.3	86	740	19.7	2.2	97
	QUINTILE 4	33854	1096	18.2	3.2	90	1165	21.8	3.4	108	1741	20.6	5.1	102	653	17.4	1.9	86
	QUINTILE 5	33444	1227	20.4	3.7	102	972	18.2	2.9	91	1522	18.0	4.6	90	617	16.4	1.8	82
TV-DAYTIME	TERCILE 1	49121	1625	27.1	3.3	92	1544	28.9	3.1	99	2141	25.3	4.4	86	1083	28.8	2.2	98
	TERCILE 2	48823	1694	28.2	3.5	97	1432	26.8	2.9	92	2580	30.5	5.3	105	1183	31.5	2.4	108
	TERCILE 3	69782	2689	44.8	3.9	108	2371	44.3	3.4	107	3745	44.2	5.4	106	1493	39.7	2.1	95
TV-TOTAL	QUINTILE 1	33584	1388	23.1	4.1	115	1117	20.9	3.3	104	1681	19.9	5.0	99	872	23.2	2.6	116
	QUINTILE 2	33441	1192	19.8	3.6	100	1032	19.3	3.1	97	1737	20.5	5.2	103	799	21.3	2.4	107
	QUINTILE 3	33505	1063	17.7	3.2	89	1001	18.7	3.0	94	1650	19.5	4.9	98	828	22.0	2.5	110
	QUINTILE 4	33466	1223	20.4	3.7	102	1333	24.9	4.0	125	1650	19.5	4.9	98	671	17.9	2.0	89
	QUINTILE 5	33731	1142	19.0	3.4	95	866	16.2	2.6	81	1748	20.6	5.2	103	588	15.6	1.7	78
MAGAZINES-NEWSPAPERS: DUAL		44503	1967	32.7	4.4	123	1931	36.1	4.3	136	2743	32.4	6.2	122	1332	35.4	3.0	134
MAGAZINE IMPERATIVE		39363	1371	22.8	3.5	97	1470	27.5	3.7	117	2164	25.6	5.5	109	879	23.4	2.2	100
NEWSPAPER IMPERATIVE		46441	1861	31.0	4.0	112	1305	24.4	2.8	88	2471	29.2	5.3	105	1072	28.5	2.3	103
MAGAZINES-OUTDOOR: DUAL		33726	1408	23.4	4.2	117	1307	24.4	3.9	122	2220	26.2	6.6	130	949	25.2	2.8	126
MAGAZINE IMPERATIVE		52846	2068	34.4	3.9	109	2034	38.0	3.8	121	2859	33.8	5.4	107	1285	34.2	2.4	108
OUTDOOR IMPERATIVE		52140	1855	30.9	3.6	99	1425	26.6	2.7	86	2370	28.0	4.5	90	1012	26.9	1.9	87
MAGAZINES-RADIO: DUAL		37081	1506	25.1	4.1	113	1406	26.3	3.8	119	2151	25.4	5.8	115	889	23.6	2.4	107
MAGAZINE IMPERATIVE		49747	1993	33.2	4.0	112	2111	39.5	4.2	133	2988	35.3	6.0	119	1489	39.6	3.0	134
RADIO IMPERATIVE		49208	1630	27.1	3.3	92	1182	22.1	2.4	75	2295	27.1	4.7	92	825	21.9	1.7	75
MAGAZINES-TELEVISION: DUAL		33103	1344	22.4	4.1	113	1473	27.5	4.4	140	1967	23.2	5.9	118	1009	26.8	3.0	136
MAGAZINE IMPERATIVE		54575	2144	35.7	3.9	110	2052	38.4	3.8	118	3221	38.0	5.9	117	1293	34.4	2.4	106
TELEVISION IMPERATIVE		53249	1785	29.7	3.4	94	1160	21.7	2.2	68	2158	25.5	4.1	80	1067	28.4	2.0	89
NEWSPAPERS-OUTDOOR: DUAL		36255	1577	26.3	4.3	121	1490	27.9	4.1	129	2262	26.7	6.2	124	901	24.0	2.5	111
NEWSPAPER IMPERATIVE		55591	2197	36.6	4.0	110	1769	33.1	3.2	100	3143	37.1	5.7	112	1439	38.3	2.6	116
OUTDOOR IMPERATIVE		48319	1592	26.5	3.3	92	1312	24.5	2.7	85	2246	26.5	4.6	92	994	26.4	2.1	92
NEWSPAPERS-RADIO: DUAL		37242	1603	26.7	4.3	120	1261	23.6	3.4	106	2389	28.2	6.4	127	918	24.4	2.5	110
NEWSPAPER IMPERATIVE		54423	2159	35.9	4.0	111	1987	37.2	3.7	115	2928	34.6	5.4	107	1535	40.8	2.8	126
RADIO IMPERATIVE		46650	1499	25.0	3.2	90	1279	23.9	2.7	86	2107	24.9	4.5	89	838	22.3	1.8	80
NEWSPAPERS-TELEVISION: DUAL		35974	1486	24.7	4.1	115	1318	24.6	3.7	115	2228	26.3	6.2	123	1124	29.9	3.1	139
NEWSPAPER IMPERATIVE		56095	2112	35.2	3.8	105	1929	36.1	3.4	108	3155	37.3	5.6	111	1217	32.4	2.2	97
TELEVISION IMPERATIVE		47170	1573	26.2	3.3	93	1273	23.8	2.7	85	1941	22.9	4.1	82	938	25.0	2.0	89
OUTDOOR-RADIO: DUAL		33748	1199	20.0	3.6	99	991	18.5	2.9	92	1903	22.5	5.6	112	613	16.3	1.8	81
OUTDOOR IMPERATIVE		52785	1957	32.6	3.7	104	1750	32.7	3.3	104	2774	32.8	5.3	104	1366	36.		

	TOTAL U.S. '000	FRISKIES BUFFET				KAL KAN				9 LIVES				PURINA 100/ VARIETY MENU C			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	6007	100.0	3.6	100	5348	100.0	3.2	100	8466	100.0	5.0	100	3759	100.0	2.2	100
ATLANTIC MONTHLY	867	**14	0.2	1.6	45	**4	0.1	0.5	14	**24	0.3	2.8	55	**9	0.2	1.0	4
BARRON'S	1580	**39	0.6	2.5	69	**91	1.7	5.8	181	**68	0.8	4.3	85	**103	2.7	6.5	29
BETTER HOMES & GARDENS	22703	800	13.3	3.6	101	865	16.2	3.9	122	1361	16.1	6.1	121	712	18.9	3.2	14
BON APPETIT	3510	*168	2.8	4.4	123	*234	4.4	6.1	193	*228	2.7	6.0	119	**82	2.2	2.2	9
BUSINESS WEEK	4663	*175	2.9	3.8	105	*182	3.4	3.9	122	245	2.9	5.3	104	**147	3.9	3.2	14
CAR AND DRIVER	3102	**107	1.8	3.4	96	**75	1.4	2.4	76	*163	1.9	5.3	104	**44	1.2	1.4	6
CBS MAGAZINE NETWORK (GROSS)	7311	432	7.2	5.9	165	*317	5.9	4.3	136	548	6.5	7.5	149	*305	8.1	4.2	18
CHANGING TIMES	3400	*132	2.2	3.9	108	**98	1.8	2.9	90	*220	2.6	6.5	128	**90	2.4	2.6	11
COLONIAL HOMES	1796	**45	0.7	2.5	70	**97	1.8	5.4	169	**90	1.1	5.0	99	**76	2.0	4.2	18
CONDE NAST MAG. (GROSS)	19924	718	12.0	3.6	101	778	14.5	3.9	122	1245	14.7	6.2	124	443	11.8	2.2	9
CONSUMERS DIGEST	3125	*206	3.4	6.6	184	**136	2.5	4.4	136	*268	3.2	8.6	170	**125	3.3	4.0	17
COSMOPOLITAN	10577	346	5.8	3.3	91	400	7.5	3.8	119	928	11.0	8.8	174	*262	7.0	2.5	11
COUNTRY LIVING	3746	*106	1.8	2.8	79	*204	3.8	5.4	171	241	2.8	6.4	127	*121	3.2	3.2	14
CUISINE	2214	**91	1.5	4.1	115	**161	3.0	7.3	228	**115	1.4	5.2	103	**73	1.9	3.3	14
CYCLE WORLD	2394	**117	1.9	4.9	136	**144	2.7	6.0	189	*176	2.1	7.4	146	**77	2.0	3.2	14
DCI:CREATIVE IDEAS FOR LIV	3068	**122	2.0	4.0	111	*159	3.0	5.2	163	*200	2.4	6.5	129	**99	2.6	3.2	14
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	337	5.6	3.5	98	433	8.1	4.5	142	549	6.5	5.7	114	*264	7.0	2.8	12
DISCOVER	2277	*147	2.4	6.5	180	**84	1.6	3.7	116	*229	2.7	10.1	199	**63	1.7	2.8	12
EBONY	7187	**112	1.9	1.6	44	**177	3.3	2.5	77	233	2.8	3.2	64	**60	1.6	0.8	3
ESQUIRE	2560	**75	1.2	2.9	82	**84	1.6	3.3	103	*135	1.6	5.3	104	**77	2.0	3.0	13
ESSENCE	3242	**53	0.9	1.6	46	**52	1.0	1.6	50	**103	1.2	3.2	63	**17	0.5	0.5	2
FAMILY CIRCLE	19639	744	12.4	3.8	106	895	16.7	4.6	143	1367	16.1	7.0	138	630	16.8	3.2	14
THE FAMILY HANDYMAN	3540	*172	2.9	4.9	136	*152	2.8	4.3	135	*248	2.9	7.0	139	**109	2.9	3.1	13
FAMILY WEEKLY	23924	886	14.7	3.7	103	761	14.2	3.2	100	1223	14.4	5.1	101	573	15.2	2.4	10
FIELD & STREAM	9883	391	6.5	4.0	110	*325	6.1	3.3	103	427	5.0	4.3	86	*154	4.1	1.6	7
FOOD & WINE	1030	**28	0.5	2.7	76	**27	0.5	2.6	82	**34	0.4	3.3	65	**11	0.3	1.1	4
FORBES	2679	*135	2.2	5.0	141	*142	2.7	5.3	166	*165	1.9	6.2	122	**131	3.5	4.9	21
FORTUNE	2931	*105	1.7	3.6	100	*136	2.5	4.6	146	*178	2.1	6.1	120	**139	3.7	4.7	21
GENTLEMEN'S QUARTERLY	3481	**158	2.6	4.5	127	**125	2.3	3.6	113	*287	3.4	8.2	163	**95	2.5	2.7	12
GLAMOUR	7163	310	5.2	4.3	121	*334	6.2	4.7	146	471	5.6	6.6	130	*173	4.6	2.4	10
GOLF DIGEST	2355	**109	1.8	4.6	129	**39	0.7	1.7	52	**113	1.3	4.8	95	**39	1.0	1.7	7
GOLF DIGEST/TENNIS (GROSS)	3610	*162	2.7	4.5	125	**98	1.8	2.7	85	*241	2.8	6.7	132	**94	2.5	2.6	11
GOLF MAGAZINE	2046	**87	1.4	4.3	119	**92	1.7	4.5	141	*96	1.1	4.7	93	**25	0.7	1.2	5
GOLF MAGAZINE/SKI (GROSS)	3567	*148	2.5	4.2	117	**118	2.2	3.3	104	*229	2.7	6.5	128	**53	1.4	1.5	6
GOOD HOUSEKEEPING	20353	788	13.1	3.9	108	875	16.4	4.3	135	1228	14.5	6.0	120	637	16.9	3.1	14
HARPER'S BAZAAR	3362	**56	0.9	1.7	47	**158	3.0	4.7	147	*158	1.9	4.7	93	**92	2.4	2.7	12
HEALTH	2987	**61	1.0	2.0	57	**245	4.6	8.2	257	**96	1.1	3.2	64	**100	2.7	3.0	14
HEARST MAG CORP. BUY (GROSS)	67928	2320	38.6	3.4	95	2699	50.5	4.0	125	4083	48.2	6.0	119	2018	53.7	3.0	13
HEARST MAN POWER (GROSS)	11282	580	9.7	5.1	144	408	7.6	3.6	113	578	6.8	5.1	102	*359	9.6	3.2	14
HEARST WOMAN POWER (GROSS)	40514	1386	23.1	3.4	96	1614	30.2	4.0	125	2611	30.8	6.4	128	1121	29.8	2.8	12
HOUSE BEAUTIFUL	4885	**114	1.9	2.3	65	*172	3.2	3.5	110	278	3.3	5.7	113	*217	5.8	4.4	19
INC.	1308	**50	0.8	3.8	107	**60	1.1	4.6	144	**75	0.9	5.7	114	**90	2.4	6.9	30
JET	5498	**140	2.3	2.2	60	**157	2.9	2.4	76	*167	2.0	2.6	51	**60	1.6	0.9	4
LADIES' HOME JOURNAL	14797	507	8.4	3.4	96	664	12.4	4.5	141	913	10.8	6.2	122	459	12.2	3.1	13
LHJ FAMILY GRP COMBO(GROSS)	21743	744	12.4	3.4	96	1105	20.7	5.1	159	1244	14.7	5.7	113	715	19.0	3.3	14
LIFE	9881	440	7.3	4.5	124	493	9.2	5.0	156	869	10.3	8.8	174	*282	7.5	2.9	12
L.A. TIMES HOME MAGAZINE	2775	**90	1.5	3.2	91	*207	3.9	7.5	234	*195	2.3	7.0	139	**82	2.2	3.0	13
MADMOISELLE	4219	*150	2.5	3.6	99	**165	3.1	3.9	123	*288	3.4	6.8	135	**71	1.9	1.7	7
MC CALL'S	16422	498	8.3	3.0	85	790	14.8	4.8	151	841	9.9	5.1	101	419	11.1	2.6	13
MC CALL'S/MRK MOTHER (GROSS)	17919	592	9.9	3.3	92	855	16.0	4.8	150	951	11.2	5.3	105	506	13.5	2.8	13
MECHANIX ILLUSTRATED	4433	*224	3.7	5.1	141	*141	2.6	3.2	100	289	3.4	6.5	129	*156	4.2	3.5	15
METROPOLITAN HOME	1504	**53	0.9	3.5	98	**104	1.9	6.9	217	**86	1.0	5.7	113	**46	1.2	3.1	13
MONEY	4723	*102	1.7	2.2	60	*176	3.3	3.7	117	246	2.9	5.2	103	*143	3.8	3.0	13
MOTHER EARTH NEWS	2325	**119	2.0	5.1	143	**42	0.8	1.8	57	*155	1.8	6.7	132	**70	1.9	3.0	13
MS.	1189	**33	0.5	2.8	77	**30	0.6	2.5	79	**58	0.7	4.9	97	**15	0.4	1.3	5
NATIONAL ENQUIRER	18892	807	13.4	4.3	119	600	11.2	3.2	100	1018	12.0	5.4	107	335	8.9	1.8	5
NATIONAL GEOGRAPHIC	22129	980	16.3	4.4	124	886	16.6	4.0	126	1370	16.2	6.2	123	765	20.4	3.5	15
NATIONAL SUNDAY MAGAZINE PKG	103750	4239	70.6	4.1	114	3672	68.7	3.5	111	6058	71.6	5.8	116	2791	74.2	2.7	11
NATURAL HISTORY	1379	**78	1.3	5.7	158	**92	1.7	6.7	209	**85	1.0	6.2	122	**63	1.7	4.6	2
NEW WOMAN	2289	**110	1.8	4.8	134	**119	2.2	5.2	163	**189	2.2	8.3	164	**60	1.6	2.6	11
NEW YORK INCLUDING CUE	1088	**8	0.1	0.7	21	**16	0.3	1.5	46	**72	0.9	6.6	131	**15	0.4	1.4	6
THE NEW YORKER	2459	**86	1.4	3.5	98	*102	1.9	4.1	130	*196	2.3	8.0	158	**91	2.4	3.7	15
NEWSWEEK	16527	770	12.8	4.7	130	590	11.0	3.6	112	991	11.7	6.0	119	512	13.6	3.1	14
THE N.Y. TIMES DAILY EDITION	2739	*89	1.5	3.2	91	**95	1.8	3.5	109	*176	2.1	6.4	127	**71	1.9	2.6	11
THE N.Y. TIMES MAGAZINE	4443	*138	2.3	3.1	87	*212	4.0	4.8	150	353	4.2	7.9	157	*186	4.9	4.2	15
OMNI	2799	*181	3.0	6.5	181	*134	2.5	4.8	150	*227	2.7	8.1	161	**135	3.6	4.8	2
ON CABLE	2209	**27	0.4	1.2	34	**131	2.4	5.9	186	**113	1.3	5.1	101	**47	1.3	2.1	8
1001 HOME IDEAS	3959	*176	2.9	4.4	124	*196	3.7	5.0	155	*236	2.8	6.0	118	**156	4.2	3.9	15
ORGANIC GARDENING	3111	*130	2.2	4.2	117	*161	3.0	5.2	162	*208	2.5	6.7	132	**96	2.6	3.1	11
OUTDOOR LIFE	5024	**171	2.8	3.4	95	*193	3.6	3.8	120	*221	2.6	4.4	87	**113	3.0	2.2	11
PARADE MAGAZINE	51292	2203	36.7	4.3	120	2033	38.0	4.0	124	3132	37.0	6.1	121	1446	38.5	2.8	11

	TOTAL U.S. '000	FRISKIES BUFFET				KAL KAN				9 LIVES				PURINA 100/ VARIETY MENU			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	6007	100.0	3.6	100	5348	100.0	3.2	100	8466	100.0	5.0	100	3759	100.0	2.2	100
PARENTS	5298	**118	2.0	2.2	62	*175	3.3	3.3	104	*269	3.2	5.1	101	**117	3.1	2.2	99
PENTHOUSE	5129	*231	3.8	4.5	126	**138	2.6	2.7	84	360	4.3	7.0	139	**124	3.3	2.4	108
PEOPLE	21070	968	16.1	4.6	128	1003	18.8	4.8	149	1382	16.3	6.6	130	580	15.4	2.8	123
PLAYBOY	10562	565	9.4	5.3	149	392	7.3	3.7	116	722	8.5	6.8	135	346	9.2	3.3	146
POPULAR HOT RODDING	2498	**87	1.4	3.5	97	**87	1.6	3.5	109	**98	1.2	3.9	78	**32	0.9	1.3	57
POPULAR MECHANICS	5887	*368	6.1	6.3	175	*223	4.2	3.8	119	366	4.3	6.2	123	*226	6.0	3.8	171
POPULAR SCIENCE	4317	*198	3.3	4.6	128	*226	4.2	5.2	164	*282	3.3	6.5	129	**114	3.0	2.6	118
PREVENTION	5792	*200	3.3	3.5	96	*213	4.0	3.7	115	322	3.8	5.6	110	*111	3.0	1.9	86
PSYCHOLOGY TODAY	3284	*224	3.7	6.8	190	*201	3.8	6.1	192	*226	2.7	6.9	136	**92	2.4	2.8	125
READER'S DIGEST	40046	1475	24.6	3.7	103	1500	28.0	3.7	117	2202	26.0	5.5	109	1000	26.6	2.5	111
REDBOOK	9584	*251	4.2	2.6	73	*338	6.3	3.5	111	455	5.4	4.7	94	*222	5.9	2.3	103
ROAD & TRACK	2590	**167	2.8	6.4	180	**51	1.0	2.0	62	*224	2.6	8.6	171	**119	3.2	4.6	205
ROLLING STONE	3302	*235	3.9	7.1	199	**124	2.3	3.8	118	*329	3.9	10.0	197	**152	4.0	4.6	205
RUNNER'S WORLD	1229	**30	0.5	2.4	68	**42	0.8	3.4	107	**43	0.5	3.5	69	**33	0.9	2.7	120
SATURDAY EVENING POST	2110	**36	0.6	1.7	48	**79	1.5	3.7	117	**88	1.0	4.2	83	**22	0.6	1.0	47
SCIENCE 84	1543	**120	2.0	7.8	217	**104	1.9	6.7	211	**76	0.9	4.9	98	**42	1.1	2.7	121
SCIENCE DIGEST	1747	**93	1.5	5.3	149	**85	1.6	4.9	153	**55	0.6	3.1	62	**39	1.0	2.2	100
SCIENTIFIC AMERICAN	1994	*143	2.4	7.2	200	**119	2.2	6.0	187	*130	1.5	6.5	129	**77	2.0	3.9	172
SELF	3119	**72	1.2	2.3	64	**124	2.3	4.0	125	*179	2.1	5.7	114	**81	2.2	2.6	116
SEVENTEEN	3923	*155	2.6	4.0	110	**185	3.5	4.7	148	*312	3.7	8.0	158	**102	2.7	2.6	116
SKI	1501	**61	1.0	4.1	113	**26	0.5	1.7	54	**134	1.6	8.9	177	**28	0.7	1.9	83
SMITHSONIAN	5976	367	6.1	6.1	171	348	6.5	5.8	183	423	5.0	7.1	140	262	7.0	4.4	196
SOAP OPERA DIGEST	4228	*149	2.5	3.5	98	**190	3.6	4.5	141	*217	2.6	5.1	102	**138	3.7	3.3	146
SOUTHERN LIVING	6488	*216	3.6	3.3	93	*274	5.1	4.2	132	349	4.1	5.4	107	**165	4.4	2.5	113
SPORT	3500	**210	3.5	6.0	168	**212	4.0	6.1	190	*305	3.6	8.7	173	**170	4.5	4.9	217
THE SPORTING NEWS	2456	**107	1.8	4.4	122	**131	2.4	5.3	167	*205	2.4	8.3	165	**137	3.6	5.6	249
SPORTS AFIELD	3648	**120	2.0	3.3	92	**100	1.9	2.7	86	*156	1.8	4.3	85	**94	2.5	2.6	115
SPORTS ILLUSTRATED	14484	666	11.1	4.6	128	492	9.2	3.4	107	950	11.2	6.6	130	485	12.9	3.3	149
STAR	12661	460	7.7	3.6	101	455	8.5	3.6	113	737	8.7	5.8	115	*303	8.1	2.4	107
SUNDAY	52799	2047	34.1	3.9	108	1634	30.6	3.1	97	3181	37.6	6.0	119	1365	36.3	2.6	115
SUNSET	3513	*183	3.0	5.2	145	*235	4.4	6.7	210	*136	1.6	3.9	77	**152	4.0	4.3	193
TV GUIDE	42766	1705	28.4	4.0	111	1647	30.8	3.9	121	2488	29.4	5.8	115	1071	28.5	2.5	112
TENNIS	1254	**53	0.9	4.2	118	**59	1.1	4.7	148	**129	1.5	10.3	204	**56	1.5	4.5	199
TIME	22054	833	13.9	3.8	105	860	16.1	3.9	122	1402	16.6	6.4	126	637	16.9	2.9	129
TOWN & COUNTRY	1555	**21	0.3	1.4	38	**29	0.5	1.9	58	**95	1.1	6.1	121	**25	0.7	1.6	72
TRAVEL & LEISURE	2173	**114	1.9	5.2	146	**105	2.0	4.8	152	**120	1.4	5.5	109	**118	3.1	5.4	242
TRUE STORY	4636	**129	2.1	2.8	78	*210	3.9	4.5	142	*139	1.6	3.0	59	**123	3.3	2.7	118
U.S. NEWS & WORLD REPORT	10353	307	5.1	3.0	83	353	6.6	3.4	107	501	5.9	4.8	96	*222	5.9	2.1	96
USA TODAY	4994	*108	1.8	2.2	60	*113	2.1	2.3	71	230	2.7	4.6	91	**108	2.9	2.2	96
US	3528	**150	2.5	4.3	119	**120	2.2	3.4	107	*242	2.9	6.9	136	**29	0.8	0.8	37
VOGUE	5424	*185	3.1	3.4	95	*155	2.9	2.9	90	*306	3.6	5.6	112	**117	3.1	2.2	96
WALL STREET JOURNAL	6292	296	4.9	4.7	131	*295	5.5	4.7	147	433	5.1	6.9	136	*164	4.4	2.6	116
WEIGHT WATCHERS	2762	**75	1.2	2.7	76	**130	2.4	4.7	148	*229	2.7	8.3	164	**91	2.4	3.3	147
WOMAN'S DAY	16320	582	9.7	3.6	100	733	13.7	4.5	141	1047	12.4	6.4	127	552	14.7	3.4	151
WORKING MOTHER	1496	**94	1.6	6.3	175	**65	1.2	4.3	136	**110	1.3	7.4	146	**87	2.3	5.8	259
WORKING WOMAN	1851	**63	1.0	3.4	95	**101	1.9	5.5	171	**111	1.3	6.0	119	**73	1.9	3.9	176
WORLD TENNIS	580	**29	0.5	5.0	140	**51	1.0	8.8	276	**74	0.9	12.8	253	**6	0.2	1.0	46
ZIFF-DAVIS MAG NETWK (GROSS)	12412	453	7.5	3.6	102	442	8.3	3.6	112	775	9.2	6.2	124	*275	7.3	2.2	99
BLAIR INSERTS	91671	3809	63.4	4.2	116	3305	61.8	3.6	113	5432	64.2	5.9	117	2571	68.4	2.8	125
DAILY NEWSPAPERS																	
READ ANY	109190	4388	73.0	4.0	112	3804	71.1	3.5	109	6193	73.2	5.7	112	2692	71.6	2.5	110
READ ONE	89587	3552	59.1	4.0	111	3143	58.8	3.5	110	4977	58.8	5.6	110	2186	58.2	2.4	109
READ TWO OR MORE	19602	836	13.9	4.3	119	660	12.3	3.4	106	1215	14.4	6.2	123	506	13.5	2.6	115
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4460	74.2	4.1	114	3881	72.6	3.5	111	6249	73.8	5.7	113	2870	76.4	2.6	117
READ ONE	95074	3800	63.3	4.0	112	3264	61.0	3.4	108	5160	60.9	5.4	108	2440	64.9	2.6	115
READ TWO OR MORE	14588	660	11.0	4.5	126	617	11.5	4.2	133	1089	12.9	7.5	148	430	11.4	2.9	132
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.12				30.04				29.57				27.04			
30 DAY REACH	149706	5425	90.3	3.6	101	4688	87.7	3.1	98	7726	91.3	5.2	102	3405	90.6	2.3	101
50 SHWG - 30 DAY AV FREQ	15.16	15.25				15.79				15.51				14.21			
30 DAY REACH	142406	5193	86.4	3.6	102	4473	83.6	3.1	99	7365	87.0	5.2	102	3247	86.4	2.3	102
25 SHWG - 30 DAY AV FREQ	8.23	8.17				8.40				8.38				7.54			
30 DAY REACH	131152	4833	80.5	3.7	103	4174	78.0	3.2	100	6794	80.3	5.2	103	3027	80.5	2.3	103
CABLE TV: HOME WIRED	66879	2572	42.8	3.8	107	2342	43.8	3.5	110	3850	45.5	5.8	114	1516	40.3	2.3	101
HOME NOT WIRED	100848	3435	57.2	3.4	95	3006	56.2	3.0	93	4616	54.5	4.6	91	2243	59.7	2.2	99
HAVE PAY CABLE	35024	1461	24.3	4.2	116	1338	25.0	3.8	120	2152	25.4	6.1	122	874	23.3	2.5	111

	TOTAL U.S. '000	FRISKIES BUFFET				KAL KAN				9 LIVES				PURINA 100/ VARIETY MENU			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	6007	100.0	3.6	100	5348	100.0	3.2	100	8466	100.0	5.0	100	3759	100.0	2.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3491	58.1	3.7	102	3086	57.7	3.2	101	5245	62.0	5.5	109	2241	59.6	2.3	105
10:00 AM - 3:00 PM	63599	2405	40.0	3.8	106	2018	37.7	3.2	100	3449	40.7	5.4	107	1290	34.3	2.0	91
3:00 PM - 7:00 PM	72097	2873	47.8	4.0	111	2420	45.3	3.4	105	4280	50.6	5.9	118	1641	43.7	2.3	102
7:00 PM - MIDNIGHT	36670	1412	23.5	3.9	108	1107	20.7	3.0	95	1903	22.5	5.2	103	777	20.7	2.1	95
MIDNIGHT - 6:00 AM	21908	789	13.1	3.6	101	620	11.6	2.8	89	1018	12.0	4.6	92	497	13.2	2.3	101
6:00 AM - MIDNIGHT	127571	4638	77.2	3.6	102	4101	76.7	3.2	101	6783	80.1	5.3	105	2945	78.3	2.3	103
ENTIRE DAY	129239	4692	78.1	3.6	101	4142	77.4	3.2	101	6827	80.6	5.3	105	2988	79.5	2.3	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1289	21.5	3.8	106	1008	18.8	3.0	93	1937	22.9	5.7	113	829	22.1	2.4	109
ALL NEWS	6062	330	5.5	5.4	152	326	6.1	5.4	169	464	5.5	7.7	152	*246	6.5	4.1	181
AOR/PROGRESSIVE	11884	660	11.0	5.6	155	365	6.8	3.1	96	1127	13.3	9.5	188	382	10.2	3.2	143
BEAUTIFUL MUSIC	11180	472	7.9	4.2	118	416	7.8	3.7	117	733	8.7	6.6	130	348	9.3	3.1	135
BLACK	4538	**138	2.3	3.0	85	**114	2.1	2.5	79	*158	1.9	3.5	69	**45	1.2	1.0	44
CLASSICAL	3857	*199	3.3	5.2	144	*202	3.8	5.2	164	297	3.5	7.7	153	*131	3.5	3.4	152
CHR/ROCK	21946	768	12.8	3.5	98	782	14.6	3.6	112	1325	15.7	6.0	120	476	12.7	2.2	97
COUNTRY	27262	898	14.9	3.3	92	785	14.7	2.9	90	1168	13.8	4.3	85	440	11.7	1.6	72
GOLDEN OLDIES	3339	**61	1.0	1.8	51	**92	1.7	2.8	86	**136	1.6	4.1	81	**58	1.5	1.7	78
MOR/NOSTALGIA	10346	390	6.5	3.8	105	453	8.5	4.4	137	550	6.5	5.3	105	*222	5.9	2.9	96
NEWS/TALK	8929	398	6.6	4.5	124	327	6.1	3.7	115	465	5.5	5.2	103	277	7.4	3.1	138
RELIGIOUS	5488	*224	3.7	4.1	114	**143	2.7	2.6	82	*346	4.1	6.3	125	**129	3.4	2.4	105
SOFT ROCK	1232	**70	1.2	5.7	159	**70	1.3	5.7	178	**50	0.6	4.1	80	**24	0.6	1.9	87
URBAN CONTEMPORARY	3184	**62	1.0	1.9	54	**45	0.8	1.4	44	**74	0.9	2.3	46	**64	1.7	2.0	90
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*133	2.2	1.9	54	**201	3.8	2.9	91	*351	4.1	5.1	101	*162	4.3	2.3	105
ABC DIRECTION	5212	*216	3.6	4.1	116	*167	3.1	3.2	100	325	3.8	6.2	124	*206	5.5	4.0	170
ABC ENTERTAINMENT	10385	422	7.0	4.1	113	400	7.5	3.9	121	702	8.3	6.8	134	*260	6.9	2.5	112
ABC FM	4762	**130	2.2	2.7	76	**119	2.2	2.5	78	*211	2.5	4.4	88	**58	1.5	1.2	54
ABC INFORMATION	11339	437	7.3	3.9	108	335	6.3	3.0	93	518	6.1	4.6	91	317	8.4	2.8	125
ABC ROCK	4878	*226	3.8	4.6	129	**96	1.8	2.0	62	*394	4.7	8.1	160	**172	4.6	3.5	157
CBS	10709	501	8.3	4.7	131	449	8.4	4.2	131	612	7.2	5.7	113	284	7.6	2.7	118
MUTUAL	10251	330	5.5	3.2	90	304	5.7	3.0	93	436	5.2	4.3	84	*156	4.2	1.5	68
NBC	12243	386	6.4	3.2	88	330	6.2	2.7	85	675	8.0	5.5	109	*244	6.5	2.0	89
RADIORADIO	4606	*175	2.9	3.8	106	*236	4.4	5.1	161	*255	3.0	5.5	110	**119	3.2	2.6	115
RKO ONE	5148	*165	2.7	3.2	89	**109	2.0	2.1	66	*288	3.4	5.6	111	**87	2.3	1.7	75
RKO TWO	7313	*281	4.7	3.8	107	*227	4.2	3.1	97	347	4.1	4.7	94	*100	2.7	1.4	67
THE SOURCE	5981	*288	4.8	4.8	134	*188	3.5	3.1	99	422	5.0	7.1	140	*213	5.7	3.6	159
NON-WIRED : BLAIR	19329	698	11.6	3.6	101	538	10.1	2.8	87	928	11.0	4.8	95	399	10.6	2.1	92
INTERNET	27139	1103	18.4	4.1	113	1039	19.4	3.8	120	1770	20.9	6.5	129	763	20.3	2.8	125
KATZ RADIO GROUP	36319	1599	26.6	4.4	123	1287	24.1	3.5	111	2242	26.5	6.2	122	953	25.4	2.6	117
SUPERNET	22361	797	13.3	3.6	100	606	11.3	2.7	85	1020	12.0	4.6	90	471	12.5	2.1	94
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	628	10.5	4.3	121	471	8.8	3.2	102	738	8.7	5.1	101	327	8.7	2.3	100
WKDAY 9:00 AM - 1:00 PM	18688	631	10.5	3.4	94	559	10.5	3.0	94	833	9.8	4.5	88	370	9.8	2.0	89
WKDAY 1:00 PM - 4:30 PM	24061	796	13.3	3.3	92	788	14.7	3.3	103	963	11.4	4.0	79	512	13.6	2.1	95
WKDAY 4:30 PM - 7:30 PM	44079	1647	27.4	3.7	104	1402	26.2	3.2	100	2149	25.4	4.9	97	1099	29.2	2.5	110
WKDAY 7:30 PM - 8:00 PM	61979	2238	37.3	3.6	101	1984	37.1	3.2	100	3111	36.7	5.0	99	1422	37.8	2.3	101
WKDAY 11:00 PM - 11:30 PM	49084	1989	33.1	4.1	113	1559	29.2	3.2	100	2481	29.3	5.1	100	1291	34.3	2.6	117
WKDAY 11:30 PM - 1:00 AM	16560	675	11.2	4.1	114	519	9.7	3.1	98	811	9.6	4.9	97	403	10.7	2.4	100
M-SAT 8-11 PM-SUN 7-11 PM	66967	2486	41.4	3.7	104	2213	41.4	3.3	104	3540	41.8	5.3	105	1675	44.6	2.5	111
WKDY DAYTIME NTKK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	228	3.8	2.5	69	258	4.8	2.8	87	325	3.8	3.5	69	*181	4.8	2.0	87
ANOTHER WORLD	N 6138	317	5.3	5.2	144	267	5.0	4.3	136	366	4.3	6.0	118	*161	4.3	2.6	111
AS THE WORLD TURNS	C 7707	172	2.9	2.2	62	275	5.1	3.6	112	239	2.8	3.1	61	*146	3.9	1.9	88
CAPITOL	C 4688	*144	2.4	3.1	86	*170	3.2	3.6	114	182	2.1	3.9	77	*94	2.5	2.0	89
CBS MORN. NEWS 1	C 2792	*71	1.2	2.5	71	*109	2.0	3.9	122	143	1.7	5.1	101	**39	1.0	1.4	66
CBS MORN. NEWS 2	C 2071	*64	1.1	3.1	86	*61	1.1	2.9	92	*103	1.2	5.0	99	**25	0.7	1.2	55
DAYS OF OUR LIVES	N 8018	419	7.0	5.2	146	366	6.8	4.6	143	429	5.1	5.4	106	166	4.4	2.1	99
FACTS OF LIFE - DAYTIME	N 3487	**72	1.2	2.1	58	*120	2.2	3.4	108	177	2.1	5.1	101	**51	1.4	1.5	66
FAMILY FEUD	A 4817	*135	2.2	2.8	78	*148	2.8	3.1	96	188	2.2	3.9	77	**103	2.7	2.1	99
GENERAL HOSPITAL	A 8333	206	3.4	2.5	69	285	5.3	3.4	107	355	4.2	4.3	84	194	5.2	2.3	109
GOOD MORNING, AMERICA-730 A	A 5472	236	3.9	4.3	120	165	3.1	3.0	95	257	3.0	4.7	93	113	3.0	2.1	90
GOOD MORNING, AMERICA-830 A	A 3965	145	2.4	3.7	102	111	2.1	2.8	88	163	1.9	4.1	81	*103	2.7	2.6	111
GUIDING LIGHT	C 7542	220	3.7	2.9	81	274	5.1	3.6	114	291	3.4	3.9	76	176	4.7	2.3	101
ONE LIFE TO LIVE	A 6018	129	2.1	2.1	60	191	3.6	3.2	100	185	2.2	3.1	61	*148	3.9	2.5	111
PRESS YOUR LUCK	C 3589	*81	1.3	2.3	63	*51	1.0	1.4	45	*115	1.4	3.2	63	**68	1.8	1.9	88
PRICE IS RIGHT 1	C 7418	220	3.7	3.0	83	256	4.8	3.5	108	291	3.4	3.9	78	*154	4.1	2.1	99
PRICE IS RIGHT 2	C 8276	222															

	TOTAL U.S. '000	FRISKIES BUFFET				KAL KAN				9 LIVES				PURINA 100/ VARIETY MENU			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	6007	100.0	3.6	100	5348	100.0	3.2	100	8466	100.0	5.0	100	3759	100.0	2.2	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1741	29.0	3.3	93	1493	27.9	2.9	90	2388	28.2	4.6	90	1245	33.1	2.4	106
NETWORK AFFILIATES - LATE	39164	1595	26.6	4.1	114	1205	22.5	3.1	96	1943	23.0	5.0	98	1061	28.2	2.7	121
INDEPENDENTS - LATE	5133	236	3.9	4.6	128	227	4.2	4.4	139	251	3.0	4.9	97	161	4.3	3.1	140
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 22825	844	14.1	3.7	103	657	12.3	2.9	90	1099	13.0	4.8	95	461	12.3	2.0	90
ABC MONDAY NIGHT MOVIE	A 11258	475	7.9	4.2	118	427	8.0	3.8	119	637	7.5	5.7	112	*267	7.1	2.4	106
ABC SUNDAY NIGHT MOVIE	A 23600	768	12.8	3.3	91	792	14.8	3.4	105	1261	14.9	5.3	106	528	14.0	2.2	100
ABC WORLD NEWS TONIGHT	A 12801	438	7.3	3.4	96	311	5.8	2.4	76	589	7.0	4.6	91	233	6.2	1.8	81
AFTERMASH	C 10966	469	7.8	4.3	119	*262	4.9	2.4	75	597	7.1	5.4	108	*297	7.9	2.7	121
ALICE	C 17050	720	12.0	4.2	118	521	9.7	3.1	96	885	10.5	5.2	103	*435	11.6	2.6	114
AMERICAN PARADE	C 11998	317	5.3	2.6	74	402	7.5	3.4	105	626	7.4	5.2	103	277	7.4	2.3	103
BENSON	A 19258	645	10.7	3.3	94	588	11.0	3.1	96	916	10.8	4.8	94	504	13.4	2.6	117
BLUE THUNDER	A 11478	353	5.9	3.1	86	332	6.2	2.9	91	663	7.8	5.8	114	309	8.2	2.7	120
CAGNEY & LACEY	C 18263	660	11.0	3.6	101	508	9.5	2.8	87	997	11.8	5.5	108	489	13.0	2.7	119
CBS EVENING NEWS-DEAN	C 7733	284	4.7	3.7	103	*271	5.1	3.5	110	343	4.1	4.4	88	*183	4.9	2.4	106
CBS EVENING NEWS-RATHER	C 15653	477	7.9	3.0	85	486	9.1	3.1	97	676	8.0	4.3	86	382	10.2	2.4	109
CBS SAT. NEWS-SCHIEFFER	C 8744	295	4.9	3.4	94	243	4.5	2.8	87	435	5.1	5.0	99	156	4.2	1.8	80
CBS SATURDAY NIGHT MOVIE	C 12000	355	5.9	3.0	83	341	6.4	2.8	89	601	7.1	5.0	99	279	7.4	2.3	104
CBS WEDNESDAY NIGHT MOVIE	C 11522	373	6.2	3.2	90	321	6.0	2.8	87	532	6.3	4.6	91	340	9.0	3.0	132
CHEERS	N 16818	598	10.0	3.6	99	630	11.8	3.7	117	985	11.6	5.9	116	403	10.7	2.4	107
DALLAS	C 37510	1287	21.4	3.4	96	1155	21.6	3.1	97	1871	22.1	5.0	99	893	23.8	2.4	106
DIFF'RENT STROKES	N 11258	421	7.0	3.7	104	338	6.3	3.0	94	571	6.7	5.1	100	*193	5.1	1.7	76
DOUBLE TROUBLE	N 12248	369	6.1	3.0	84	462	8.6	3.8	118	624	7.4	5.1	101	326	8.7	2.7	119
DUCK FACTORY	N 11100	403	6.7	3.6	101	372	7.0	3.4	105	673	7.9	6.1	120	296	7.9	2.7	119
DUKES OF HAZZARD	C 12353	441	7.3	3.6	100	301	5.6	2.4	76	654	7.7	5.3	105	282	7.5	2.3	102
DYNASTY	A 33279	1153	19.2	3.5	97	1003	18.8	3.0	95	1530	18.1	4.6	91	743	19.8	2.2	100
FACTS OF LIFE	N 13410	551	9.2	4.1	115	488	9.1	3.6	114	825	9.7	6.2	122	296	7.9	2.2	98
FALCON CREST	C 31093	1002	16.7	3.2	90	964	18.0	3.1	97	1661	19.6	5.3	106	866	23.0	2.8	124
FALL GUY	A 18649	681	11.3	3.7	102	474	8.9	2.5	80	825	9.7	4.4	88	443	11.8	2.4	106
FAMILY TIES	N 13101	464	7.7	3.5	99	466	8.7	3.6	112	853	10.1	6.5	129	298	7.9	2.3	101
FANTASY ISLAND	A 13069	403	6.7	3.1	86	337	6.3	2.6	81	542	6.4	4.1	82	244	6.5	1.9	83
FOULUPS, BLEEPERS & BLUNDERS	A 16588	711	11.8	4.3	120	574	10.7	3.5	109	998	11.8	6.0	119	490	13.0	3.0	132
FOUR SEASONS	C 9302	*383	6.4	4.1	115	*288	5.4	3.1	97	452	5.3	4.9	96	*315	8.4	3.4	151
GIMME A BREAK	N 13955	532	8.9	3.8	106	381	7.1	2.7	86	834	9.9	6.0	118	317	8.4	2.3	101
HART TO HART	A 15735	724	12.1	4.6	128	499	9.3	3.2	99	750	8.9	4.8	94	305	8.1	1.9	86
HILL STREET BLUES	N 18257	773	12.9	4.2	118	602	11.3	3.3	103	1148	13.6	6.3	125	509	13.5	2.8	124
HOTEL	A 24236	893	14.9	3.7	103	709	13.3	2.9	92	1217	14.4	5.0	99	600	16.0	2.5	110
JEFFERSONS	C 17010	684	11.4	4.0	112	510	9.5	3.0	94	847	10.0	5.0	99	430	11.4	2.5	113
JENNIFER SLEPT HERE	N 9397	363	6.0	3.9	108	*263	4.9	2.8	88	469	5.5	5.0	99	*175	4.7	1.9	83
KATE & ALLIE	C 16762	620	10.3	3.7	103	494	9.2	2.9	92	871	10.3	5.2	103	459	12.2	2.7	122
KNOTH RIDER	N 13164	658	11.0	5.0	140	416	7.8	3.2	99	650	7.7	4.9	98	304	8.1	2.3	103
LOVE BOAT	A 20400	656	10.9	3.2	90	563	10.5	2.8	87	955	11.3	4.7	93	406	10.8	2.0	89
MAGNUM PI	C 22543	676	11.3	3.0	84	662	12.4	2.9	92	1089	12.9	4.8	96	506	13.5	2.2	100
MAMA'S FAMILY	N 9852	357	5.9	3.6	101	305	5.7	3.1	97	512	6.0	5.2	103	259	6.9	2.6	117
MASTER, THE	N 8082	454	7.6	5.6	157	273	5.1	3.4	106	590	7.0	7.3	145	*273	7.3	3.4	151
MATT HOUSTON	A 12881	621	10.3	4.8	135	417	7.8	3.2	102	744	8.8	5.8	114	354	9.4	2.7	123
NBC MONDAY NIGHT MOVIE	N 23889	844	14.1	3.5	99	823	15.4	3.4	108	1290	15.2	5.4	107	613	16.3	2.6	114
NBC NIGHTLY NEWS	N 11156	500	8.3	4.5	125	275	5.1	2.5	77	650	7.7	5.8	115	246	6.5	2.2	98
NBC NIGHTLY NEWS-SAT	N 7363	*267	4.4	3.6	101	*148	2.8	2.0	63	309	3.6	4.2	83	*178	4.7	2.4	108
NBC NIGHTLY NEWS-SUN	N 6214	293	4.9	4.7	132	*163	3.0	2.6	82	316	3.7	5.1	101	*113	3.0	1.8	81
NBC SUNDAY NIGHT MOVIE	N 17590	787	13.1	4.5	125	661	12.4	3.8	118	937	11.1	5.3	106	494	13.1	2.8	125
NEWMART	C 16740	520	8.7	3.1	87	552	10.3	3.3	103	985	11.6	5.9	117	432	11.5	2.6	115
ONE DAY AT A TIME	C 11820	401	6.7	3.4	95	319	6.0	2.7	85	697	8.2	5.9	117	*224	6.0	1.9	85
PEOPLE ARE FUNNY	N 9138	408	6.8	4.5	125	*296	5.5	3.2	102	469	5.5	5.1	102	*223	5.9	2.4	109
REAL PEOPLE	N 15979	657	10.9	4.1	115	520	9.7	3.3	102	903	10.7	5.7	112	271	7.2	1.7	76
REMINGTON STEELE	N 14395	548	9.1	3.8	106	543	10.2	3.8	118	764	9.0	5.3	105	374	9.9	2.6	116
RIPLY'S BELIEVE IT - NOT	N 11362	483	8.0	4.3	119	385	7.2	3.4	106	798	9.4	7.0	139	295	7.8	2.6	116
RIPIDE	N 13920	669	11.1	4.8	134	533	10.0	3.8	120	742	8.8	5.3	106	364	9.7	2.6	117
SCARECROW & MRS. KING	C 17571	691	11.5	3.9	110	465	8.7	2.6	83	896	10.6	5.1	101	470	12.5	2.7	119
SIMON & SIMON	C 20208	622	10.4	3.1	86	570	10.7	2.8	88	888	10.5	4.4	87	416	11.1	2.1	92
60 MINUTES	C 27668	1033	17.2	3.7	104	925	17.3	3.3	105	1411	16.7	5.1	101	794	21.1	2.9	128
ST. ELSEWHERE	N 13699	540	9.0	3.9	110	596	11.1	4.4	136	723	8.5	5.3	105	420	11.2	3.1	137
THREE'S COMPANY	A 20632	697	11.6	3.4	94	627	11.7	3.0	95	1152	13.6	5.6	111	471	12.5	2.3	102
T.J. HOOKER	A 17136	6410															

	TOTAL U.S. '000	ALL FRISKIES				A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D												
		'000	% DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	7130	100.0	4.3	100												
MALES	79263	3449	48.4	4.4	102												
FEMALES	88464	3681	51.6	4.2	98												
18 - 24	28671	1326	18.6	4.6	109												
25 - 34	39536	1534	21.5	3.9	91												
35 - 44	28978	1472	20.6	5.1	119												
45 - 54	22345	998	14.0	4.5	105												
55 - 64	22224	832	11.7	3.7	88												
65 OR OLDER	25973	969	13.6	3.7	88												
18 - 34	68207	2860	40.1	4.2	99												
18 - 49	108058	4816	67.5	4.5	105												
25 - 54	90859	4003	56.1	4.4	104												
35 - 49	39851	1956	27.4	4.9	115												
50 OR OLDER	59669	2314	32.5	3.9	91												
GRADUATED COLLEGE	28091	1534	21.5	5.5	128												
ATTENDED COLLEGE	28938	1720	24.1	5.9	140												
GRADUATED HIGH SCHOOL	65503	2635	37.0	4.0	95												
DID NOT GRADUATE HIGH SCHOOL	45195	1241	17.4	2.7	65												
EMPLOYED MALES	56429	2520	35.3	4.5	105												
EMPLOYED FEMALES	43971	2038	28.6	4.6	109												
EMPLOYED FULL-TIME	87773	4018	56.4	4.6	108												
EMPLOYED PART-TIME	12627	*540	7.6	4.3	101												
NOT EMPLOYED	67327	2572	36.1	3.8	90												
PROFESSIONAL/MANAGER	25845	1271	17.8	4.9	116												
TECH/CLERICAL/SALES	30895	1534	21.5	5.0	117												
PRECISION/CRAFT	12629	540	7.6	4.3	101												
OTHER EMPLOYED	31031	1213	17.0	3.9	92												
SINGLE	35557	1571	22.0	4.4	104												
MARRIED	103885	4452	62.4	4.3	101												
DIVORCED/SEPARATED/WIDOWED	28585	1108	15.5	3.9	91												
PARENTS	59295	2358	33.1	4.0	94												
WHITE	146081	6553	91.9	4.5	106												
BLACK	17974	*440	6.2	2.4	58												
OTHER	3672	**138	1.9	3.8	88												
NORTHEAST-CENSUS	37005	1952	27.4	5.3	124												
NORTH CENTRAL	42642	1406	19.7	3.3	78												
SOUTH	56777	1959	27.5	3.5	81												
WEST	31303	1814	25.4	5.8	136												
NORTHEAST-MKTG.	38125	2009	28.1	5.3	124												
EAST CENTRAL	24794	760	10.7	3.1	72												
WEST CENTRAL	28511	1117	15.7	3.9	92												
SOUTH	48953	1715	24.1	3.5	82												
PACIFIC	27344	1536	21.5	5.6	132												
COUNTY SIZE A	69301	3008	42.2	4.3	102												
COUNTY SIZE B	50633	2292	32.1	4.5	106												
COUNTY SIZE C	26259	1262	17.7	4.8	113												
COUNTY SIZE D	21534	568	8.0	2.6	62												
METRO CENTRAL CITY	50014	1847	25.9	3.7	87												
METRO SUBURBAN	76832	3807	53.4	5.0	117												
NON METRO	40881	1476	20.7	3.6	85												
TOP 5 ADI'S	39550	1861	26.1	4.7	111												
TOP 10 ADI'S	54877	2529	35.5	4.6	108												
TOP 20 ADI'S	77516	3610	50.6	4.7	110												
HSULD INC. \$50,000 OR MORE	17257	1090	15.3	6.3	149												
\$40,000 OR MORE	33235	1928	27.0	5.8	136												
\$30,000 OR MORE	59693	3269	45.8	5.5	129												
\$25,000 OR MORE	76275	3968	55.7	5.2	122												
\$20,000 - \$24,999	18607	758	10.6	4.1	96												
\$15,000 - \$19,999	17175	634	8.9	3.7	87												
\$10,000 - \$14,999	24569	927	13.0	3.8	89												
UNDER \$10,000	31101	843	11.8	2.7	64												
HOUSEHOLD OF 1 PERSON	19441	636	8.9	3.3	77												
2 PEOPLE	51803	2181	30.6	4.2	99												
3 OR 4 PEOPLE	66933	3117	43.7	4.7	110												
5 OR MORE PEOPLE	29550	1197	16.8	4.1	95												
NO CHILD IN HSHLD	96587	4134	58.0	4.3	101												
CHILD(REN) UNDER 2 YRS	10844	**359	5.0	3.3	78												
2 - 5 YEARS	26358	671	9.4	2.5	60												
6 - 11 YEARS	30453	1084	15.2	3.6	84												
12 - 17 YEARS	36575	1965	27.6	5.4	126												
RESIDENCE OWNED	117770	5455	76.5	4.6	109												
VALUE: \$50,000 OR MORE	70166	3831	53.7	5.5	128												
VALUE: UNDER \$50,000	47604	1624	22.8	3.4	80												

		TOTAL	ALL FRISKIES															
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
				DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS	
TOTAL ADULTS		167727	7130	100.0	4.3	100												
MAGAZINES	QUINTILE 1	34022	1589	22.3	4.7	110												
	QUINTILE 2	34800	1647	23.1	4.7	111												
	QUINTILE 3	30514	1465	20.5	4.8	113												
	QUINTILE 4	33324	1329	18.6	4.0	94												
	QUINTILE 5	35066	1100	15.4	3.1	74												
NEWSPAPERS	QUINTILE 1	29107	1468	20.6	5.0	119												
	QUINTILE 2	49095	2247	31.5	4.6	108												
	QUINTILE 3	23107	1110	15.6	4.8	113												
	QUINTILE 4	33556	1544	21.7	4.6	108												
	QUINTILE 5	32863	762	10.7	2.3	55												
OUTDOOR	QUINTILE 1	33431	1319	18.5	3.9	93												
	QUINTILE 2	33478	1745	24.5	5.2	123												
	QUINTILE 3	33574	1479	20.7	4.4	104												
	QUINTILE 4	33935	1336	18.7	3.9	93												
	QUINTILE 5	33310	1250	17.5	3.8	88												
RADIO-DRIVE TIME	QUINTILE 1	33136	1605	22.5	4.8	114												
	QUINTILE 2	31658	1281	18.0	4.0	95												
	QUINTILE 3	32541	1387	19.5	4.3	100												
	QUINTILE 4	34247	1630	22.9	4.8	112												
	QUINTILE 5	36144	1228	17.2	3.4	80												
RADIO-MID- DAY	TERCILE 1	45037	2312	32.4	5.1	121												
	TERCILE 2	44819	1734	24.3	3.9	91												
	TERCILE 3	77872	3085	43.3	4.0	93												
RADIO-TOTAL	QUINTILE 1	33763	1709	24.0	5.1	119												
	QUINTILE 2	33240	1190	16.7	3.6	84												
	QUINTILE 3	33408	1595	22.4	4.8	112												
	QUINTILE 4	34792	1503	21.1	4.3	102												
	QUINTILE 5	32524	1134	15.9	3.5	82												
TV-PRIME TIME	QUINTILE 1	33090	1578	22.1	4.8	112												
	QUINTILE 2	33357	1274	17.9	3.8	90												
	QUINTILE 3	33980	1428	20.0	4.2	99												
	QUINTILE 4	33854	1316	18.5	3.9	91												
	QUINTILE 5	33444	1534	21.5	4.6	108												
TV-DAYTIME	TERCILE 1	49121	1929	27.1	3.9	92												
	TERCILE 2	48823	1985	27.8	4.1	96												
	TERCILE 3	69782	3216	45.1	4.6	108												
TV-TOTAL	QUINTILE 1	33584	1580	22.2	4.7	111												
	QUINTILE 2	33441	1410	19.8	4.2	99												
	QUINTILE 3	33505	1264	17.7	3.8	89												
	QUINTILE 4	33466	1421	19.9	4.2	100												
	QUINTILE 5	33731	1456	20.4	4.3	102												
MAGAZINES-NEWSPAPERS: DUAL		44503	2250	31.6	5.1	119												
MAGAZINE IMPERATIVE		39363	1724	24.2	4.4	103												
NEWSPAPER IMPERATIVE		46441	2142	30.0	4.6	109												
MAGAZINES-OUTDOOR: DUAL		33726	1717	24.1	5.1	120												
MAGAZINE IMPERATIVE		52846	2353	33.0	4.5	105												
OUTDOOR IMPERATIVE		52140	2177	30.5	4.2	98												
MAGAZINES-RADIO: DUAL		37081	1840	25.8	5.0	117												
MAGAZINE IMPERATIVE		49747	2266	31.8	4.6	107												
RADIO IMPERATIVE		49208	1959	27.5	4.0	94												
MAGAZINES-TELEVISION: DUAL		33103	1551	21.8	4.7	110												
MAGAZINE IMPERATIVE		54575	2551	35.8														
TELEVISION IMPERATIVE		53249	2122	29.8	4.0	94												
NEWSPAPERS-OUTDOOR: DUAL		36255	1794	25.2	4.9	116												
NEWSPAPER IMPERATIVE		55591	2590	36.3	4.7	110												
OUTDOOR IMPERATIVE		48319	1960	27.5	4.1	95												
NEWSPAPERS-RADIO: DUAL		37242	1914	26.8	5.1	121												
NEWSPAPER IMPERATIVE		54423	2451	34.4	4.5	106												
RADIO IMPERATIVE		46650	1811	25.4	3.9	91												
NEWSPAPERS-TELEVISION: DUAL		35974	1640	23.0	4.6	107												
NEWSPAPER IMPERATIVE		56095	2601	36.5	4.6	109												
TELEVISION IMPERATIVE		47170	1903	26.7	4.0	95												
OUTDOOR-RADIO: DUAL		33748	1534	21.5	4.5	107												
OUTDOOR IMPERATIVE		52785	2238	31.4	4.2	100												
RADIO IMPERATIVE		52882	2203	30.9	4.2	98												
OUTDOOR-TELEVISION: DUAL		32030	1507	21.1	4.7	111												
OUTDOOR IMPERATIVE		54626	2452	34.4	4.5	106												
TELEVISION IMPERATIVE		54874	2160	30.3	3.9	93												
RADIO-TELEVISION: DUAL		33386	1560	21.9	4.7	110												
RADIO IMPERATIVE		53810	2271	31.9	4.2	99												
TELEVISION IMPERATIVE		54023	2226	31.2	4.1	97												

	TOTAL U.S. '000	ALL FRISKIES				A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	
		'000	'000	DOWN	%																	INDX
TOTAL ADULTS	167727	7130	100.0	4.3	100																	
ATLANTIC MONTHLY	867	**14	0.2	1.6	38																	
BARRON'S	1580	**51	0.7	3.2	76																	
BETTER HOMES & GARDENS	22203	968	13.6	4.4	103																	
BON APPETIT	3810	*180	2.5	4.7	111																	
BUSINESS WEEK	4663	*206	2.9	4.4	104																	
CAR AND DRIVER	3102	**124	1.7	4.0	94																	
CBS MAGAZINE NETWORK (GROSS)	7311	508	7.1	6.9	163																	
CHANGING TIMES	3400	*150	2.1	4.4	104																	
COLONIAL HOMES	1796	**54	0.8	3.0	71																	
CONDE NAST MAG. PKG. (GROSS)	19924	877	12.3	4.4	104																	
CONSUMERS DIGEST	3125	*226	3.2	7.2	170																	
COSMOPOLITAN	10577	408	5.7	3.9	91																	
COUNTRY LIVING	3746	*149	2.1	4.0	94																	
CUISINE	2214	**98	1.4	4.4	104																	
CYCLE WORLD	2394	*161	2.3	6.7	158																	
DCI:CREATIVE IDEAS FOR LIV	3068	*149	2.1	4.9	114																	
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	382	5.4	4.0	94																	
DISCOVER	2277	*151	2.1	6.6	156																	
EBONY	7187	*145	2.0	2.0	47																	
ESQUIRE	2560	**80	1.1	3.1	74																	
ESSENCE	3242	**67	0.9	2.1	49																	
FAMILY CIRCLE	19639	942	13.2	4.8	113																	
THE FAMILY HANDYMAN	3540	*239	3.4	6.8	159																	
FAMILY WEEKLY	23924	1020	14.3	4.3	100																	
FIELD & STREAM	9883	477	6.7	4.8	114																	
FOOD & WINE	1030	**28	0.4	2.7	64																	
FORBES	2679	*164	2.3	6.1	144																	
FORTUNE	2931	*109	1.5	3.7	87																	
GENTLEMEN'S QUARTERLY	3481	**177	2.5	5.1	120																	
GLAMOUR	7163	370	5.2	5.2	122																	
GOLF DIGEST	2355	**114	1.6	4.8	114																	
GOLF DIGEST/TENNIS (GROSS)	3610	*184	2.6	5.1	120																	
GOLF MAGAZINE	2046	**90	1.3	4.4	103																	
GOLF MAGAZINE/SKI (GROSS)	3547	*166	2.3	4.7	110																	
GOOD HOUSEKEEPING	20353	925	13.0	4.5	107																	
HARPER'S BAZAAR	3362	**99	1.4	2.9	69																	
HEALTH	2987	**88	1.2	2.9	69																	
HEARST MAG CORP. BUY (GROSS)	67928	2844	39.9	4.2	98																	
HEARST MAN POWER (GROSS)	11282	668	9.4	5.9	139																	
HEARST WOMAN POWER (GROSS)	40514	1690	23.7	4.2	98																	
HOUSE BEAUTIFUL	4885	*144	2.0	2.9	69																	
INC.	1308	**61	0.9	4.7	110																	
JET	6498	*166	2.3	2.6	60																	
LADIES' HOME JOURNAL	14797	583	8.2	3.9	93																	
LHJ FAMILY GRP COMBO(GROSS)	21743	883	12.4	4.1	96																	
LIFE	9881	508	7.1	5.1	121																	
L.A. TIMES HOME MAGAZINE	2775	**96	1.3	3.5	81																	
MADEMOISELLE	4219	*163	2.3	3.9	91																	
MC CALL'S	16422	682	9.6	4.2	98																	
MC CALL'S/WRK MOTHER (GROSS)	17919	791	11.1	4.4	104																	
MECHANIX ILLUSTRATED	4433	*249	3.5	5.6	132																	
METROPOLITAN HOME	1504	**66	0.9	4.4	103																	
MONEY	4723	*142	2.0	3.0	71																	
MOTHER EARTH NEWS	2325	**137	1.9	5.9	139																	
MS.	1189	**38	0.5	3.2	75																	
NATIONAL ENQUIRER	18892	867	12.2	4.6	108																	
NATIONAL GEOGRAPHIC	22129	1106	15.5	5.0	118																	
NATIONAL SUNDAY MAGAZINE PKG	103750	4928	69.1	4.7	112																	
NATURAL HISTORY	1379	**78	1.1	5.7	133																	
NEW WOMAN	2289	**113	1.6	4.9	116																	
NEW YORK INCLUDING CUE	1088	**8	0.1	0.7	17																	
THE NEW YORKER	2459	*121	1.7	4.9	116																	
NEWSWEEK	16527	942	13.2	5.7	134																	
THE N.Y. TIMES DAILY EDITION	2739	*91	1.3	3.3	78																	
THE N.Y. TIMES MAGAZINE	4443	*157	2.2	3.5	83																	
OMNI	2799	*203	2.8	7.3	171																	
ON CABLE	2209	**39	0.5	1.8	42																	
1001 HOME IDEAS	3959	*211	3.0	5.3	125																	
ORGANIC GARDENING	3111	*155	2.2	5.0	117																	
OUTDOOR LIFE	5024	*211	3.0	4.2	99																	
PARADE MAGAZINE	51292	2568	36.0	5.0	118																	

	TOTAL U.S. '000	ALL FRISKIES				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D												
TOTAL ADULTS	167727	7130	100.0	4.3	100												
PARENTS	5298	*178	2.5	3.4	79												
PENTHOUSE	5129	*266	3.7	5.2	122												
PEOPLE	21070	1149	16.1	5.5	128												
PLAYBOY	10562	600	8.4	5.7	134												
POPULAR HOT RODDING	2498	**99	1.4	4.0	93												
POPULAR MECHANICS	5887	430	6.0	7.3	172												
POPULAR SCIENCE	4317	*217	3.0	5.0	118												
PREVENTION	5792	261	3.7	4.5	106												
PSYCHOLOGY TODAY	3284	*235	3.3	7.2	168												
READER'S DIGEST	40046	1749	24.5	4.4	103												
REDBOOK	9584	357	5.0	3.7	88												
ROAD & TRACK	2590	**195	2.7	7.5	177												
ROLLING STONE	3302	*246	3.5	7.5	175												
RUNNER'S WORLD	1229	**30	0.4	2.4	57												
SATURDAY EVENING POST	2110	**69	1.0	3.3	77												
SCIENCE 84	1543	**132	1.9	8.6	201												
SCIENCE DIGEST	1747	**93	1.3	5.3	125												
SCIENTIFIC AMERICAN	1994	*143	2.0	7.2	169												
SELF	3119	**93	1.3	3.0	70												
SEVENTEEN	3923	*186	2.6	4.7	112												
SKI	1501	**77	1.1	5.1	121												
SMITHSONIAN	5976	411	5.8	6.9	162												
SOAP OPERA DIGEST	4228	*178	2.5	4.2	99												
SOUTHERN LIVING	6488	*233	3.3	3.6	84												
SPORT	3500	**232	3.3	6.6	156												
THE SPORTING NEWS	2456	**107	1.5	4.4	102												
SPORTS AFIELD	3648	**146	2.0	4.0	94												
SPORTS ILLUSTRATED	14484	743	10.4	5.1	121												
STAR	12661	534	7.5	4.2	99												
SUNDAY	52799	2434	34.1	4.6	108												
SUNSET	3513	*247	3.5	7.0	165												
TV GUIDE	42766	1995	28.0	4.7	110												
TENNIS	1254	**70	1.0	5.6	131												
TIME	22054	990	13.9	4.5	106												
TOWN & COUNTRY	1555	**21	0.3	1.4	32												
TRAVEL & LEISURE	2173	*121	1.7	5.6	131												
TRUE STORY	4636	**163	2.3	3.5	83												
U.S. NEWS & WORLD REPORT	10353	400	5.6	3.9	91												
USA TODAY	4994	*136	1.9	2.7	64												
US	3528	*179	2.5	5.1	119												
VOGUE	5424	*251	3.5	4.6	109												
WALL STREET JOURNAL	6292	336	4.7	5.3	126												
WEIGHT WATCHERS	2762	**83	1.2	3.0	71												
WOMAN'S DAY	16320	713	10.0	4.4	103												
WORKING MOTHER	1496	**109	1.5	7.3	171												
WORKING WOMAN	1851	**65	0.9	3.5	83												
WORLD TENNIS	580	**29	0.4	5.0	118												
ZIFF-DAVIS MAG NETWK (GROSS)	12412	536	7.5	4.3	102												
BLAIR INSERTS	91671	4437	62.2	4.8	114												
DAILY NEWSPAPERS																	
READ ANY	109190	5128	71.9	4.7	110												
READ ONE	89587	4163	58.4	4.6	109												
READ TWO OR MORE	19602	965	13.5	4.9	116												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	5186	72.7	4.7	111												
READ ONE	95074	4404	61.8	4.6	109												
READ TWO OR MORE	14588	783	11.0	5.4	126												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.33															
30 DAY REACH	149706	6427	90.1	4.3	101												
50 SHWG - 30 DAY AV FREQ	15.16	15.38															
30 DAY REACH	142406	6140	86.1	4.3	101												
25 SHWG - 30 DAY AV FREQ	8.23	8.22															
30 DAY REACH	131152	5731	80.4	4.4	103												
CABLE TV: HOME WIRED	66879	2946	41.3	4.4	104												
HOME NOT WIRED	100848	4185	58.7	4.1	98												
HAVE PAY CABLE	35024	1632	22.9	4.7	110												

	TOTAL U.S. '000	ALL FRISKIES				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D																
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	7130	100.0	4.3	100																
RADIO AVG. DAILY (M-F) CUME																					
6:00 AM - 10:00 AM	95620	4213	59.1	4.4	104																
10:00 AM - 3:00 PM	63599	2956	41.5	4.6	109																
3:00 PM - 7:00 PM	72097	3454	48.4	4.8	113																
7:00 PM - MIDNIGHT	36670	1614	22.6	4.4	104																
MIDNIGHT - 6:00 AM	21908	915	12.8	4.2	98																
6:00 AM - MIDNIGHT	127571	5561	78.0	4.4	103																
ENTIRE DAY	129239	5625	78.9	4.4	102																
AVG DAILY M-F CUME: 6AM-MDNT																					
FORMATS: ADULT CONTEMPORARY	34009	1518	21.3	4.5	105																
ALL NEWS	6062	364	5.1	6.0	141																
AOR/PROGRESSIVE	11884	790	11.1	6.6	156																
BEAUTIFUL MUSIC	11180	537	7.5	4.8	113																
BLACK	4538	**146	2.0	3.2	76																
CLASSICAL	3857	*210	2.9	5.4	128																
CHR/ROCK	21946	953	13.4	4.3	102																
COUNTRY	27262	1079	15.1	4.0	93																
GOLDEN OLDIES	3339	**105	1.5	3.1	74																
MOR/NOSTALGIA	10346	437	6.1	4.2	99																
NEWS/TALK	8929	436	6.1	4.9	115																
RELIGIOUS	5488	*229	3.2	4.2	98																
SOFT ROCK	1232	**74	1.0	6.0	141																
URBAN CONTEMPORARY	3184	**72	1.0	2.3	53																
WIRED NETWORKS:																					
ABC CONTEMPORARY	6911	*166	2.3	2.4	57																
ABC DIRECTION	5212	258	3.6	5.0	111																
ABC ENTERTAINMENT	10385	506	7.1	4.9	115																
ABC FM	4762	**143	2.0	3.0	71																
ABC INFORMATION	11339	505	7.1	4.5	105																
ABC ROCK	4878	*314	4.4	6.4	151																
CBS	10709	557	7.8	5.2	122																
MUTUAL	10251	381	5.3	3.7	87																
NBC	12243	428	6.0	3.5	82																
RADIORADIO	4606	*251	3.5	5.4	128																
RKO ONE	5148	*203	2.8	3.9	93																
RKO TWO	7313	*334	4.7	4.6	107																
THE SOURCE	5981	*393	5.5	6.6	155																
NON-WIRED : BLAIR	19329	775	10.9	4.0	94																
INTERNET	27139	1297	18.2	4.8	112																
KATZ RADIO GROUP	36319	1883	26.4	5.2	122																
SUPERNET	22361	927	13.0	4.1	98																
TELEVISION AVG. HALF HOUR																					
WKDAY 7:00 AM - 9:00 AM	14532	721	10.1	5.0	117																
WKDAY 9:00 AM - 1:00 PM	18688	778	10.9	4.2	98																
WKDAY 1:00 PM - 4:30 PM	24061	976	13.7	4.1	95																
WKDAY 4:30 PM - 7:30 PM	44079	1934	27.1	4.4	103																
WKDAY 7:30 PM - 8:00 PM	61979	2631	36.9	4.2	100																
WKDAY 11:00 PM - 11:30 PM	49084	2248	31.5	4.6	108																
WKDAY 11:30 PM - 1:00 AM	16560	781	11.0	4.7	111																
M-SAT 8-11 PM+SUN 7-11 PM	66967	2906	40.8	4.3	102																
WKDY DAYTIME NTWK 7AM-4:30PM																					
ALL MY CHILDREN	A 9269	322	4.5	3.5	82																
ANOTHER WORLD	M 6138	347	4.9	5.7	133																
AS THE WORLD TURNS	C 7707	226	3.2	2.9	69																
CAPITOL	C 4688	*162	2.3	3.5	81																
CBS MORN. NEWS 1	C 2792	*84	1.2	3.0	71																
CBS MORN. NEWS 2	C 2071	*71	1.0	3.4	81																
DAYS OF OUR LIVES	M 8018	470	6.6	5.9	138																
FACTS OF LIFE - DAYTIME	N 3487	*90	1.3	2.6	61																
FAMILY FEUD	A 4817	170	2.4	3.5	83																
GENERAL HOSPITAL	A 8333	305	4.3	3.7	86																
GOOD MORNING, AMERICA-730	A 5472	269	3.8	4.9	116																
GOOD MORNING, AMERICA-830	A 3965	156	2.2	3.9	93																
GUIDING LIGHT	C 7542	271	3.8	3.6	85																
ONE LIFE TO LIVE	A 6018	210	2.9	3.5	82																
PRESS YOUR LUCK	C 3589	*90	1.3	2.5	59																
PRICE IS RIGHT 1	C 7418	275	3.9	3.7	87																
PRICE IS RIGHT 2	C 8276	284	4.0	3.4	81																
RYAN'S HOPE	A 4358	212	3.0	4.9	114																
SALE OF THE CENTURY	M 3749	*108	1.5	2.9	68																
SEARCH FOR TOMORROW	M 2884	*159	2.2	5.5	130																
TODAY SHOW 1	N 4869	274	3.8	5.6	132																
TODAY SHOW 2	N 4135	169	2.4	4.1	96																
\$25,000 PYRAMID	C 4361	109	1.5	2.5	59																
WHEEL OF FORTUNE	N 6187	303	4.2	4.9	115																
YOUNG AND THE RESTLESS	C 8186	320	4.5	3.9	92																
WEEKEND DAYTIME NTWK PRE 6PM																					
ABC WIDE WORLD-SPORTS SAT	A 4727	172	2.4	3.6	86																
NBA PLAYOFF GAME -1	C 5127	219	3.1	4.3	100																
NBC MAJOR LEAGUE PRE-GAME	N 3945	*188	2.6	4.8	112																
SPORTSWORLD - SUN	N 3370	*198	2.8	5.9	138																
SUNDAY MORNING	C 4200	*140	2.0	3.3	78																

	TOTAL U.S. '000	ALL FRISKIES				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D																
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	7130	100.0	4.3	100																
WKDAY LOCAL EVENING TV NEWS																					
NETWORK AFFILIATES - EARLY	52292	2059	28.9	3.9	93																
NETWORK AFFILIATES - LATE	39164	1787	25.1	4.6	107																
INDEPENDENTS - LATE	5133	248	3.5	4.8	114																
TV EVENING NTWK 6 PM - 2 AM																					
A TEAM	N 22825	1024	14.4	4.5	106																
ABC MONDAY NIGHT MOVIE	A 11258	587	8.2	5.2	123																
ABC SUNDAY NIGHT MOVIE	A 23600	882	12.4	3.7	88																
ABC WORLD NEWS TONIGHT	A 12801	517	7.3	4.0	95																
AFTERMASH	C 10966	485	6.8	4.4	104																
ALICE	C 17050	773	10.8	4.5	107																
AMERICAN PARADE	C 11998	368	5.2	3.1	72																
BENSON	A 19258	768	10.8	4.0	94																
BLUE THUNDER	A 11478	450	6.3	3.9	92																
CAGNEY & LACEY	C 18263	774	10.9	4.2	100																
CBS EVENING NEWS-DEAN	C 7733	317	4.4	4.1	96																
CBS EVENING NEWS-RATHER	C 15653	553	7.8	3.5	83																
CBS SAT. NEWS-SCHIEFFER	C 8744	315	4.4	3.6	85																
CBS SATURDAY NIGHT MOVIE	C 12000	438	6.1	3.6	86																
CBS WEDNESDAY NIGHT MOVIE	C 11522	419	5.9	3.6	86																
CHEERS	N 16818	677	9.5	4.0	95																
DALLAS	C 37510	1476	20.7	3.9	93																
DIFF'RENT STROKES	N 11258	470	6.6	4.2	98																
DOUBLE TROUBLE	N 12248	487	6.8	4.0	94																
DUCK FACTORY	N 11100	462	6.5	4.2	98																
DUKES OF HAZZARD	C 12353	534	7.5	4.3	102																
DYNASTY	A 33279	1397	19.6	4.2	99																
FACTS OF LIFE	N 13410	647	9.1	4.8	113																
FALCON CREST	C 31093	1132	15.9	3.6	86																
FALL GUY	A 18649	907	12.7	4.9	114																
FAMILY TIES	N 13101	553	7.8	4.2	99																
FANTASY ISLAND	A 13069	502	7.0	3.8	90																
FOULUPS, BLEEPERS & BLUNDERS	A 16588	894	12.5	5.4	127																
FOUR SEASONS	C 9302	*397	5.6	4.3	100																
GIMME A BREAK	N 13955	641	9.0	4.6	108																
HART TO HART	A 15735	855	12.0	5.4	128																
HILL STREET BLUES	N 18257	865	12.1	4.7	111																
HOTEL	A 24236	1093	15.3	4.5	106																
JEFFERSONS	C 17010	758	10.6	4.5	105																
JENNIFER SLEPT HERE	N 9397	430	6.0	4.6	108																
KATE & ALLIE	C 16762	734	10.3	4.4	103																
KNIGHT RIDER	N 13164	772	10.8	5.9	138																
LOVE BOAT	A 20400	819	11.5	4.0	94																
MAGNUM PI	C 22543	887	12.4	3.9	93																
MAMA'S FAMILY	N 9852	421	5.9	4.3	101																
MASTER, THE	N 8082	527	7.4	6.5	153																
MATT HOUSTON	A 12881	710	10.0	5.5	130																
NBC MONDAY NIGHT MOVIE	N 23889	1029	14.4	4.3	101																
NBC NIGHTLY NEWS	N 11156	579	8.1	5.2	122																
NBC NIGHTLY NEWS-SAT	N 7363	330	4.6	4.5	105																
NBC NIGHTLY NEWS-SUN	N 6214	337	4.7	5.4	128																
NBC SUNDAY NIGHT MOVIE	N 17590	896	12.6	5.1	120																
NEMHART	C 16740	591	8.3	3.5	83																
ONE DAY AT A TIME	C 11820	441	6.2	3.7	88																
PEOPLE ARE FUNNY	N 9138	440	6.2	4.8	113																
REAL PEOPLE	N 15979	756	10.6	4.7	111																
REMINGTON STEELE	N 14395	695	9.7	4.8	114																
RIPLEY'S BELIEVE IT - NOT	A 11362	552	7.7	4.9	114																
RIP TIDE	N 13920	791	11.1	5.7	134																
SCARECROW & MRS. KING	C 17571	837	11.7	4.8	112																
SIMON & SIMON	C 20208	783	11.0	3.9	91																
60 MINUTES	C 27668	1185	16.6	4.3	101																
ST. ELSEWHERE	N 13699	651	9.1	4.8	112																
THREE'S COMPANY	A 20632	918	12.9	4.4	105																
T.J. HOOKER	A 17136	786	11.0	4.6	108																
TONIGHT SHOW	N 4963	236	3.3	4.8	112																
TRAPPER JOHN, M.D.	C 16332	682	9.6	4.2	98																
TV BLOOPERS & PRAC. JOKES	N 18881	929	13.0	4.9	116																
20/20	A 18315	803	11.3	4.4	103																
WEBSTER	A 18722	671	9.4	3.6	84																
WORLD NEWS - SUN	A 5327	*203	2.8	3.8	90																
YELLOW ROSE	N 8370	307	4.3	3.7	86																
TV VIEWING SPORTS EVENTS																					
BASEBALL	25859	1177	16.5	4.6	107																
BASKETBALL - COLLEGE GAMES	14468	741	10.4	5.1	120																
BASKETBALL - PRO GAMES	12124	*494	6.9	4.1	96																
BOWLING	9412	*440	6.2	4.7	110																
BOXING	15409	540	7.6	3.5	82																
FOOTBALL - COLLEGE GAMES	21400	1092	15.3	5.1	120																
FOOTBALL - PRO GAMES	35944	2064	28.9	5.7	135																
GOLF	9759	608	8.5	6.2	147																
POST-SEASON COLL. FOOTBALL	18123	1005	14.1	5.5	130																
POST-SEASON PRO FOOTBALL	22091	1164	16.3	5.3	124																
TENNIS	6764	*337	4.7	5.0	117																
WRESTLING - PROFESSIONAL	9695	*344	4.8	3.5	83																

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PACKAGED DRY CAT FOOD

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-55

		'000	%	UNWEIGHTED
7A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT TO FEED YOUR CAT(S)?				
	YES	27411	16.3	2827
	NO	10314	6.1	1005

IF YES

7B. WHO DECIDES WHICH BRANDS ARE USED?
(MARK AS MANY AS APPLY)

YOURSELF	16885	10.1	1794
YOUR HUSBAND/WIFE	7997	4.8	861
OTHER MALE	1285	.8	118
OTHER FEMALE	3817	2.3	283
DO NOT KNOW	1557	.9	176

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
7C. WHICH BRANDS ARE USED?									
CHEF'S BLEND (CARNATION)	4693	2.8	517	.3	2273	1.4	1903	1.1	490
CRAVE (KAL KAN)	5556	3.3	796	.5	2816	1.7	1944	1.2	558
FISH AHoy	2600	1.6	186	.1	1343	.8	1072	.6	262
LITTLE FRISKIES	6457	3.8	1478	.9	3495	2.1	1485	.9	679
9-LIVES (DRY)	4745	2.8	754	.4	2562	1.5	1429	.9	488
PURINA CAT CHOW ORIGINAL	8301	4.9	2795	1.7	3829	2.3	1677	1.0	889
PURINA CAT CHOW COUNTRY BLEND	3934	2.3	290	.2	2076	1.2	1568	.9	411
PURINA CAT CHOW OCEAN BLEND	3392	2.0	165	.1	1760	1.0	1467	.9	345
GOOD MEWS (PURINA)	1677	1.0	56	*	1116	.7	505	.3	164
PURINA KITTEN CHOW	1207	.7	466	.3	493	.3	248	.1	112
MEOW MIX (PURINA)	8084	4.8	1655	1.0	4368	2.6	2062	1.2	806
PURINA SPECIAL DINNERS	4293	2.6	537	.3	2387	1.4	1369	.8	431
THRIVE	4573	2.7	508	.3	2218	1.3	1847	1.1	477
OTHER BRANDS	5590	3.3	2800	1.7	1806	1.1	984	.6	582
DO NOT KNOW	238	.1							24

		'000	%	UNWEIGHTED
7D. ABOUT HOW MANY POUNDS OF PACKAGED DRY CAT FOOD WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	5816	3.5	577
8 - 9	H	2099	1.3	209
6 - 7	H	2936	1.8	303
5	M	3560	2.1	377
4	M	2297	1.4	274
3	M	2281	1.4	254
2	L	3617	2.2	332
1	L	3902	2.3	409
NONE	L	903	.5	92

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	27411	100.0	16.3	100	10851	100.0	6.5	100	8138	100.0	4.9	100	8421	100.0	5.0	100
MALES	79263	12537	45.7	15.8	97	4999	46.1	6.3	97	3626	44.6	4.6	94	3913	46.5	4.9	98
FEMALES	88464	14873	54.3	16.8	103	5852	53.9	6.6	102	4513	55.5	5.1	105	4508	53.5	5.1	101
18 - 24	28671	4258	15.5	14.9	91	1525	14.1	5.3	82	1326	16.3	4.6	95	1407	16.7	4.9	98
25 - 34	39536	7076	25.8	17.9	110	3146	29.0	8.0	123	2055	25.3	5.2	107	1875	22.3	4.7	94
35 - 44	28978	5956	21.7	20.6	126	2512	23.1	8.7	134	1836	22.6	6.3	131	1608	19.1	5.5	111
45 - 54	22345	4202	15.3	18.8	115	1820	16.8	8.1	126	1183	14.5	5.3	109	1199	14.2	5.4	107
55 - 64	22224	3406	12.4	15.3	94	1081	10.0	4.9	75	860	10.6	3.9	80	1465	17.4	6.6	131
65 OR OLDER	25973	2514	9.2	9.7	59	767	7.1	3.0	46	879	10.8	3.4	70	868	10.3	3.3	67
18 - 34	68207	11334	41.3	16.6	102	4671	43.0	6.8	106	3381	41.5	5.0	102	3282	39.0	4.8	99
18 - 49	108058	19511	71.2	18.1	110	8151	75.1	7.5	117	5839	71.7	5.4	111	5521	65.6	5.1	102
25 - 54	90859	17233	62.9	19.0	116	7478	68.9	8.2	127	5074	62.3	5.6	115	4681	55.6	5.2	103
35 - 49	39851	8177	29.8	20.5	126	3480	32.1	8.7	135	2459	30.2	6.2	127	2239	26.6	5.6	112
50 OR OLDER	59669	7900	28.8	13.2	81	2701	24.9	4.5	70	2299	28.3	3.9	79	2900	34.4	4.9	97
GRADUATED COLLEGE	28091	5118	18.7	18.2	111	1936	17.8	6.9	107	1570	19.3	5.6	115	1611	19.1	5.7	114
ATTENDED COLLEGE	28938	5811	21.2	20.1	123	2377	21.9	8.2	127	1761	21.6	6.1	125	1673	19.9	5.8	115
GRADUATED HIGH SCHOOL	65503	10920	39.8	16.7	102	4433	40.9	6.8	105	3255	40.0	5.0	102	3232	38.4	4.9	98
DID NOT GRADUATE HIGH SCHOOL	45195	5562	20.3	12.3	75	2105	19.4	4.7	72	1552	19.1	3.4	71	1905	22.6	4.2	84
EMPLOYED MALES	56429	9757	35.6	17.3	106	4088	37.7	7.2	112	2721	33.4	4.8	99	2948	35.0	5.2	104
EMPLOYED FEMALES	43971	8784	32.0	20.0	122	3432	31.6	7.8	121	2585	31.8	5.9	121	2767	32.9	6.3	125
EMPLOYED FULL-TIME	87773	16205	59.1	18.5	113	6675	61.5	7.6	118	4541	55.8	5.2	107	4990	59.3	5.7	113
EMPLOYED PART-TIME	12627	2336	8.5	18.5	113	844	7.8	6.7	103	766	9.4	6.1	125	725	8.6	5.7	114
NOT EMPLOYED	67327	8870	32.4	13.2	81	3332	30.7	4.9	76	2832	34.8	4.2	87	2707	32.1	4.0	80
PROFESSIONAL/MANAGER	25845	5284	19.3	20.4	125	1929	17.8	7.5	115	1705	21.0	6.6	136	1650	19.6	6.4	127
TECH/CLERICAL/SALES	30895	5750	21.0	18.6	114	2323	21.4	7.5	116	1552	19.1	5.0	104	1875	22.3	6.1	121
PRECISION/CRAFT	12629	2108	7.7	16.7	102	998	9.2	7.9	122	561	6.9	4.4	92	*550	6.5	4.4	87
OTHER EMPLOYED	31031	5398	19.7	17.4	106	2270	20.9	7.3	113	1489	18.3	4.8	99	1639	19.5	5.3	105
SINGLE	35557	5236	19.1	14.7	90	1691	15.6	4.8	74	1557	19.1	4.4	90	1988	23.6	5.6	111
MARRIED	103585	18385	67.1	17.7	109	7821	72.1	7.6	117	5394	66.3	5.2	107	5170	61.4	5.0	99
DIVORCED/SEPARATED/WIDOWED	28585	3789	13.8	13.3	81	1339	12.3	4.7	72	1188	14.6	4.2	86	1263	15.0	4.4	88
PARENTS	59295	11209	40.9	18.9	116	4988	46.0	8.4	130	3353	41.2	5.7	117	2867	34.0	4.8	96
WHITE	146081	25778	94.0	17.6	108	10379	95.7	7.1	110	7462	91.7	5.1	105	7938	94.3	5.4	108
BLACK	17974	1201	4.4	6.7	41	*335	3.1	1.9	29	*495	6.1	2.8	57	*372	4.4	2.1	41
OTHER	3672	*432	1.6	11.8	72	**138	1.3	3.8	58	**182	2.2	5.0	102	**112	1.3	3.1	61
NORTHEAST-CENSUS	37005	5741	20.9	15.5	95	2208	20.3	6.0	92	1661	20.4	4.5	93	1872	22.2	5.1	101
NORTH CENTRAL	42642	7396	27.0	17.3	106	3338	30.8	7.8	121	2061	25.3	4.8	100	1997	23.7	4.7	93
SOUTH	56777	7776	28.4	13.7	84	2822	26.0	5.0	77	2341	28.8	4.1	85	2612	31.0	4.6	92
WEST	31303	6498	23.7	20.8	127	2483	22.9	7.9	123	2075	25.5	6.6	137	1940	23.0	6.2	123
NORTHEAST-MKTG.	38125	5677	20.7	14.9	91	2112	19.5	5.5	86	1598	19.6	4.2	86	1967	23.4	5.2	103
EAST CENTRAL	24794	4031	14.7	16.3	99	1820	16.8	7.3	113	1214	14.9	4.9	101	998	11.9	4.0	80
WEST CENTRAL	28511	5088	18.6	17.8	109	2188	20.2	7.7	119	1403	17.2	4.9	101	1497	17.8	5.3	105
SOUTH	48953	6959	25.4	14.2	87	2561	23.6	5.2	81	2046	25.1	4.2	86	2352	27.9	4.8	96
PACIFIC	27344	5656	20.6	20.7	127	2171	20.0	7.9	123	1878	23.1	6.9	142	1608	19.1	5.9	117
COUNTY SIZE A	69301	10028	36.6	14.5	89	3462	31.9	5.0	77	3020	37.1	4.4	90	3546	42.1	5.1	102
COUNTY SIZE B	50633	8812	32.1	17.4	106	3591	33.1	7.1	110	2782	34.2	5.5	113	2439	29.0	4.8	96
COUNTY SIZE C	26259	4814	17.6	18.3	112	2109	19.4	8.0	124	1293	15.9	4.9	101	1413	16.8	5.4	107
COUNTY SIZE D	21534	3758	13.7	17.5	107	1689	15.6	7.8	121	1044	12.8	4.8	100	1024	12.2	4.8	95
METRO CENTRAL CITY	50014	6494	23.7	13.0	79	2527	23.3	5.1	78	1793	22.0	3.6	74	2173	25.8	4.3	87
METRO SUBURBAN	76832	13855	50.5	18.0	110	5168	47.6	6.7	104	4289	52.7	5.6	115	4398	52.2	5.7	114
NON METRO	40881	7062	25.8	17.3	106	3156	29.1	7.7	119	2056	25.3	5.0	104	1850	22.0	4.5	90
TOP 5 ADI'S	39550	5746	21.0	14.5	89	2023	18.6	5.1	79	1780	21.9	4.5	93	1943	23.1	4.9	98
TOP 10 ADI'S	54877	7841	28.6	14.3	87	2538	23.4	4.6	71	2543	31.2	4.6	96	2760	32.8	5.0	100
TOP 20 ADI'S	77516	11631	42.4	15.0	92	4207	38.8	5.4	84	3394	41.7	4.4	90	4030	47.9	5.2	104
HSOLD INC. \$50,000 OR MORE	17257	3787	13.8	21.9	134	1287	11.9	7.5	115	1171	14.4	6.8	140	1329	15.8	7.7	153
\$40,000 OR MORE	33235	7387	26.9	22.2	136	2822	26.0	8.5	131	2162	26.6	6.5	134	2404	28.5	7.2	144
\$30,000 OR MORE	59693	12233	44.6	20.5	125	4637	42.7	7.8	120	3528	43.4	5.9	122	4067	48.3	6.8	136
\$25,000 OR MORE	76275	14848	54.2	19.5	119	5669	52.2	7.4	115	4287	52.7	5.6	116	4892	58.1	6.4	128
\$20,000 - \$24,999	18607	3200	11.7	17.2	105	1315	12.1	7.1	109	945	11.6	5.1	105	940	11.2	5.1	101
\$15,000 - \$19,999	17175	2594	9.5	15.1	92	1131	10.4	6.6	102	820	10.1	4.8	98	643	7.6	3.7	75
\$10,000 - \$14,999	24569	3446	12.6	14.0	86	1448	13.3	5.9	91	927	11.4	3.8	78	1072	12.7	4.4	87
UNDER \$10,000	31101	3323	12.1	10.7	65	1289	11.9	4.1	64	1159	14.2	3.7	77	875	10.4	2.8	56
HOUSEHOLD OF 1 PERSON	19441	1937	7.1	10.0	61	570	5.3	2.9	45	775	9.5	4.0	82	593			

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	27411	100.0	16.3	100	10851	100.0	6.5	100	8138	100.0	4.9	100	8421	100.0	5.0	100
MAGAZINES	QUINTILE 1	34022	6468	23.6	19.0	116	2445	22.5	7.2	111	2021	24.8	5.9	122	2002	23.8	5.9	117
	QUINTILE 2	34800	6818	24.9	19.6	120	2752	25.4	7.9	122	1952	24.0	5.6	116	2114	25.1	6.1	121
	QUINTILE 3	30514	4966	18.1	16.3	100	2139	19.7	7.0	108	1257	15.4	4.1	85	1570	18.6	5.1	102
	QUINTILE 4	33324	5126	18.7	15.4	94	2043	18.8	6.1	95	1656	20.3	5.0	102	1428	17.0	4.3	85
	QUINTILE 5	35066	4033	14.7	11.5	70	1472	13.6	4.2	65	1253	15.4	3.6	74	1308	15.5	3.7	74
NEWSPAPERS	QUINTILE 1	29107	5108	18.6	17.5	107	1864	17.2	6.4	99	1446	17.8	5.0	102	1798	21.4	6.2	123
	QUINTILE 2	49095	8119	29.6	16.5	101	3162	29.1	6.4	100	2442	30.0	5.0	103	2515	29.9	5.1	102
	QUINTILE 3	23107	4060	14.8	17.6	108	1918	17.7	8.3	128	1038	12.8	4.5	93	1104	13.1	4.8	95
	QUINTILE 4	33556	5876	21.4	17.5	107	2397	22.1	7.1	110	1941	23.9	5.8	119	1539	18.3	4.6	95
	QUINTILE 5	32863	4248	15.5	12.9	79	1510	13.9	4.6	71	1272	15.6	3.9	80	1467	17.4	4.5	89
OUTDOOR	QUINTILE 1	33431	5693	20.8	17.0	104	2076	19.1	6.2	96	1550	19.0	4.6	96	2067	24.5	6.2	123
	QUINTILE 2	33478	5729	20.9	17.1	105	2350	21.7	7.0	109	1752	21.5	5.2	108	1628	19.3	4.9	97
	QUINTILE 3	33574	5618	20.5	16.7	102	2123	19.6	6.3	98	1695	20.8	5.0	104	1801	21.4	5.4	107
	QUINTILE 4	33935	5065	18.5	14.9	91	2211	20.4	6.5	101	1505	18.5	4.4	91	1350	16.0	4.0	79
	QUINTILE 5	33310	5305	19.4	15.9	97	2092	19.3	6.3	97	1637	20.1	4.9	101	1577	18.7	4.7	94
RADIO-DRIVE TIME	QUINTILE 1	33136	5985	21.8	18.1	111	2307	21.3	7.0	108	1828	22.5	5.5	114	1851	22.0	5.6	111
	QUINTILE 2	31658	4949	18.1	15.6	96	1977	18.2	6.2	97	1401	17.2	4.4	91	1571	18.7	5.0	99
	QUINTILE 3	32541	5708	20.8	17.5	107	2478	22.8	7.6	118	1569	19.3	4.8	99	1661	19.7	5.1	102
	QUINTILE 4	34247	5759	21.0	16.8	103	2023	18.6	5.9	91	1901	23.4	5.6	114	1835	21.8	5.4	107
	QUINTILE 5	36144	5010	18.3	13.9	85	2067	19.0	5.7	88	1440	17.7	4.0	82	1504	17.9	4.2	83
RADIO-MID- DAY	TERCILE 1	45037	7721	28.2	17.1	105	3124	28.8	6.9	107	2290	28.1	5.1	105	2307	27.4	5.1	102
	TERCILE 2	44819	7120	26.0	15.9	97	2721	25.1	6.1	94	2389	29.4	5.3	110	2011	23.9	4.5	89
	TERCILE 3	77872	12570	45.9	16.1	99	5006	46.1	6.4	99	3460	42.5	4.4	92	4104	48.7	5.3	105
RADIO-TOTAL	QUINTILE 1	33763	6066	22.1	18.0	110	2364	21.8	7.0	108	1715	21.1	5.1	105	1987	23.6	5.9	117
	QUINTILE 2	33240	4915	17.9	14.8	90	2253	20.8	6.8	105	1479	18.2	4.4	92	1183	14.0	3.6	71
	QUINTILE 3	33408	5841	21.3	17.5	107	2151	19.8	6.4	100	1879	23.1	5.6	116	1811	21.5	5.4	108
	QUINTILE 4	34792	6156	22.5	17.7	108	2484	22.9	7.1	110	1732	21.3	5.0	103	1939	23.0	5.6	111
	QUINTILE 5	32524	4433	16.2	13.6	83	1599	14.7	4.9	76	1333	16.4	4.1	84	1502	17.8	4.6	92
TV-PRIME TIME	QUINTILE 1	33090	5403	19.7	16.3	100	2004	18.5	6.1	94	1352	16.6	4.1	84	2046	24.3	6.2	123
	QUINTILE 2	33357	5430	19.8	16.3	100	2146	19.8	6.4	99	1596	19.6	4.8	99	1687	20.0	5.1	101
	QUINTILE 3	33980	5277	19.3	15.5	95	2044	18.8	6.0	93	1745	21.4	5.1	106	1488	17.7	4.4	87
	QUINTILE 4	33854	5330	19.4	15.7	96	2036	18.8	6.0	93	1699	20.9	5.0	103	1594	18.9	4.7	94
	QUINTILE 5	33444	5972	21.8	17.9	109	2621	24.2	7.8	121	1746	21.5	5.2	108	1606	19.1	4.8	96
TV-DAYTIME	TERCILE 1	49121	6823	24.9	13.9	85	2647	24.4	5.4	83	2315	28.4	4.7	97	1860	22.1	3.8	75
	TERCILE 2	48823	8248	30.1	16.9	103	3666	33.8	7.5	116	2073	25.5	4.2	88	2509	29.8	5.1	102
	TERCILE 3	69782	12340	45.0	17.7	108	4538	41.8	6.5	101	3750	46.1	5.4	111	4052	48.1	5.8	116
TV-TOTAL	QUINTILE 1	33584	4887	17.8	14.6	89	1926	17.7	5.7	89	1365	16.8	4.1	84	1597	19.0	4.8	95
	QUINTILE 2	33441	5363	19.6	16.0	98	2120	19.5	6.3	98	1420	17.4	4.2	88	1822	21.6	5.4	109
	QUINTILE 3	33505	5119	18.7	15.3	93	1893	17.4	5.6	87	1731	21.3	5.2	106	1495	17.8	4.5	89
	QUINTILE 4	33466	5798	21.2	17.3	106	2203	20.3	6.6	102	1789	22.0	5.3	110	1806	21.4	5.4	107
	QUINTILE 5	33731	6244	22.8	18.5	113	2709	25.0	8.0	124	1833	22.5	5.4	112	1702	20.2	5.0	101
MAGAZINES-NEWSPAPERS: DUAL		44503	8353	30.5	18.8	115	3099	28.6	7.0	108	2405	29.6	5.4	111	2850	33.8	6.4	128
MAGAZINE IMPERATIVE		39363	7475	27.3	19.0	116	3217	29.6	8.2	126	2204	27.1	5.6	115	2054	24.4	5.2	104
NEWSPAPER IMPERATIVE		46441	6880	25.1	14.8	91	2823	26.0	6.1	94	1970	24.2	4.2	87	2088	24.8	4.5	90
MAGAZINES-OUTDOOR: DUAL		33726	6435	23.5	19.1	117	2416	22.3	7.2	111	1854	22.8	5.5	113	2165	25.7	6.4	128
MAGAZINE IMPERATIVE		52846	9542	34.8	18.1	110	3996	36.8	7.6	117	2818	34.6	5.3	110	2728	32.4	5.2	103
OUTDOOR IMPERATIVE		52140	7796	28.4	15.0	91	3122	28.8	6.0	93	2227	27.4	4.3	88	2446	29.0	4.7	93
MAGAZINES-RADIO: DUAL		37081	6686	24.4	18.0	110	2780	25.6	7.5	116	1991	24.5	5.4	111	1915	22.7	5.2	103
MAGAZINE IMPERATIVE		49747	9537	34.8	19.2	117	3670	33.8	7.4	114	2722	33.4	5.5	113	3146	37.4	6.3	126
RADIO IMPERATIVE		49208	7302	26.6	14.8	91	3092	28.5	6.3	97	2160	26.5	4.4	90	2050	24.3	4.2	83
MAGAZINES-TELEVISION: DUAL		33103	6262	22.8	18.9	116	2565	23.6	7.7	120	1732	21.3	5.2	108	1965	23.3	5.9	118
MAGAZINE IMPERATIVE		54575	10242	37.4	18.8	115	4092	37.7	7.5	116	3068	37.7	5.6	116	3082	36.6	5.6	112
TELEVISION IMPERATIVE		53249	6673	24.3	12.5	77	2523	23.3	4.7	73	2006	24.6	3.8	78	2145	25.5	4.0	80
NEWSPAPERS-OUTDOOR: DUAL		36255	6454	23.5	17.8	109	2323	21.4	6.4	99	1769	21.7	4.9	101	2363	28.1	6.5	130
NEWSPAPER IMPERATIVE		55591	9189	33.5	16.5	101	3805	35.1	6.8	106	2790	34.3	5.0	103	2594	30.8	4.7	93
OUTDOOR IMPERATIVE		48319	7707	28.1	16.0	98	3114	28.7	6.4	100	2379	29.2	4.9	101	2215	26.3	4.6	91
NEWSPAPERS-RADIO: DUAL		37242	6155	22.5	16.5	101	2481	22.9	6.7	103	1708	21.0	4.6	95	1967	23.4	5.3	105
NEWSPAPER IMPERATIVE		54423	9242	33.7	17.0	104	3491	32.2	6.4	99	2706	33.3	5.0	102	3045	36.2	5.6	111
RADIO IMPERATIVE		46650	7666	28.0	16.4	101	3232	29.8	6.9	107	2439	30.0	5.2	108	1995	23.7	4.3	85
NEWSPAPERS-TELEVISION: DUAL		35974	5520	20.1	15.3	94	2136	19.7	5.9	92	1478	18.2	4.1	85	1905	22.6	5.3	105
NEWSPAPER IMPERATIVE		56095	10099	36.8	18.0	110	3926	36.2	7.0	108	3122	38.4	5.6	115	3051	36.2	5.4	108
TELEVISION IMPERATIVE		47170	7014	25.6	14.9	91	2835	26.1	6.0	93	2071	25.4	4.4	90	2108	25.0	4.5	89
OUTDOOR-RADIO: DUAL		33748	5814	21.2	17.2	105	2297	21.2	6.8	105	1803	22.2	5.3	110	1713	20.3	5.1	101
OUTDOOR IMPERATIVE		52785	8812	32.1	16.7	102	3355	30.9	6.4	98	2513	30.9	4.8	98	2944	35.0	5.6	111
RADIO IMPERATIVE		52882	8501	31.0	16.1	98	3594	33.1	6.8	1								

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	27411	100.0	16.3	100	10851	100.0	6.5	100	8138	100.0	4.9	100	8421	100.0	5.0	100
ATLANTIC MONTHLY	867	**78	0.3	9.0	55	**27	0.2	3.1	48	**37	0.5	4.3	88	**15	0.2	1.7	34
BARRON'S	1580	*215	0.8	13.6	83	**78	0.7	4.9	76	**72	0.9	4.6	94	**65	0.8	4.1	82
BETTER HOMES & GARDENS	22203	4421	16.1	19.9	122	1884	17.4	8.5	131	1270	15.6	5.7	118	1267	15.0	5.7	114
BON APPETIT	3810	705	2.6	18.5	113	*316	2.9	8.3	128	*139	1.7	3.6	75	*250	3.0	6.6	131
BUSINESS WEEK	4663	679	2.5	14.6	89	*206	1.9	4.4	68	*215	2.6	4.6	95	258	3.1	5.5	110
CAR AND DRIVER	8102	467	1.7	15.1	92	*182	1.7	5.9	91	*104	1.3	3.4	69	*181	2.1	5.8	116
CBS MAGAZINE NETWORK (GROSS)	7311	1530	5.6	20.9	128	572	5.3	7.8	121	511	6.3	7.0	144	447	5.3	6.1	122
CHANGING TIMES	3400	605	2.2	17.8	109	*232	2.1	6.8	105	*128	1.6	3.8	78	*245	2.9	7.2	144
COLONIAL HOMES	1796	321	1.2	17.9	109	**99	0.9	5.5	85	*116	1.4	6.5	133	**105	1.2	5.8	116
CONDE NAST MAG. PKG. (GROSS)	19924	3413	12.5	17.1	105	1197	11.0	6.0	93	974	12.0	4.9	101	1242	14.7	6.2	124
CONSUMERS DIGEST	3125	642	2.3	20.5	126	*292	2.7	9.3	144	**104	1.3	3.3	69	*246	2.9	7.9	157
COSMOPOLITAN	10577	2175	7.9	20.6	126	743	6.8	7.0	109	630	7.7	6.0	123	802	9.5	7.6	151
COUNTRY LIVING	3746	819	3.0	21.9	134	322	3.0	8.6	133	261	3.2	7.0	144	*237	2.8	6.3	126
CUISINE	2214	331	1.2	15.0	91	*159	1.5	7.2	111	**110	1.4	5.0	102	**62	0.7	2.8	56
CYCLE WORLD	2394	511	1.9	21.3	131	*224	2.1	9.4	145	*159	2.0	6.6	137	**128	1.5	5.3	106
DCI:CREATIVE IDEAS FOR LIV	3068	672	2.5	21.9	134	*260	2.4	8.5	131	**139	1.7	4.5	93	*273	3.2	8.9	177
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1895	6.9	19.8	121	761	7.0	8.0	123	405	5.0	4.2	87	730	8.7	7.6	152
DISCOVER	2277	487	1.8	21.4	131	*250	2.3	11.0	170	*135	1.7	5.9	122	**102	1.2	4.5	89
EQWY	7187	496	1.8	6.9	42	*152	1.4	2.1	33	*200	2.5	2.8	57	*144	1.7	2.0	40
ESQUIRE	2560	320	1.2	12.5	76	*125	1.2	4.9	75	**104	1.3	4.1	84	**91	1.1	3.6	71
ESSENCE	3242	*166	0.6	5.1	31	**52	0.5	1.6	25	**79	1.0	2.4	50	**35	0.4	1.1	22
FAMILY CIRCLE	19639	3856	14.1	19.6	120	1460	13.5	7.4	115	1068	13.1	5.4	112	1328	15.8	6.8	135
THE FAMILY HANDYMAN	3540	644	2.3	18.2	111	313	2.9	8.8	137	*151	1.9	4.3	88	*180	2.1	5.1	101
FAMILY WEEKLY	23924	4455	16.3	18.6	114	1816	16.7	7.6	117	1498	18.4	6.3	129	1142	13.6	4.8	95
FIELD & STREAM	9883	1779	6.5	18.0	110	787	7.3	8.0	123	532	6.5	5.4	111	460	5.5	4.7	93
FOOD & WINE	1030	**155	0.6	15.0	92	**70	0.6	6.8	105	**27	0.3	2.6	54	**58	0.7	5.6	112
FORBES	2679	455	1.7	17.0	104	*143	1.3	5.3	83	*146	1.8	5.4	112	*165	2.0	6.2	123
FORTUNE	2931	478	1.7	16.3	100	*165	1.5	5.6	87	*130	1.6	4.4	91	*184	2.2	6.3	125
GENTLEMEN'S QUARTERLY	3481	645	2.4	18.5	113	*252	2.3	7.2	112	*175	2.2	5.0	104	*219	2.6	6.3	125
GLAMOUR	7163	1347	4.9	18.8	115	470	4.3	6.6	101	361	4.4	5.0	104	517	6.1	7.2	144
GOLF DIGEST	2355	258	0.9	11.0	67	**144	1.3	6.1	95	**56	0.7	2.4	49	**58	0.7	2.5	49
GOLF DIGEST/TENNIS (GROSS)	3610	632	2.3	17.5	107	*299	2.8	8.3	128	*173	2.1	4.8	99	*160	1.9	4.4	88
GOLF MAGAZINE	2046	341	1.2	16.7	102	**101	0.9	4.9	76	**136	1.7	6.6	137	**104	1.2	5.1	101
GOLF MAGAZINE/SKI (GROSS)	3547	637	2.3	18.0	110	*173	1.6	4.9	75	*257	3.2	7.2	149	*207	2.5	5.8	116
GOOD HOUSEKEEPING	20353	4102	15.0	20.2	123	1668	15.4	8.2	127	1194	14.7	5.9	121	1240	14.7	6.1	121
HARPER'S BAZAAR	3362	598	2.2	17.8	109	*215	2.0	6.4	99	*239	2.9	7.1	147	*143	1.7	4.3	85
HEALTH	2987	534	1.9	17.9	109	*196	1.8	6.6	101	*223	2.7	7.5	154	**115	1.4	3.9	77
HEARST MAG CORP. BUY (GROSS)	67928	12943	47.2	19.1	117	5195	47.9	7.6	118	3879	47.7	5.7	118	3869	45.9	5.7	113
HEARST MAN POWER (GROSS)	11282	2071	7.6	18.4	112	892	8.2	7.9	122	587	7.2	5.2	107	592	7.0	5.2	105
HEARST WOMAN POWER (GROSS)	40514	7910	28.9	19.5	119	3145	29.0	7.8	120	2274	27.9	5.6	116	2491	29.6	6.1	122
HOUSE BEAUTIFUL	4885	853	3.1	17.5	107	389	3.6	8.0	123	*226	2.8	4.6	95	*237	2.8	4.9	97
INC.	1306	*189	0.7	14.4	88	**73	0.7	5.6	86	**41	0.5	3.1	65	**75	0.9	5.7	114
JET	6498	476	1.7	7.3	45	*163	1.5	2.5	39	*241	3.0	3.7	76	**72	0.9	1.1	22
LADIES' HOME JOURNAL	14797	3066	11.2	20.7	127	1158	10.7	7.8	121	1087	13.4	7.3	151	821	9.7	5.5	111
LHJ FAMILY GRP COMBO(GROSS)	21743	4302	15.7	19.8	121	1699	15.7	7.8	121	1544	19.0	7.1	146	1060	12.6	4.9	97
LIFE	9881	1845	6.7	18.7	114	645	5.9	6.5	101	596	7.3	6.0	124	604	7.2	6.1	122
L.F.A. TIMES HOME MAGAZINE	2775	545	2.0	19.6	120	*211	1.9	7.6	118	*201	2.5	7.2	149	*133	1.6	4.8	95
MADMOISELLE	4219	707	2.6	16.8	103	*285	2.6	6.8	104	*171	2.1	4.1	84	*251	3.0	5.9	118
MC CALL'S	16422	3004	11.0	18.3	112	1221	11.3	7.4	115	801	9.8	4.9	101	982	11.7	6.0	119
MC CALL'S/WRK MOTHER (GROSS)	17919	3268	11.9	18.2	112	1355	12.5	7.6	117	861	10.6	4.8	99	1051	12.5	5.9	117
MECHANIX ILLUSTRATED	4433	806	2.9	18.2	111	396	3.6	8.9	138	*192	2.4	4.3	89	*219	2.6	4.9	98
METROPOLITAN HOME	1504	255	0.9	17.0	104	**129	1.2	8.6	133	**55	0.7	3.7	75	**71	0.8	4.7	94
MONEY	4723	748	2.7	15.8	97	246	2.3	5.2	81	257	3.2	5.4	112	245	2.9	5.2	103
MOTHER EARTH NEWS	2325	585	2.1	25.2	154	283	2.6	12.2	188	*188	2.3	8.1	167	**115	1.4	4.9	99
MS.	1189	224	0.8	18.8	115	**107	1.0	9.0	139	**64	0.8	5.4	111	**54	0.6	4.5	90
NATIONAL ENQUIRER	18872	3098	11.3	16.4	100	1216	11.2	6.4	99	822	10.1	4.4	90	1060	12.6	5.6	112
NATIONAL GEOGRAPHIC	22129	4460	16.3	20.2	123	1797	16.6	8.1	126	1298	15.9	5.9	121	1365	16.2	6.2	123
NATIONAL SUNDAY MAGAZINE PKG	103750	18157	66.2	17.5	107	7154	65.9	6.9	107	5455	67.0	5.3	108	5549	65.9	5.3	107
NATURAL HISTORY	1379	*234	0.9	17.0	104	**108	1.0	7.8	121	**53	0.7	3.8	79	**74	0.9	5.4	107
NEW WOMAN	2289	449	1.6	19.6	120	**117	1.1	5.1	79	**155	1.9	6.8	140	**177	2.1	7.7	154
NEW YORK INCLUDING CUE	1088	*123	0.4	11.3	69	**49	0.5	4.5	70	**28	0.3	2.6	53	**46	0.5	4.2	84
THE NEW YORKER	2459	424	1.5	17.2	106	*193	1.8	7.8	121	*130	1.6	5.3	109	*101	1.2	4.1	82
NEWSWEEK	16527	2976	10.9	18.0	110	1243	11.5	7.5	116	896	11.0	5.4	112	836	9.9	5.1	101
THE N.Y. TIMES DAILY EDITION	2739	399	1.5	14.6	89	*122	1.1	4.5	69	**44	0.5	1.6	33	*232	2.8	8.5	169
THE N.Y. TIMES MAGAZINE	4443	835	3.0	18.8	115	*250	2.3	5.6	87	*179	2.2	4.0	83	405	4.8	9.1	182
OWNI	2799	553	2.0	19.8	121	*179	1.6	6.4	99	*209	2.6	7.5	154	*165	2.0	5.9	117
ON CABLE	2209	471	1.7	21.3	130	*167	1.5	7.6	117	**162	2.0	7.3	151	**141	1.7	6.4	127
1001 HOME IDEAS	3959	702	2.6	17.7	108	345	3.2	8.7	135	*234	2.9	5.9	122	**123	1.5	3.1	62
ORGANIC GARDENING	3111	886	3.2	28.5	174	348	3.2	11.2	173	*243	3.0	7.8	161	*295	3.5	9.5	189
OUTDOOR LIFE	5024	932	3.4	18.6	114	385	3.5	7.7	118	362	4.4	7.2	149	*185	2.2	3.7	73
PARADE MAGAZINE	51292	9323	34.0	18.2	111	3670	33.8	7.2	111	2531	31.1	4.9	102	3123	37.1	6.1	121

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	27411	100.0	16.3	100	10851	100.0	6.5	100	8138	100.0	4.9	100	8421	100.0	5.0	100
PARENTS	5298	1010	3.7	19.1	117	407	3.8	7.7	119	*304	3.7	5.7	118	*300	3.6	5.7	113
PENTHOUSE	5129	914	3.3	17.8	109	347	3.2	6.8	105	298	3.7	5.8	120	*268	3.2	5.2	104
PEOPLE	21070	3816	13.9	18.1	111	1557	14.3	7.4	114	992	12.2	4.7	97	1267	15.0	6.0	120
PLAYBOY	10562	1898	6.9	18.0	110	745	6.9	7.1	109	549	6.7	5.2	107	604	7.2	5.7	114
POPULAR HOT RODDING	2498	449	1.6	18.0	110	**233	2.1	9.3	144	**117	1.4	4.7	97	**99	1.2	4.0	79
POPULAR MECHANICS	5887	1148	4.2	19.5	119	523	4.8	8.9	137	352	4.3	6.0	123	*272	3.2	4.6	92
POPULAR SCIENCE	4317	1025	3.7	23.7	145	368	3.4	8.5	132	*351	4.3	8.1	168	*306	3.6	7.1	141
PREVENTION	5792	1188	4.3	20.5	126	483	4.5	8.3	129	375	4.6	6.5	133	330	3.9	5.7	113
PSYCHOLOGY TODAY	3284	758	2.8	23.1	141	330	3.0	10.0	155	*175	2.2	5.3	110	*253	3.0	7.7	153
READER'S DIGEST	40046	7729	28.2	19.3	118	3102	28.6	7.7	120	2380	29.2	5.9	122	2248	26.7	5.6	112
REDBOOK	9584	1633	6.0	17.0	104	734	6.8	7.7	118	450	5.5	4.7	97	449	5.3	4.7	93
ROAD & TRACK	2590	625	2.3	24.1	148	*217	2.0	8.4	130	**185	2.3	7.1	147	*224	2.7	8.6	172
ROLLING STONE	3302	730	2.7	22.1	135	*299	2.8	9.1	140	*213	2.6	6.5	133	*218	2.6	6.6	131
RUNNER'S WORLD	1229	*182	0.7	14.8	91	**83	0.8	6.8	104	**42	0.5	3.4	70	**57	0.7	4.6	92
SATURDAY EVENING POST	2110	299	1.1	14.2	87	*129	1.2	6.1	95	**92	1.1	4.4	90	**78	0.9	3.7	74
SCIENCE 84	1543	400	1.5	25.9	159	*230	2.1	14.9	230	**92	1.1	6.0	123	**77	0.9	5.0	99
SCIENCE DIGEST	1747	360	1.3	20.6	126	**162	1.5	9.3	143	**97	1.2	5.6	114	**100	1.2	5.7	114
SCIENTIFIC AMERICAN	1994	413	1.5	20.7	127	**107	1.0	5.4	83	*171	2.1	8.6	177	**135	1.6	6.8	135
SELF	3119	509	1.9	16.3	100	*167	1.5	5.4	83	*159	2.0	5.1	105	*184	2.2	5.9	118
SEVENTEEN	3923	801	2.9	20.4	125	*227	2.1	5.8	89	*283	3.5	7.2	149	*291	3.5	7.4	148
SKI	1501	295	1.1	19.7	120	**71	0.7	4.7	73	**121	1.5	8.1	166	**103	1.2	6.9	137
SMITHSONIAN	5976	1263	4.6	21.1	129	361	3.3	6.0	93	449	5.5	7.5	155	452	5.4	7.6	151
SOAP OPERA DIGEST	4228	569	2.1	13.5	82	*305	2.8	7.2	112	*149	1.8	3.5	73	**115	1.4	2.7	54
SOUTHERN LIVING	6488	1223	4.5	18.9	115	501	4.6	7.7	119	*266	3.3	4.1	84	456	5.4	7.0	140
SPORT	3500	563	2.1	16.1	98	*259	2.4	7.4	114	*165	2.0	4.7	97	**140	1.7	4.0	80
THE SPORTING NEWS	2456	365	1.3	14.9	91	**148	1.4	6.0	93	**115	1.4	4.7	97	**102	1.2	4.2	83
SPORTS AFIELD	3648	563	2.1	15.4	94	*206	1.9	5.6	87	*138	1.7	3.8	78	*219	2.6	6.0	120
SPORTS ILLUSTRATED	14484	2528	9.2	17.5	107	1050	9.7	7.2	112	727	8.9	5.0	103	751	8.9	5.2	103
STAR	12661	2061	7.5	16.3	100	711	6.6	5.6	87	602	7.4	4.8	98	748	8.9	5.9	118
SUNDAY	52799	8277	30.2	15.7	96	3080	28.4	5.8	90	2563	31.5	4.9	100	2634	31.3	5.0	99
SUNSET	3513	921	3.4	26.2	160	*207	1.9	5.9	91	421	5.2	12.0	247	*294	3.5	8.4	167
TV GUIDE	42766	7481	27.3	17.5	107	3182	29.3	7.4	115	2125	26.1	5.0	102	2174	25.8	5.1	101
TENNIS	1254	374	1.4	29.8	182	**155	1.4	12.4	191	**117	1.4	9.3	192	**102	1.2	8.1	162
TIME	22054	4011	14.6	18.2	111	1418	13.1	6.4	99	1271	15.6	5.8	119	1321	15.7	6.0	119
TOWN & COUNTRY	1555	*250	0.9	16.1	98	**82	0.8	5.3	82	**114	1.4	7.3	151	**54	0.6	3.5	69
TRAVEL & LEISURE	2173	347	1.3	16.0	98	*128	1.2	5.9	91	**119	1.5	5.5	113	**100	1.2	4.6	92
TRUE STORY	4636	754	2.8	16.3	100	*353	3.3	7.6	118	*232	2.9	5.0	103	**169	2.0	3.6	73
U.S. NEWS & WORLD REPORT	10353	1674	6.1	16.2	99	670	6.2	6.5	100	493	6.1	4.8	98	511	6.1	4.9	98
USA TODAY	4994	760	2.8	15.2	93	302	2.8	6.0	93	292	3.6	5.8	121	*166	2.0	3.3	66
US	3528	565	2.1	16.0	98	*242	2.2	6.9	106	*134	1.6	3.8	78	*189	2.2	5.4	107
VOGUE	5424	850	3.1	15.7	96	*275	2.5	5.1	78	*284	3.5	5.2	108	*291	3.5	5.4	107
WALL STREET JOURNAL	6292	1165	4.3	18.5	113	373	3.4	5.9	92	343	4.2	5.5	112	448	5.3	7.1	142
WEIGHT WATCHERS	2762	526	1.9	19.0	117	*246	2.3	8.9	138	**117	1.4	4.2	87	**163	1.9	5.9	118
WOMAN'S DAY	16320	3318	12.1	20.3	124	1178	10.9	7.2	112	971	11.9	5.9	123	1170	13.9	7.2	143
WORKING MOTHER	1496	*263	1.0	17.6	108	**134	1.2	9.0	138	**60	0.7	4.0	83	**69	0.8	4.6	92
WORKING WOMAN	1851	320	1.2	17.3	106	**77	0.7	4.2	64	**91	1.1	4.9	101	**152	1.8	8.2	164
WORLD TENNIS	580	**159	0.6	27.4	168	**44	0.4	7.6	117	**77	0.9	13.3	274	**38	0.5	6.6	130
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2206	8.0	17.8	109	810	7.5	6.5	101	652	8.0	5.3	108	744	8.8	6.0	119
BLAIR INSERTS	91671	15806	57.7	17.2	106	6187	57.0	6.7	104	4640	57.0	5.1	104	4979	59.1	5.4	108
DAILY NEWSPAPERS																	
READ ANY	109190	18379	67.0	16.8	103	7366	67.9	6.7	104	5308	65.2	4.9	100	5705	67.7	5.2	104
READ ONE	89587	15022	54.8	16.8	103	6059	55.8	6.8	105	4288	52.7	4.8	99	4675	55.5	5.2	104
READ TWO OR MORE	19602	3356	12.2	17.1	105	1307	12.0	6.7	103	1019	12.5	5.2	107	1030	12.2	5.3	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	18992	69.3	17.3	106	7494	69.1	6.8	106	5675	69.7	5.2	107	5823	69.1	5.3	106
READ ONE	95074	16225	59.2	17.1	104	6602	60.8	6.9	107	4939	60.7	5.2	107	4684	55.6	4.9	98
READ TWO OR MORE	14588	2767	10.1	19.0	116	892	8.2	6.1	95	735	9.0	5.0	104	1139	13.5	7.8	156
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.48				27.90				30.26				30.72			
30 DAY REACH	149706	24518	89.4	16.4	100	9645	88.9	6.4	100	7223	88.8	4.8	99	7650	90.8	5.1	102
50 SHWG - 30 DAY AV FREQ	15.16	15.60				14.70				15.99				16.36			
30 DAY REACH	142406	23199	84.6	16.3	100	9157	84.4	6.4	99	6860	84.3	4.8	99	7182	85.3	5.0	100
25 SHWG - 30 DAY AV FREQ	8.23	8.35				7.86				8.60				8.72			
30 DAY REACH	131152	21599	78.8	16.5	101	8533	78.6	6.5	101	6331	77.8	4.8	99	6735	80.0	5.1	102
CABLE TV: HOME WIRED	66879	11520	42.0	17.2	105	4429	40.8	6.6	102	3323	40.8	5.0	102	3768	44.7	5.6	112
HOME NOT WIRED	100848	15891	58.0	15.8	96	6422	59.2	6.4	98	4816	59.2	4.8	98	4653	55.3	4.6	92
HAVE PAY CABLE	35024	6797	24.8	19.4	119	2628	24.2	7.5	116	2006	24.6	5.7	118	2164	25.7	6.2	123

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	27411	100.0	16.3	100	10851	100.0	6.5	100	8138	100.0	4.9	100	8421	100.0	5.0	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	7817	28.5	14.9	91	2957	27.3	5.7	87	2227	27.4	4.3	88	2634	31.3	5.0	100
NETWORK AFFILIATES - LATE	39164	6312	23.0	16.1	99	2460	22.7	6.3	97	1819	22.4	4.6	96	2032	24.1	5.2	103
INDEPENDENTS - LATE	5133	717	2.6	14.0	85	230	2.1	4.5	69	209	2.6	4.1	84	278	3.3	5.4	108
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 22825	3753	13.7	16.4	101	1595	14.7	7.0	108	1089	13.4	4.8	98	1070	12.7	4.7	93
ABC MONDAY NIGHT MOVIE	A 11258	1931	7.0	17.2	105	692	6.4	6.1	95	617	7.6	5.5	113	622	7.4	5.5	110
ABC SUNDAY NIGHT MOVIE	A 23600	3667	13.4	15.5	95	1308	12.1	5.5	86	1149	14.1	4.9	100	1210	14.4	5.1	102
ABC WORLD NEWS TONIGHT	A 12801	2020	7.4	15.8	97	718	6.6	5.6	87	640	7.9	5.0	103	661	7.8	5.2	103
AFTERMASH	C 10966	1739	6.3	15.9	97	643	5.9	5.9	91	479	5.9	4.4	90	618	7.3	5.6	112
ALICE	C 17050	2991	10.9	17.5	107	1230	11.3	7.2	112	726	8.9	4.3	88	1035	12.3	6.1	121
AMERICAN PARADE	C 11998	1834	6.7	15.3	94	721	6.6	6.0	93	494	6.1	4.1	85	618	7.3	5.2	103
BENSON	A 19258	3029	11.1	15.7	96	1041	9.6	5.4	84	952	11.7	4.9	102	1036	12.3	5.4	107
BLUE THUNDER	A 11478	1922	7.0	16.7	102	780	7.2	6.8	105	587	7.2	5.1	105	556	6.6	4.8	96
CAGNEY & LACEY	C 18263	3083	11.2	16.9	103	1319	12.2	7.2	112	802	9.9	4.4	91	962	11.4	5.3	105
CBS EVENING NEWS-DEAN	C 7733	1066	3.9	13.8	84	388	3.6	5.0	78	278	3.4	3.6	74	400	4.8	5.2	103
CBS EVENING NEWS-RATHER	C 15653	2412	8.8	15.4	94	975	9.0	6.2	96	620	7.6	4.0	82	817	9.7	5.2	104
CBS SAT. NEWS-SCHIEFFER	C 8744	1415	5.2	16.2	99	441	4.1	5.0	78	429	5.3	4.9	101	545	6.5	6.2	124
CBS SATURDAY NIGHT MOVIE	C 12000	1857	6.8	15.5	95	717	6.6	6.0	92	588	7.2	4.9	101	552	6.6	4.6	92
CBS WEDNESDAY NIGHT MOVIE	C 11522	2015	7.4	17.5	107	817	7.5	7.1	110	467	5.7	4.1	84	731	8.7	6.3	126
CHEERS	N 16818	2598	9.5	15.4	95	1045	9.6	6.2	96	637	7.8	3.8	78	916	10.9	5.4	108
DALLAS	C 37510	5656	20.6	15.1	92	2222	20.5	5.9	92	1696	20.8	4.5	93	1738	20.6	4.6	92
DIFF'RENT STROKES	N 11258	1751	6.4	15.6	95	698	6.4	6.2	96	440	5.4	3.9	81	613	7.3	5.4	108
DOUBLE TROUBLE	N 12248	2140	7.8	17.5	107	944	8.7	7.7	119	536	6.6	4.4	90	660	7.8	5.4	107
DUCK FACTORY	N 11100	1791	6.5	16.1	99	751	6.9	6.8	105	528	6.5	4.8	98	512	6.1	4.6	92
DUKES OF HAZZARD	C 12353	1973	7.2	16.0	98	924	8.5	7.5	116	493	6.1	4.0	82	556	6.6	4.5	90
DYNASTY	A 33279	5011	18.3	15.1	92	1840	17.0	5.5	85	1548	19.0	4.7	96	1623	19.3	4.9	97
FACTS OF LIFE	N 13410	2326	8.5	17.3	106	975	9.0	7.3	112	623	7.7	4.6	96	729	8.7	5.4	108
FALCON CREST	C 31093	4532	16.5	14.6	89	1719	15.8	5.5	85	1315	16.2	4.2	87	1498	17.8	4.8	96
FALL GUY	A 18649	2891	10.5	15.5	95	1227	11.3	6.6	102	894	11.0	4.8	99	771	9.2	4.1	82
FAMILY TIES	N 13101	2117	7.7	16.2	99	910	8.4	6.9	107	543	6.7	4.1	85	664	7.9	5.1	101
FANTASY ISLAND	A 13069	2112	7.7	16.2	99	839	7.7	6.4	99	582	7.2	4.5	92	691	8.2	5.3	105
FOULUPS,BLEEPs & BLUNDERS	A 16588	3083	11.2	18.6	114	1156	10.7	7.0	108	939	11.5	5.7	117	988	11.7	6.0	119
FOUR SEASONS	C 9302	1572	5.7	16.9	103	554	5.1	6.0	92	501	6.2	5.4	111	517	6.1	5.6	111
GIMME A BREAK	N 13955	2052	7.5	14.7	90	784	7.2	5.6	87	589	7.2	4.2	87	679	8.1	4.9	97
HART TO HART	A 15735	2766	10.1	17.6	108	1052	9.7	6.7	103	827	10.2	5.3	108	886	10.5	5.6	112
HILL STREET BLUES	N 18257	3013	11.0	16.5	101	1312	12.1	7.2	111	731	9.0	4.0	83	970	11.5	5.3	106
HOTEL	A 24236	3770	13.8	15.6	95	1457	13.4	6.0	93	1064	13.1	4.4	90	1249	14.8	5.2	103
JEFFERSONS	C 17010	2881	10.5	16.9	104	1165	10.7	6.8	106	809	9.9	4.8	98	908	10.8	5.3	106
JENNIFER SLEPT HERE	N 9397	1445	5.3	15.4	94	605	5.6	6.4	100	370	4.5	3.9	81	469	5.6	5.0	99
KATE & ALLIE	C 16762	3035	11.1	18.1	111	1239	11.4	7.4	114	912	11.2	5.4	112	883	10.5	5.3	105
KNIGHT RIDER	N 13164	2261	8.2	17.2	105	984	9.1	7.5	116	594	7.3	4.5	93	682	8.1	5.2	103
LOVE BOAT	A 20400	3142	11.5	15.4	94	1203	11.1	5.9	91	870	10.7	4.3	88	1069	12.7	5.2	104
MAGNUM PI	C 22543	3893	14.2	17.3	106	1540	14.2	6.8	106	1063	13.1	4.7	97	1290	15.3	5.7	114
MAMA'S FAMILY	N 9852	1628	5.9	16.5	101	662	6.1	6.7	104	453	5.6	4.6	95	512	6.1	5.2	104
MASTER, THE	N 8082	1464	5.3	18.1	111	615	5.7	7.6	118	403	5.0	5.0	103	446	5.3	5.5	110
MATT HOUSTON	A 12881	2432	8.9	18.9	116	999	9.2	7.8	120	660	8.1	5.1	106	773	9.2	6.0	120
NBC MONDAY NIGHT MOVIE	N 23889	4202	15.3	17.6	108	1724	15.9	7.2	112	1187	14.6	5.0	102	1290	15.3	5.4	108
NBC NIGHTLY NEWS	N 11156	1666	6.1	14.9	91	632	5.8	5.7	88	433	5.3	3.9	80	601	7.1	5.4	107
NBC NIGHTLY NEWS-SAT	N 7363	871	3.2	11.8	72	230	2.1	3.1	48	262	3.2	3.6	73	379	4.5	5.1	103
NBC NIGHTLY NEWS-SUN	N 6214	785	2.9	12.6	77	334	3.1	5.4	83	*171	2.1	2.8	57	280	3.3	4.5	90
NBC SUNDAY NIGHT MOVIE	N 17590	3084	11.3	17.5	107	1305	12.0	7.4	115	843	10.4	4.8	99	935	11.1	5.3	106
NEWHART	C 16740	2925	10.7	17.5	107	1184	10.9	7.1	109	813	10.0	4.9	100	928	11.0	5.5	110
ONE DAY AT A TIME	C 11820	1864	6.8	15.8	96	685	6.3	5.8	90	472	5.8	4.0	82	707	8.4	6.0	119
PEOPLE ARE FUNNY	N 9138	1493	5.4	16.3	100	640	5.9	7.0	108	372	4.6	4.1	84	481	5.7	5.3	105
REAL PEOPLE	N 15979	2569	9.4	16.1	98	1030	9.5	6.4	100	711	8.7	4.4	92	827	9.8	5.2	103
REMINGTON STEELE	N 14395	2583	9.4	17.9	110	1091	10.1	7.6	117	778	9.6	5.4	111	714	8.5	5.0	99
RIPLEY'S BELIEVE IT - NOT	A 11362	2186	8.0	19.2	118	797	7.3	7.0	108	599	7.4	5.3	109	790	9.4	7.0	138
RIP TIDE	N 13920	2433	8.9	17.5	107	1010	9.3	7.3	112	744	9.1	5.3	110	679	8.1	4.9	97
SCARECROW & MRS. KING	C 17571	3161	11.5	18.0	110	1257	11.6	7.2	111	980	12.0	5.6	115	924	11.0	5.3	105
SIMON & SIMON	C 20208	3331	12.2	16.5	101	1436	13.2	7.1	110	976	12.0	4.8	100	919	10.9	4.5	91
60 MINUTES	C 27668	3950	14.4	14.3	87	1453	13.4	5.3	81	1153	14.2	4.2	86	1345	16.0	4.9	97
ST. ELSEWHERE	N 13699	2447	8.9	17.9	109	1024	9.4	7.5	116	661	8.1	4.8	99	762	9.0	5.6	111
THREE'S COMPANY	A 20632	3608	13.2	17.5	107	1421	13.1	6.9	1								

	TOTAL U.S. '000	CRAVE (KAL KAN)				LITTLE FRISKIES				PURINA CAT CHOW ORIGINAL				PURINA MEOW MIX			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	5556	100.0	3.3	100	6457	100.0	3.8	100	8301	100.0	4.9	100	8084	100.0	4.8	100
MALES	79263	2246	40.4	2.8	86	2875	44.5	3.6	94	4097	49.4	5.2	104	3559	44.0	4.5	93
FEMALES	88464	3310	59.6	3.7	113	3582	55.5	4.0	105	4204	50.6	4.8	96	4525	56.0	5.1	106
18 - 24	28671	943	17.0	3.3	99	1124	17.4	3.9	102	1233	14.9	4.3	87	1337	16.5	4.7	97
25 - 34	39536	1750	31.5	4.4	134	1751	27.1	4.4	115	2081	25.1	5.3	106	2222	27.5	5.6	117
35 - 44	28978	1246	22.4	4.3	130	1169	18.1	4.0	105	1880	22.6	6.5	131	1676	20.7	5.8	120
45 - 54	22345	717	12.9	3.2	97	920	14.2	4.1	107	1368	16.5	6.1	124	1407	17.4	6.3	131
55 - 64	22224	*589	10.6	2.7	80	901	14.0	4.1	105	1081	13.0	4.9	98	826	10.2	3.7	77
65 OR OLDER	25973	*311	5.6	1.2	36	592	9.2	2.3	59	658	7.9	2.5	51	616	7.6	2.4	49
18 - 34	68207	2693	48.5	3.9	119	2875	44.5	4.2	109	3314	39.9	4.9	98	3559	44.0	5.2	108
18 - 49	108058	4344	78.2	4.0	121	4558	70.6	4.2	110	5912	71.2	5.5	111	5944	73.5	5.5	114
25 - 54	90859	3712	66.8	4.1	123	3840	59.5	4.2	110	5328	64.2	5.9	118	5306	65.6	5.8	121
35 - 49	39851	1651	29.7	4.1	125	1684	26.1	4.2	110	2599	31.3	6.5	132	2385	29.5	6.0	124
50 OR OLDER	59669	1212	21.8	2.0	61	1899	29.4	3.2	83	2388	28.8	4.0	81	2140	26.5	3.6	74
GRADUATED COLLEGE	28091	1172	21.1	4.2	126	1052	16.3	3.7	97	2022	24.4	7.2	145	1536	19.0	5.5	113
ATTENDED COLLEGE	28938	1284	23.1	4.4	134	1300	20.1	4.5	117	1900	22.9	6.6	133	1949	24.1	6.7	140
GRADUATED HIGH SCHOOL	65503	2246	40.4	3.4	104	2787	43.2	4.3	111	2870	34.6	4.4	89	3148	38.9	4.8	100
DID NOT GRADUATE HIGH SCHOOL	45195	854	15.4	1.9	57	1318	20.4	2.9	76	1509	18.2	3.3	67	1453	18.0	3.2	67
EMPLOYED MALES	56429	1929	34.7	3.4	103	2150	33.3	3.8	99	3275	39.5	5.8	117	2684	33.2	4.8	99
EMPLOYED FEMALES	43971	2062	37.1	4.7	142	1956	30.3	4.4	116	2432	29.3	5.5	112	2919	36.1	6.6	138
EMPLOYED FULL-TIME	87773	3558	64.0	4.1	122	3618	56.0	4.1	107	4950	59.6	5.6	114	4807	59.5	5.5	114
EMPLOYED PART-TIME	12627	*433	7.8	3.4	104	*488	7.6	3.9	100	757	9.1	6.0	121	796	9.8	6.3	131
NOT EMPLOYED	67327	1565	28.2	2.3	70	2351	36.4	3.5	91	2594	31.2	3.9	78	2481	30.7	3.7	76
PROFESSIONAL/MANAGER	25845	1179	21.2	4.6	138	1028	15.9	4.0	103	2104	25.3	8.1	164	1580	19.5	6.1	127
TECH/CLERICAL/SALES	30895	1351	24.3	4.4	132	1331	20.6	4.3	112	1468	17.7	4.8	96	1868	23.1	6.0	125
PRECISION/CRAFT	12629	*414	7.5	3.3	99	*447	6.9	3.5	92	578	7.0	4.6	92	594	7.3	4.7	98
OTHER EMPLOYED	31031	1046	18.8	3.4	102	1301	20.1	4.2	109	1557	18.8	5.0	101	1561	19.3	5.0	104
SINGLE	35557	1185	21.3	3.3	101	1396	21.6	3.9	102	1527	18.4	4.3	87	1687	20.9	4.7	98
MARRIED	103585	3606	64.9	3.5	105	4242	65.7	4.1	106	5639	67.9	5.4	110	5146	63.7	5.0	103
DIVORCED/SEPARATED/WIDOWED	28585	764	13.8	2.7	81	820	12.7	2.9	75	1135	13.7	4.0	80	1251	15.5	4.4	91
PARENTS	59295	2490	44.8	4.2	127	2428	37.6	4.1	106	3316	39.9	5.6	113	3263	40.4	5.5	114
WHITE	146081	5325	95.8	3.6	110	6149	95.2	4.2	109	7901	95.2	5.4	109	7654	94.7	5.2	109
BLACK	17974	**165	3.0	0.9	28	**217	3.4	1.2	31	*304	3.7	1.7	34	**228	2.8	1.3	26
OTHER	3672	**66	1.2	1.8	54	**91	1.4	2.5	64	**96	1.2	2.6	53	**202	2.5	5.5	114
NORTHEAST-CENSUS	37005	1493	26.9	4.0	122	1394	21.6	3.8	98	1524	18.4	4.1	83	1963	24.3	5.3	110
NORTH CENTRAL	42642	1382	24.9	3.2	98	1561	24.2	3.7	95	2296	27.7	5.4	109	2328	28.8	5.5	113
SOUTH	56777	1041	18.7	1.8	55	1473	22.8	2.6	67	2573	31.0	4.5	92	2092	25.9	3.7	76
WEST	31303	1640	29.5	5.2	158	2029	31.4	6.5	168	1908	23.0	6.1	123	1702	21.1	5.4	113
NORTHEAST-MKTG.	38125	1453	26.2	3.8	115	1321	20.5	3.5	90	1487	17.9	3.9	79	1858	23.0	4.9	101
EAST CENTRAL	24794	786	14.1	3.2	96	875	13.6	3.5	92	1366	16.5	5.5	111	1097	13.6	4.4	92
WEST CENTRAL	28511	893	16.1	3.1	95	1083	16.8	3.8	99	1579	19.0	5.5	112	1734	21.4	6.1	126
SOUTH	48953	974	17.5	2.0	60	1398	21.7	2.9	74	2321	28.0	4.7	96	1927	23.8	3.9	82
PACIFIC	27344	1451	26.1	5.3	160	1782	27.6	6.5	169	1548	18.6	5.7	114	1468	18.2	5.4	111
COUNTY SIZE A	69301	2306	41.5	3.3	100	2434	37.7	3.5	91	3199	38.5	4.6	93	2922	36.1	4.2	87
COUNTY SIZE B	50633	1757	31.6	3.5	105	2116	32.8	4.2	109	2404	29.0	4.7	96	2858	35.4	5.6	117
COUNTY SIZE C	26259	854	15.4	3.3	98	1152	17.8	4.4	114	1368	16.5	5.2	105	1371	17.0	5.2	108
COUNTY SIZE D	21534	*639	11.5	3.0	90	755	11.7	3.5	91	1329	16.0	6.2	125	934	11.6	4.3	90
METRO CENTRAL CITY	50014	1317	23.7	2.6	79	1688	26.1	3.4	88	2001	24.1	4.0	81	1867	23.1	3.7	77
METRO SUBURBAN	76832	3066	55.2	4.0	120	3278	50.8	4.3	111	4005	48.2	5.2	105	4237	52.4	5.5	114
NON METRO	40881	1173	21.1	2.9	87	1491	23.1	3.6	95	2295	27.6	5.6	113	1981	24.5	4.8	101
TOP 5 ADI'S	39550	1589	28.6	4.0	121	1403	21.7	3.5	92	1652	19.9	4.2	84	1969	24.4	5.0	103
TOP 10 ADI'S	54877	1967	35.4	3.6	108	1772	27.4	3.2	84	2425	29.2	4.4	89	2486	30.8	4.5	94
TOP 20 ADI'S	77516	2616	47.1	3.4	102	2636	40.8	3.4	88	3741	45.1	4.8	98	3565	44.1	4.6	95
HSGLD INC. \$50,000 OR MORE	17257	875	15.7	5.1	153	759	11.8	4.4	114	1206	14.5	7.0	141	1050	13.0	6.1	126
\$40,000 OR MORE	33235	1716	30.9	5.2	156	1786	27.7	5.4	140	2467	29.7	7.4	150	2270	28.1	6.8	142
\$30,000 OR MORE	59693	2633	47.4	4.4	133	2749	42.6	4.6	120	3933	47.4	6.6	133	3751	46.4	6.3	130
\$25,000 OR MORE	76275	3258	58.6	4.3	129	3383	52.4	4.4	115	4746	57.2	6.2	126	4520	55.9	5.9	123
\$20,000 - \$24,999	18607	566	10.2	3.0	92	692	10.7	3.7	97	932	11.2	5.0	101	953	11.8	5.1	106
\$15,000 - \$19,999	17175	*533	9.6	3.1	94	708	11.0	4.1	107	896	10.8	5.2	105	884	10.9	5.1	107
\$10,000 - \$14,999	24569	696	12.5	2.8	86	734	11.4	3.0	78	800	9.6	3.3	66	907	11.2	3.7	77
UNDER \$10,000	31101	503	9.1	1.6	49	940	14.6	3.0	79	927	11.2	3.0	60	821	10.2	2.6	55
HOUSEHOLD OF 1 PERSON	19441	405	7.3	2.1	63	482	7.5	2.5	64	696	8.4	3.6	72	619	7.7	3.2	66
2 PEOPLE	51803	1282	23.1	2.5	75	1846	28.6	3.6	93	2632	31.7	5.1	103	2125	26.3	4.1	85
3 OR 4 PEOPLE	66933	2694	48.5	4.0	122	2906	45.0	4.3	113	3371	40.6	5.0	102	3610	44.7	5.4	112
5 OR MORE PEOPLE	29550	1175	21.1	4.0	120	1223	18.9	4.1	108	1601	19.3	5.4	109	1731	21.4	5.9	122
NO CHILD IN HSHLD	96587	2600	46.8	2.7	81	3335	51.6	3.5	90	4368	52.6	4.5	91	4023	49.8	4.2	86
CHILD(REN) UNDER 2 YRS	10844	*427	7.7	3.9	119	*349	5.4	3.2	84	*503	6.1	4.6	94	*556	6.9	5.1	106
2 - 5 YEARS	26358	906	16.3	3.4	104	808	12.5	3.1	80	1155	13.9	4.4	89	1188	14.7	4.5	94
6 - 11 YEARS	30453	1261	22.7	4.1	125	1118	17.3	3.7	95	1598	19.3	5.2	106	1481	18.3	4.9	101
12 - 17 YEARS	36575	1663	29.9	4.5	137	1936	30.0	5.3	137	2426	29.2	6.6	134	2430	30.1	6.6	138
RESIDENCE OWNED	117770	4442	79.9	3.8	114	5130	79.4	4.4	113	6519	78.5	5.5	112	6216	76.9	5.3	110
VALUE: \$50,000 OR MORE	70166	2877	51.8	4.1	124	3309	51.2	4.7	123	4242	51.1	6.0	122	4055	50.2	5.8	120
VALUE: UNDER \$50,000	47604	1565	28.2	3.3	99	1821	28.2	3.8	99	2277	27.4	4.8	97	2161	26.7	4.5	94

		TOTAL U.S. '000	CRAVE (KAL KAN)				LITTLE FRISKIES				PURINA CAT CHOW				PURINA MEOW MIX			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	5556	100.0	3.3	100	6457	100.0	3.8	100	8301	100.0	4.9	100	8084	100.0	4.8	100
MAGAZINES	QUINTILE 1	34022	1684	30.3	4.9	149	1340	20.8	3.9	102	2004	24.1	5.9	119	2105	26.0	6.2	128
	QUINTILE 2	34800	1429	25.7	4.1	124	1824	28.2	5.2	136	2094	25.2	6.0	122	1950	24.1	5.6	116
	QUINTILE 3	30514	931	16.8	3.1	92	1210	18.7	4.0	103	1491	18.0	4.9	99	1313	16.2	4.3	89
	QUINTILE 4	33324	847	15.2	2.5	77	1204	18.6	3.6	94	1473	17.7	4.4	89	1653	20.4	5.0	103
	QUINTILE 5	35066	665	12.0	1.9	57	880	13.6	2.5	65	1238	14.9	3.5	71	1063	13.1	3.0	63
NEWSPAPERS	QUINTILE 1	29107	1204	21.7	4.1	125	1164	18.0	4.0	104	1499	18.1	5.1	104	1717	21.2	5.9	122
	QUINTILE 2	49095	1611	29.0	3.3	99	1907	29.5	3.9	101	2304	27.8	4.7	95	2099	26.0	4.3	88
	QUINTILE 3	23107	784	14.1	3.4	102	880	13.6	3.8	99	1367	16.5	5.9	120	1170	14.5	5.1	105
	QUINTILE 4	33556	1262	22.7	3.8	114	1549	24.0	4.6	120	1723	20.8	5.1	104	1689	20.9	5.0	104
	QUINTILE 5	32863	*696	12.5	2.1	64	957	14.8	2.9	76	1408	17.0	4.3	87	1410	17.4	4.3	89
OUTDOOR	QUINTILE 1	33431	1275	22.9	3.8	115	1559	24.1	4.7	121	1695	20.4	5.1	102	1844	22.8	5.5	114
	QUINTILE 2	33478	1318	23.7	3.9	119	1475	22.8	4.4	114	1713	20.6	5.1	103	1832	22.7	5.5	114
	QUINTILE 3	33574	1056	19.0	3.1	95	1190	18.4	3.5	92	1664	20.0	5.0	100	1678	20.8	5.0	104
	QUINTILE 4	33935	1143	20.6	3.4	102	1202	18.6	3.5	92	1560	18.8	4.6	93	1538	19.0	4.5	94
	QUINTILE 5	33310	763	13.7	2.3	69	1032	16.0	3.1	80	1669	20.1	5.0	101	1193	14.8	3.6	74
RADIO-DRIVE TIME	QUINTILE 1	33136	1131	20.4	3.4	103	1554	24.1	4.7	122	1645	19.8	5.0	100	1600	19.8	4.8	100
	QUINTILE 2	31658	961	17.3	3.0	92	1184	18.3	3.7	97	1343	16.2	4.2	86	1481	18.3	4.7	97
	QUINTILE 3	32541	1219	21.9	3.7	113	1094	16.9	3.4	87	1856	22.4	5.7	115	1870	23.1	5.7	119
	QUINTILE 4	34247	1381	24.9	4.0	122	1389	21.5	4.1	105	1867	22.5	5.5	110	1575	19.5	4.6	95
	QUINTILE 5	36144	865	15.6	2.4	72	1236	19.1	3.4	89	1589	19.1	4.4	89	1557	19.3	4.3	89
RADIO-MID- DAY	TERCILE 1	45037	1608	28.9	3.6	108	1790	27.7	4.0	103	2123	25.6	4.7	95	2194	27.1	4.9	101
	TERCILE 2	44819	1534	27.6	3.4	103	1880	29.1	4.2	109	2067	24.9	4.6	93	2356	29.1	5.3	109
	TERCILE 3	77872	2414	43.4	3.1	94	2788	43.2	3.6	93	4111	49.5	5.3	107	3535	43.7	4.5	94
RADIO-TOTAL	QUINTILE 1	33763	1139	20.5	3.4	102	1382	21.4	4.1	106	1621	19.5	4.8	97	1656	20.5	4.9	102
	QUINTILE 2	33240	1047	18.8	3.1	95	1198	18.6	3.6	94	1470	17.7	4.4	89	1433	17.7	4.3	89
	QUINTILE 3	33408	1240	22.3	3.7	112	1339	20.7	4.0	104	1821	21.9	5.5	110	1987	24.6	5.9	123
	QUINTILE 4	34792	1372	24.7	3.9	119	1368	21.2	3.9	102	1918	23.1	5.5	111	1731	21.4	5.0	103
	QUINTILE 5	32524	758	13.6	2.3	70	1170	18.1	3.6	93	1470	17.7	4.5	91	1276	15.8	3.9	81
TV-PRIME TIME	QUINTILE 1	33090	984	17.7	3.0	90	1198	18.6	3.6	94	1539	18.5	4.7	94	1807	22.4	5.5	113
	QUINTILE 2	33357	1300	23.4	3.9	118	1371	21.2	4.1	107	1717	20.7	5.1	104	1536	19.0	4.6	96
	QUINTILE 3	33980	1339	24.1	3.9	119	1343	20.8	4.0	103	1501	18.1	4.4	89	1398	17.3	4.1	85
	QUINTILE 4	33854	1001	18.0	3.0	89	1119	17.3	3.3	86	1616	19.5	4.8	96	1663	20.6	4.9	102
	QUINTILE 5	33444	933	16.8	2.8	84	1427	22.1	4.3	111	1927	23.2	5.8	116	1679	20.8	5.0	104
TV-DAYTIME	TERCILE 1	49121	1297	23.3	2.6	80	1802	27.9	3.7	95	2193	26.4	4.5	90	2099	26.0	4.3	89
	TERCILE 2	48823	1814	32.6	3.7	112	1899	29.4	3.9	101	2385	28.7	4.9	99	2533	31.3	5.2	108
	TERCILE 3	69782	2445	44.0	3.5	106	2757	42.7	4.0	103	3723	44.9	5.3	108	3453	42.7	4.9	103
TV-TOTAL	QUINTILE 1	33584	956	17.2	2.8	86	1147	17.8	3.4	89	1497	18.0	4.5	90	1723	21.3	5.1	106
	QUINTILE 2	33441	1198	21.6	3.6	108	1449	22.4	4.3	113	1631	19.6	4.9	99	1577	19.5	4.7	98
	QUINTILE 3	33505	995	17.9	3.0	90	1268	19.6	3.8	98	1462	17.6	4.4	88	1174	14.5	3.5	73
	QUINTILE 4	33466	1314	23.7	3.9	119	1249	19.3	3.7	97	1610	19.4	4.8	97	1709	21.1	5.1	106
	QUINTILE 5	33731	1093	19.7	3.2	98	1344	20.8	4.0	104	2101	25.3	6.2	126	1902	23.5	5.6	117
MAGAZINES-NEWSPAPERS: DUAL		44503	1915	34.5	4.3	130	1977	30.6	4.4	115	2342	28.2	5.3	106	2464	30.5	5.5	115
MAGAZINE IMPERATIVE		39363	1688	30.4	4.3	129	1871	29.0	4.8	123	2461	29.6	6.3	126	2322	28.7	5.9	122
NEWSPAPER IMPERATIVE		46441	1280	23.0	2.8	83	1570	24.3	3.4	88	2229	26.9	4.8	97	1921	23.8	4.1	86
MAGAZINES-OUTDOOR: DUAL		33726	1627	29.3	4.8	146	1657	25.7	4.9	128	1897	22.9	5.6	114	2040	25.2	6.0	125
MAGAZINE IMPERATIVE		52846	1934	34.8	3.7	110	2076	32.2	3.9	102	2911	35.1	5.5	111	2678	33.1	5.1	105
OUTDOOR IMPERATIVE		52140	1484	26.7	2.8	86	1984	30.7	3.8	99	2320	27.9	4.4	90	2377	29.4	4.6	95
MAGAZINES-RADIO: DUAL		37081	1381	24.9	3.7	112	1583	24.5	4.3	111	1915	23.1	5.2	104	1872	23.2	5.0	105
MAGAZINE IMPERATIVE		49747	2212	39.8	4.4	134	2288	35.4	4.6	119	3034	36.5	6.1	123	2983	36.9	6.0	124
RADIO IMPERATIVE		49208	1315	23.7	2.7	81	1589	24.6	3.2	84	2142	25.8	4.4	88	2123	26.3	4.3	90
MAGAZINES-TELEVISION: DUAL		33103	1576	28.4	4.8	144	1824	28.2	5.5	143	1867	22.5	5.6	114	1960	24.2	5.9	123
MAGAZINE IMPERATIVE		54575	2230	40.1	4.1	123	2171	33.6	4.0	103	3259	39.3	6.0	121	2969	36.7	5.4	113
TELEVISION IMPERATIVE		53249	1142	20.6	2.1	65	1541	23.9	2.9	75	1990	24.0	3.7	76	1993	24.7	3.7	78
NEWSPAPERS-OUTDOOR: DUAL		36255	1424	25.6	3.9	119	1549	24.0	4.3	111	1924	23.2	5.3	107	1876	23.2	5.2	107
NEWSPAPER IMPERATIVE		55591	1774	31.9	3.2	96	1978	30.6	3.6	92	2695	32.5	4.8	98	2471	30.6	4.4	92
OUTDOOR IMPERATIVE		48319	1664	29.9	3.4	104	2061	31.9	4.3	111	2388	28.8	4.9	100	2725	33.7	5.6	117
NEWSPAPERS-RADIO: DUAL		37242	1249	22.5	3.4	101	1427	22.1	3.8	100	1870	22.5	5.0	101	1798	22.2	4.8	100
NEWSPAPER IMPERATIVE		54423	2014	36.2	3.7	112	2204	34.1	4.0	105	2755	33.2	5.1	102	2581	31.9	4.7	98
RADIO IMPERATIVE		46650	1633	29.4	3.5	106	1840	28.5	3.9	102	2153	25.9	4.6	93	2312	28.6	5.0	103
NEWSPAPERS-TELEVISION: DUAL		35974	1087	19.6	3.0	91	1369	21.2	3.8	99	1588	19.1	4.4	89	1552	19.2	4.3	90
NEWSPAPER IMPERATIVE		56095	2133	38.4	3.8	115	2186	33.9	3.9	101	3050	36.7	5.4	110	2845	35.2	5.1	105
TELEVISION IMPERATIVE		47170	1456	26.2	3.1	93	1825	28.3	3.9	101	2245	27.0	4.8	96	2283	28.2	4.8	100
OUTDOOR-RADIO: DUAL		33748	1242	22.4	3.7	111	1411	21.9	4.2	109	1577	19.0	4.7	94	1961	24.3	5.8	121
OUTDOOR IMPERATIVE		52785	1977	35.6	3.7	113	2335	36.2	4.4	115	2783	33.5						

	TOTAL U.S. '000	CRAVE (KAL KAN)				LITTLE FRISKIES				PURINA CAT CHOW ORIGINAL				PURINA MEOW MIX			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	5556	100.0	3.3	100	6457	100.0	3.8	100	8301	100.0	4.9	100	8084	100.0	4.8	100
ATLANTIC MONTHLY	867	**16	0.3	1.8	56	**18	0.3	2.1	54	**31	0.4	3.6	72	**32	0.4	3.7	77
BARRON'S	1580	**97	1.7	6.1	185	**24	0.4	1.5	39	**49	0.6	3.1	63	**55	0.7	3.5	72
BETTER HOMES & GARDENS	22203	907	16.3	4.1	123	1196	18.5	5.4	140	1363	16.4	6.1	124	1344	16.6	6.1	126
BON APPETIT	3810	*215	3.9	5.6	170	**120	1.9	3.1	82	*134	1.6	3.5	71	*263	3.3	6.9	143
BUSINESS WEEK	4663	*170	3.1	3.6	110	*126	2.0	2.7	70	290	3.5	6.2	126	*153	1.9	3.3	68
CAR AND DRIVER	3102	**78	1.4	2.5	76	**95	1.5	3.1	80	*180	2.2	5.8	117	*163	2.0	5.3	109
CBS MAGAZINE NETWORK (GROSS)	7311	*344	6.2	4.7	142	*308	4.8	4.2	109	653	7.9	8.9	180	473	5.9	6.5	134
CHANGING TIMES	3400	*183	3.3	5.4	162	*149	2.3	4.4	114	*224	2.7	6.6	133	*256	3.2	7.5	156
COLONIAL HOMES	1796	**68	1.2	3.8	114	**123	1.9	6.8	178	*111	1.3	6.2	125	**90	1.1	5.0	104
CONDE NAST MAG. PKG. (GROSS)	19924	785	14.1	3.9	119	649	10.1	3.3	85	890	10.7	4.5	90	1332	16.5	6.7	139
CONSUMERS DIGEST	3125	*188	3.4	6.0	182	**94	1.5	3.0	78	*224	2.7	7.2	145	*194	2.4	6.2	129
COSMOPOLITAN	10577	455	8.2	4.3	130	398	6.2	3.8	98	622	7.5	5.9	119	651	8.1	6.2	128
COUNTRY LIVING	3746	*153	2.8	4.1	123	*190	2.9	5.1	132	349	4.2	9.3	188	251	3.1	6.7	139
CUISINE	2214	**103	1.9	4.7	140	**60	0.9	2.7	70	**57	0.7	2.6	52	**116	1.4	5.2	109
CYCLE WORLD	2394	**76	1.4	3.2	96	**107	1.7	4.5	116	*201	2.4	8.4	170	**126	1.6	5.3	109
DCI:CREATIVE IDEAS FOR LIV	3068	**184	3.3	6.0	181	*212	3.3	6.9	179	*173	2.1	5.6	114	*141	1.7	4.6	95
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	372	6.7	3.9	118	472	7.3	4.9	128	641	7.7	6.7	136	412	5.1	4.3	89
DISCOVER	2277	**96	1.7	4.2	127	**130	2.0	5.7	148	*134	1.6	5.9	119	*211	2.6	9.3	192
EBONY	7187	**62	1.1	0.9	26	**92	1.4	1.3	33	*118	1.4	1.6	33	**118	1.5	1.6	34
ESQUIRE	2560	**64	1.2	2.5	75	**48	0.7	1.9	49	*147	1.8	5.7	116	*119	1.5	4.6	96
ESSENCE	3242	**24	0.4	0.7	22	**35	0.5	1.1	28	**35	0.4	1.1	22	**14	0.2	0.4	9
FAMILY CIRCLE	19639	945	17.0	4.8	145	1107	17.1	5.6	146	980	11.8	5.0	101	1345	16.6	6.8	142
THE FAMILY HANDYMAN	3540	**127	2.3	3.6	108	**164	2.5	4.6	120	*208	2.5	5.9	119	*194	2.4	5.5	114
FAMILY WEEKLY	23924	953	17.2	4.0	120	1093	16.9	4.6	119	1171	14.1	4.9	99	1241	15.4	5.2	108
FIELD & STREAM	9883	*324	5.8	3.3	99	442	6.8	4.5	116	602	7.3	6.1	123	525	6.5	5.3	110
FOOD & WINE	1030	**46	0.8	4.5	135	**64	1.0	6.2	161	**39	0.5	3.8	77	**33	0.4	3.2	66
FORBES	2679	**105	1.9	3.9	118	*105	1.6	3.9	102	*169	2.0	6.3	127	*128	1.6	4.8	99
FORTUNE	2931	*134	2.4	4.6	138	**69	1.1	2.4	61	*155	1.9	5.3	107	*174	2.2	5.9	123
GENTLEMEN'S QUARTERLY	3481	**161	2.9	4.6	140	**168	2.6	4.8	125	*282	3.4	8.1	164	*268	3.3	7.7	160
GLAMOUR	7163	*348	6.3	4.9	147	*249	3.9	3.5	90	323	3.9	4.5	91	553	6.8	7.7	160
GOLF DIGEST	2355	**71	1.3	3.0	91	**72	1.1	3.1	79	**35	0.4	1.5	30	**83	1.0	3.5	73
GOLF DIGEST/TENNIS (GROSS)	3610	*220	4.0	6.1	184	**137	2.1	3.8	99	*123	1.5	3.4	69	*155	1.9	4.3	89
GOLF MAGAZINE	2046	**125	2.2	6.1	184	**130	2.0	6.4	165	**142	1.7	6.9	140	**106	1.3	5.2	107
GOLF MAGAZINE/SKI (GROSS)	3547	**165	3.0	4.7	140	*187	2.9	5.3	137	*235	2.8	6.6	134	*190	2.4	5.4	111
GOOD HOUSEKEEPING	20353	1124	20.2	5.5	167	1042	16.1	5.1	133	1152	13.9	5.7	114	1274	15.8	6.3	130
HARPER'S BAZAAR	3362	*187	3.4	5.6	168	**131	2.0	3.9	101	*171	2.1	5.1	103	*269	3.3	8.0	166
HEALTH	2987	**138	2.5	4.6	139	**78	1.2	2.6	68	*209	2.5	7.0	141	*156	1.9	5.2	108
HEARST MAG CORP. BUY (GROSS)	67928	3189	57.4	4.7	142	3049	47.2	4.5	117	3868	46.6	5.7	115	4222	52.2	6.2	129
HEARST MAN POWER (GROSS)	11282	482	8.7	4.3	129	549	8.5	4.9	126	606	7.3	5.4	109	771	9.5	6.8	142
HEARST WOMAN POWER (GROSS)	40514	1955	35.2	4.8	146	1765	27.3	4.4	113	2220	26.7	5.5	111	2484	30.7	6.1	127
HOUSE BEAUTIFUL	4885	*279	5.0	5.7	172	*222	3.4	4.5	118	*210	2.5	4.3	87	256	3.2	5.2	109
INC.	1308	**25	0.4	1.9	58	**37	0.6	2.8	73	**83	1.0	6.3	128	**61	0.8	4.7	97
JET	6498	**94	1.7	1.4	44	**100	1.5	1.5	40	*211	2.5	3.2	66	**107	1.3	1.6	34
LADIES' HOME JOURNAL	14797	692	12.5	4.7	141	621	9.6	4.2	109	880	10.6	5.9	120	1082	13.4	7.3	152
LHJ FAMILY GRP COMBO(GROSS)	21743	1033	18.6	4.8	143	926	14.3	4.3	111	1277	15.4	5.9	119	1431	17.7	6.6	137
LIFE	9881	528	9.5	5.3	161	388	6.0	3.9	102	523	6.3	5.3	107	654	8.1	6.6	137
L.A. TIMES HOME MAGAZINE	2775	*210	3.8	7.6	228	**130	2.0	4.7	122	*193	2.3	7.0	141	**121	1.5	4.4	90
MADEMOISELLE	4219	*176	3.2	4.2	126	**162	2.5	3.8	100	*159	1.9	3.8	76	*220	2.7	5.2	108
MC CALL'S	16422	676	12.2	4.1	124	837	13.0	5.1	132	904	10.9	5.5	111	949	11.7	5.8	120
MC CALL'S/MRK MOTHER (GROSS)	17919	738	13.3	4.1	124	946	14.7	5.3	137	981	11.8	5.5	111	1053	13.0	5.9	122
MECHANIX ILLUSTRATED	4433	*151	2.7	3.4	103	*180	2.8	4.1	105	*256	3.1	5.8	117	*192	2.4	4.3	90
METROPOLITAN HOME	1504	**36	0.6	2.4	72	**50	0.8	3.3	86	**83	1.0	5.5	112	*87	1.1	5.8	120
MONEY	4723	*201	3.6	4.3	128	*121	1.9	2.6	67	206	2.5	4.4	88	251	3.1	5.3	110
MOTHER EARTH NEWS	2325	**122	2.2	5.2	158	**181	2.8	7.8	202	*270	3.3	11.6	235	*167	2.1	7.2	149
MS.	1189	**72	1.3	6.1	183	**29	0.4	2.4	63	**94	1.1	7.9	160	**94	1.2	7.9	164
NATIONAL ENQUIRER	18892	554	10.0	2.9	89	660	10.2	3.5	91	732	8.8	3.9	78	838	10.4	4.4	92
NATIONAL GEOGRAPHIC	22129	838	15.1	3.8	114	1079	16.7	4.9	127	1711	20.6	7.7	156	1272	15.7	5.7	119
NATIONAL SUNDAY MAGAZINE PKG	103750	4027	72.5	3.9	117	4310	66.7	4.2	108	5320	64.1	5.1	104	5326	65.9	5.1	107
NATURAL HISTORY	1379	**29	0.5	2.1	63	**45	0.7	3.3	85	**103	1.2	7.5	151	**77	1.0	5.6	116
NEW WOMAN	2289	**97	1.7	4.2	128	**114	1.8	5.0	129	**59	0.7	2.6	52	**154	1.9	6.7	140
NEW YORK INCLUDING CUE	1088	**31	0.6	2.8	86	**7	0.1	0.6	17	**36	0.4	3.3	67	**57	0.7	5.2	109
THE NEW YORKER	2459	*146	2.6	5.9	179	**59	0.9	2.4	62	*200	2.4	8.1	164	*113	1.4	4.6	95
NEWSWEEK	16527	715	12.9	4.3	131	821	12.7	5.0	129	1071	12.9	6.5	131	872	10.8	5.3	109
THE N.Y. TIMES DAILY EDITION	2739	**83	1.5	3.0	91	**61	0.9	2.2	58	*105	1.3	3.8	77	**115	1.4	4.2	87
THE N.Y. TIMES MAGAZINE	4443	*210	3.8	4.7	143	*150	2.3	3.4	88	242	2.9	5.4	110	*284	3.5	6.4	133
OMNI	2799	*186	3.3	6.6	201	*172	2.7	6.1	160	*180	2.2	6.4	130	*194	2.4	6.9	144
ON CABLE	2209	**143	2.6	6.5	195	**28	0.4	1.3	33	**82	1.0	3.7	75	**182	2.3	8.2	171
1001 HOME IDEAS	3959	*203	3.7	5.1	155	*227	3.5	5.7	149	*189	2.3	4.8	96	*193	2.4	4.9	101
ORGANIC GARDENING	3111	*180	3.2	5.8	175	*237	3.7	7.6	198	*211	2.5	6.8	137	234	2.9	7.5	156
OUTDOOR LIFE	5024	**149	2.7	3.0	90	*220	3.4	4.4	114	*274	3.3	5.5	110	*287	3.6	5.7	119
PARADE MAGAZINE	51292	2261	40.7	4.4	133	2335	36.2	4.6	118	2687	32.4	5.2	106	2670	33.0	5.2	108

	TOTAL U.S. '000	CRAVE (KAL KAN)				LITTLE FRISKIES				PURINA CAT CHOW ORIGINAL				PURINA MEOW MIX			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	5556	100.0	3.3	100	6457	100.0	3.8	100	8301	100.0	4.9	100	8084	100.0	4.8	100
PARENTS	5298	*267	4.8	5.0	152	*287	4.4	5.4	141	272	3.3	5.1	104	305	3.8	5.8	119
PENTHOUSE	5129	*161	2.9	3.1	95	*296	4.6	5.8	150	356	4.3	6.9	140	*270	3.3	5.3	109
PEOPLE	21070	1123	20.2	5.3	161	907	14.0	4.3	112	974	11.7	4.6	93	1298	16.1	6.2	128
PLAYBOY	10562	401	7.2	3.8	115	428	6.6	4.1	105	555	6.7	5.3	106	593	7.3	5.6	116
POPULAR HOT RODDING	2498	**94	1.7	3.8	114	*97	1.5	3.9	101	**112	1.3	4.5	91	**101	1.2	4.0	84
POPULAR MECHANICS	5887	*344	6.2	5.8	176	*381	5.9	6.5	168	*307	3.7	5.2	105	446	5.5	7.6	157
POPULAR SCIENCE	4317	*210	3.8	4.9	147	*200	3.1	4.6	120	*357	4.3	8.3	167	*267	3.3	6.2	128
PREVENTION	5792	*238	4.3	4.1	124	*207	3.2	3.6	93	336	4.0	5.8	117	303	3.7	5.2	109
PSYCHOLOGY TODAY	3284	*261	4.7	7.9	240	*98	1.5	3.0	78	286	3.4	8.7	176	*251	3.1	7.6	159
READER'S DIGEST	40046	1658	29.8	4.1	125	1854	28.7	4.6	120	2395	28.9	6.0	121	2292	28.4	5.7	119
REDBOOK	9584	376	6.8	3.9	118	325	5.0	3.4	88	446	5.4	4.7	94	559	6.9	5.8	121
ROAD & TRACK	2590	**156	2.8	6.0	182	*166	2.6	6.4	166	*260	3.1	10.0	203	*205	2.5	7.9	164
ROLLING STONE	3302	*221	4.0	6.7	202	*214	3.3	6.5	168	*226	2.7	6.8	138	*281	3.5	8.5	177
RUNNER'S WORLD	1229	*33	0.6	2.7	81	*38	0.6	3.1	80	*80	1.0	6.5	132	*90	1.1	7.3	152
SATURDAY EVENING POST	2110	*50	0.9	2.4	72	*59	0.9	2.8	73	*100	1.2	4.7	96	*117	1.4	5.5	115
SCIENCE 84	1543	**87	1.6	5.6	170	**116	1.8	7.5	195	**112	1.3	7.3	147	*214	2.6	13.9	288
SCIENCE DIGEST	1747	*28	0.5	1.6	48	*30	0.5	1.7	45	*111	1.3	6.4	128	*169	2.1	9.7	201
SCIENTIFIC AMERICAN	1994	**1	0.7	2.1	62	**108	1.7	5.4	141	*222	2.7	11.1	225	*94	1.2	4.7	98
SELF	3119	**88	1.6	2.8	85	*108	1.7	3.5	90	*111	1.3	3.6	72	*225	2.8	7.2	150
SEVENTEEN	3923	**112	2.0	2.9	86	*235	3.6	6.0	156	*125	1.5	3.2	64	*257	3.2	6.6	136
SKI	1501	**40	0.7	2.7	80	*57	0.9	3.8	99	*93	1.1	6.2	125	*84	1.0	5.6	116
SMITHSONIAN	5976	336	6.0	5.6	170	260	4.0	4.4	113	383	4.6	6.4	129	376	4.7	6.3	131
SOAP OPERA DIGEST	4228	**164	3.0	3.9	117	*131	2.0	3.1	80	*128	1.5	3.0	61	*209	2.6	4.9	103
SOUTHERN LIVING	6488	*188	3.4	2.9	87	*260	4.0	4.0	104	467	5.6	7.2	145	270	3.3	4.2	86
SPORT	3500	**115	2.1	3.3	99	*142	2.2	4.1	105	*110	1.3	3.1	64	*145	1.8	4.1	86
THE SPORTING NEWS	2456	*99	1.8	4.0	122	*83	1.3	3.4	88	*86	1.0	3.5	71	*148	1.8	6.0	125
SPORTS AFIELD	3648	**110	2.0	3.0	91	*138	2.1	3.8	98	*188	2.3	5.2	104	*155	1.9	4.2	88
SPORTS ILLUSTRATED	14484	711	12.8	4.9	148	608	9.4	4.2	109	722	8.7	5.0	101	799	9.9	5.5	114
STAR	12661	515	9.3	4.1	123	417	6.5	3.3	86	435	5.2	3.4	69	591	7.3	4.7	97
SUNDAY	52799	1859	33.5	3.5	106	1877	29.1	3.6	92	2687	32.4	5.1	103	2436	30.1	4.6	96
SUNSET	3513	*254	4.6	7.2	218	*238	3.7	6.8	176	*209	2.5	5.9	120	*147	1.8	4.2	87
TV GUIDE	42766	1659	29.9	3.9	117	1870	29.0	4.4	114	2173	26.2	5.1	103	2363	29.2	5.5	115
TENNIS	1254	**149	2.7	11.9	359	*65	1.0	5.2	135	*88	1.1	7.0	142	*73	0.9	5.8	121
TIME	22054	907	16.3	4.1	124	920	14.2	4.2	108	1329	16.0	6.0	122	1270	15.7	5.8	119
TOWN & COUNTRY	1555	*25	0.4	1.6	49	*53	0.8	3.4	89	*152	1.8	9.8	198	*63	0.8	4.1	84
TRAVEL & LEISURE	2173	*86	1.5	4.0	119	*78	1.2	3.6	93	*97	1.2	4.5	90	*115	1.4	5.3	110
TRUE STORY	4636	*148	2.7	3.2	96	*158	2.4	3.4	89	*172	2.1	3.7	75	*272	3.4	5.9	122
U.S. NEWS & WORLD REPORT	10353	465	8.4	4.5	136	463	7.2	4.5	116	570	6.9	5.5	111	408	5.0	3.9	82
USA TODAY	4994	*169	3.0	3.4	102	*120	1.9	2.4	62	247	3.0	4.9	100	*182	2.3	3.6	76
US	3528	*137	2.5	3.9	117	*147	2.3	4.2	108	*141	1.7	4.0	81	*182	2.3	5.2	107
VOGUE	5424	*172	3.1	3.2	96	*131	2.0	2.4	63	297	3.6	5.5	111	*335	4.1	6.2	128
WALL STREET JOURNAL	6292	*245	4.4	3.9	118	*187	2.9	3.0	77	442	5.3	7.0	142	391	4.8	6.2	129
WEIGHT WATCHERS	2762	*160	2.9	5.8	175	*102	1.6	3.7	96	*225	2.7	8.1	165	*225	2.8	8.1	169
WOMAN'S DAY	16320	850	15.3	5.2	157	872	13.5	5.3	139	763	9.2	4.7	94	1137	14.1	7.0	145
WORKING MOTHER	1496	*62	1.1	4.1	125	*109	1.7	7.3	189	*77	0.9	5.1	104	*104	1.3	7.0	144
WORKING WOMAN	1851	*91	1.6	4.9	148	*101	1.6	5.5	142	*112	1.3	6.1	122	*107	1.3	5.8	120
WORLD TENNIS	580	*57	1.0	9.8	297	*23	0.4	4.0	103	*78	0.9	13.4	272	*56	0.7	9.7	200
ZIFF-DAVIS MAG NETWK (GROSS)	12412	398	7.2	3.2	97	567	8.8	4.6	119	842	10.1	6.8	137	881	10.9	7.1	147
BLAIR INSERTS	91671	3549	63.9	3.9	117	3833	59.4	4.2	109	4789	57.7	5.2	106	4589	56.8	5.0	104
DAILY NEWSPAPERS																	
READ ANY	109190	3724	67.0	3.4	103	4308	66.7	3.9	102	5345	64.4	4.9	99	5389	66.7	4.9	102
READ ONE	89587	2951	53.1	3.3	99	3600	55.8	4.0	104	4385	52.8	4.9	99	4369	54.0	4.9	101
READ TWO OR MORE	19602	773	13.9	3.9	119	708	11.0	3.6	94	960	11.6	4.9	99	1020	12.6	5.2	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4166	75.0	3.8	115	4451	68.9	4.1	105	5665	68.2	5.2	104	5514	68.2	5.0	104
READ ONE	95074	3451	62.1	3.6	110	3764	58.3	4.0	103	4795	57.8	5.0	102	4552	56.3	4.8	99
READ TWO OR MORE	14588	715	12.9	4.9	148	686	10.6	4.7	122	869	10.5	6.0	120	962	11.9	6.6	137
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.96				32.81				30.19				30.13			
30 DAY REACH	149706	5243	94.4	3.5	106	6022	93.3	4.0	104	7334	88.4	4.9	99	7442	92.1	5.0	103
50 SHWG - 30 DAY AV FREQ	15.16	16.71				17.26				15.99				15.88			
30 DAY REACH	142406	5022	90.4	3.5	106	5752	89.1	4.0	105	6933	83.5	4.9	98	7058	87.3	5.0	103
25 SHWG - 30 DAY AV FREQ	8.23	8.83				9.24				8.58				8.18			
30 DAY REACH	131152	4714	84.8	3.6	109	5319	82.4	4.1	105	6458	77.8	4.9	99	6784	83.9	5.2	107
CABLE TV: HOME WIRED	66879	2455	44.2	3.7	111	2486	38.5	3.7	97	2959	35.6	4.4	89	3909	48.4	5.8	121
HOME NOT WIRED	100848	3101	55.8	3.1	93	3971	61.5	3.9	102	5341	64.3	5.3	107	4176	51.7	4.1	86
HAVE PAY CABLE	35024	1598	28.8	4.6	138	1278	19.8	3.6	95	1834	22.1	5.2	106	2379	29.4	6.8	141

	TOTAL U.S. '000	CRAVE (KAL KAN)				LITTLE FRISKIES				PURINA CAT CHOW				PURINA MEOW MIX			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	5556	100.0	3.3	100	6457	100.0	3.8	100	8301	100.0	4.9	100	8084	100.0	4.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3409	61.4	3.6	108	3644	56.4	3.8	99	4951	59.6	5.2	105	4767	59.0	5.0	103
10:00 AM - 3:00 PM	63599	2153	38.8	3.4	102	2556	39.6	4.0	104	2994	36.1	4.7	95	3090	38.2	4.9	101
3:00 PM - 7:00 PM	72097	2645	47.6	3.7	111	3150	48.8	4.4	113	3902	47.0	5.4	109	3810	47.1	5.3	110
7:00 PM - MIDNIGHT	36670	1367	24.6	3.7	113	1349	20.9	3.7	96	1887	22.7	5.1	104	1718	21.3	4.7	97
MIDNIGHT - 6:00 AM	21908	701	12.6	3.2	97	746	11.6	3.4	88	1154	13.9	5.3	106	1213	15.0	5.5	115
6:00 AM - MIDNIGHT	127571	4517	81.3	3.5	107	4991	77.3	3.9	102	6633	79.9	5.2	105	6395	79.1	5.0	104
ENTIRE DAY	129239	4579	82.4	3.5	107	5042	78.1	3.9	101	6684	80.5	5.2	104	6491	80.3	5.0	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1390	25.0	4.1	123	1419	22.0	4.2	108	1740	21.0	5.1	103	1932	23.9	5.7	118
ALL NEWS	6062	*175	3.1	2.9	87	*220	3.4	3.6	94	*331	4.0	5.5	110	314	3.9	5.2	107
AOR/PROGRESSIVE	11884	590	10.6	5.0	150	517	8.0	4.4	113	730	8.8	6.1	124	687	8.5	5.8	120
BEAUTIFUL MUSIC	11180	404	7.3	3.6	109	585	9.1	5.2	136	683	8.2	6.1	123	551	6.8	4.9	102
BLACK	4538	**166	3.0	3.7	110	**61	0.9	1.3	35	**56	0.7	1.2	25	**129	1.6	2.8	59
CLASSICAL	3857	*165	3.0	4.3	129	*149	2.3	3.9	100	248	3.0	6.4	130	242	3.0	6.3	130
CHR/ROCK	21946	904	16.3	4.1	124	844	13.1	3.8	100	1074	12.9	4.9	99	1285	15.9	5.9	121
COUNTRY	27262	856	15.4	3.1	95	1193	18.5	4.4	114	1345	16.2	4.9	100	1226	15.2	4.5	93
GOLDEN OLDIES	3339	**110	2.0	3.3	99	**91	1.4	2.7	71	*168	2.0	5.0	102	**91	1.1	2.7	57
MOR/NOSTALGIA	10346	375	6.7	3.6	109	339	5.3	3.3	85	538	6.5	5.2	105	485	6.0	4.7	97
NEWS/TALK	8929	334	6.0	3.7	113	*262	4.1	2.9	76	415	5.0	4.6	94	409	5.1	4.6	95
RELIGIOUS	5488	*144	2.6	2.6	79	**145	2.2	2.6	69	*315	3.8	5.7	116	*267	3.3	4.9	101
SOFT ROCK	1232	**33	0.6	2.7	81	**118	1.8	9.6	249	**108	1.3	8.8	177	**47	0.6	3.8	79
URBAN CONTEMPORARY	3184	**34	0.6	1.1	32	**44	0.7	1.4	36	**62	0.7	1.9	39	**69	0.9	2.2	45
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*253	4.6	3.7	111	*209	3.2	3.0	79	*217	2.6	3.1	63	*358	4.4	5.2	107
ABC DIRECTION	5212	*133	2.4	2.6	77	241	3.7	4.6	120	206	2.5	4.0	80	*300	3.7	5.8	119
ABC ENTERTAINMENT	10385	282	5.1	2.7	82	446	6.9	4.3	112	667	8.0	6.4	130	473	5.9	4.6	94
ABC FM	4762	**128	2.3	2.7	81	**59	0.9	1.2	32	*118	1.4	2.5	50	*206	2.5	4.3	90
ABC INFORMATION	11339	398	7.2	3.5	106	433	6.7	3.8	99	587	7.1	5.2	105	557	6.9	4.9	102
ABC ROCK	4878	*226	4.1	4.6	140	**147	2.3	3.0	78	*225	2.7	4.6	93	*236	2.9	4.8	100
CBS	10709	312	5.6	2.9	88	403	6.2	3.8	98	487	5.9	4.5	92	403	5.0	3.8	78
MUTUAL	10251	*243	4.4	2.4	72	333	5.2	3.2	84	360	4.3	3.5	71	480	5.9	4.7	97
NBC	12243	541	9.7	4.4	133	580	9.0	4.7	123	679	8.2	5.5	112	646	8.0	5.3	109
RADIORADIO	4606	*202	3.6	4.4	132	*169	2.6	3.7	95	*192	2.3	4.2	84	*249	3.1	5.4	112
RKO ONE	5148	*146	2.6	2.8	86	*157	2.4	3.0	79	*211	2.5	4.1	83	*226	2.8	4.4	91
RKO TWO	7313	*252	4.5	3.4	104	*227	3.5	3.1	81	290	3.5	4.0	80	*261	3.2	3.6	74
THE SOURCE	5981	*248	4.5	4.1	125	*312	4.8	5.2	136	472	5.7	7.9	159	*339	4.2	5.7	118
NON-WIRED : BLAIR	19329	698	12.6	3.6	109	800	12.4	4.1	108	977	11.8	5.1	102	863	10.7	4.5	93
INTERNET	27139	1162	20.9	4.3	129	1267	19.6	4.7	121	1340	16.1	4.9	100	1349	16.7	5.0	103
KATZ RADIO GROUP	36319	1297	23.3	3.6	108	1404	21.7	3.9	100	1920	23.1	5.3	107	1917	23.7	5.3	110
SUPERNET	22361	933	16.8	4.2	126	810	12.5	3.6	94	1041	12.5	4.7	94	1128	14.0	5.0	105
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	431	7.8	3.0	90	535	8.3	3.7	96	689	8.3	4.7	96	703	8.7	4.8	100
WKDAY 9:00 AM - 1:00 PM	18688	540	9.7	2.9	87	670	10.4	3.6	93	803	9.7	4.3	87	791	9.8	4.2	88
WKDAY 1:00 PM - 4:30 PM	24061	650	11.7	2.7	82	880	13.6	3.7	95	1090	13.1	4.5	92	1038	12.8	4.3	90
WKDAY 4:30 PM - 7:30 PM	44079	1394	25.1	3.2	95	1710	26.5	3.9	101	1963	23.6	4.5	90	2049	25.3	4.6	96
WKDAY 7:30 PM - 8:00 PM	61979	1933	34.8	3.1	94	2354	36.5	3.8	99	2904	35.0	4.7	95	2844	35.2	4.6	95
WKDAY 11:00 PM - 11:30 PM	49084	1611	29.0	3.3	99	1769	27.4	3.6	94	2318	27.9	4.7	95	2464	30.5	5.0	104
WKDAY 11:30 PM - 1:00 AM	16560	563	10.1	3.4	103	616	9.5	3.7	97	806	9.7	4.9	98	775	9.6	4.7	97
M-SAT 8-11 PM-SUN 7-11 PM	66967	2295	41.3	3.4	103	2579	39.9	3.9	100	3230	38.9	4.8	97	3306	40.9	4.9	102
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	313	5.6	3.4	102	307	4.8	3.3	86	391	4.7	4.2	85	375	4.6	4.0	84
ANOTHER WORLD	N 6138	*203	3.7	3.3	100	342	5.3	5.6	145	324	3.9	5.3	107	335	4.1	5.5	113
AS THE WORLD TURNS	C 7707	157	2.8	2.0	61	284	4.4	3.7	96	289	3.5	3.7	76	248	3.1	3.2	67
CAPITOL	C 4688	*75	1.3	1.6	48	*135	2.1	2.9	75	222	2.7	4.7	96	164	2.0	3.5	73
CBS MORN. NEWS 1	C 2792	**80	1.4	2.9	86	*67	1.0	2.4	62	*112	1.3	4.0	81	*76	0.9	2.7	56
CBS MORN. NEWS 2	C 2071	**34	0.6	1.6	50	*65	1.0	3.1	82	*71	0.9	3.4	69	*58	0.7	2.8	58
DAYS OF OUR LIVES	N 8018	255	4.6	3.2	96	347	5.4	4.3	112	489	5.9	6.1	123	357	4.4	4.5	92
FACTS OF LIFE - DAYTIME	N 3487	*93	1.7	2.7	81	*86	1.3	2.5	64	139	1.7	4.0	81	*91	1.1	2.6	54
FAMILY FEUD	A 4817	*121	2.2	2.5	76	*147	2.3	3.1	79	177	2.1	3.7	74	223	2.8	4.6	96
GENERAL HOSPITAL	A 8333	285	5.1	3.4	103	271	4.2	3.3	84	328	4.0	3.9	80	348	4.3	4.2	87
GOOD MORNING, AMERICA-730A	A 5472	169	3.0	3.1	93	187	2.9	3.4	89	212	2.6	3.9	78	246	3.0	4.5	93
GOOD MORNING, AMERICA-830A	A 3965	129	2.3	3.3	98	147	2.3	3.7	96	162	2.0	4.1	83	169	2.1	4.3	88
GUIDING LIGHT	C 7542	*149	2.7	2.0	60	265	4.1	3.5	91	448	5.4	5.9	120	304	3.8	4.0	84
ONE LIFE TO LIVE	A 6018	201	3.6	3.3	101	195	3.0	3.2	84	302	3.6	5.0	101	274	3.4	4.6	94
PRESS YOUR LUCK	C 3589	*91	1.6	2.5	77	*112	1.7	3.1	81	125	1.5	3.5	70	*151	1.9	4.2	87
PRICE IS RIGHT 1	C 7418	163	2.9	2.2	66	187	2.9	2.5	65	283	3.4	3.8	77	270	3.3	3.6	76
PRICE IS RIGHT 2	C 8276	206	3.7	2.5	75	218	3.4	2.6	68								

	TOTAL U.S. '000	CRAVE (KAL KAN)				LITTLE FRISKIES				PURINA CAT CHOW				PURINA MEOW MIX			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	5556	100.0	3.3	100	6457	100.0	3.8	100	8301	100.0	4.9	100	8084	100.0	4.8	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1568	28.2	3.0	91	1913	29.6	3.7	95	2368	28.5	4.5	91	2269	28.1	4.3	90
NETWORK AFFILIATES - LATE	39164	1306	23.5	3.3	101	1482	23.0	3.8	98	1807	21.8	4.6	93	1975	24.4	5.0	105
INDEPENDENTS - LATE	5133	194	3.5	3.8	114	152	2.4	3.0	77	176	2.1	3.4	69	233	2.9	4.5	94
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	625	11.2	2.7	83	876	13.6	3.8	100	992	12.0	4.3	88	956	11.8	4.2	87
ABC MONDAY NIGHT MOVIE	A 11258	425	7.6	3.8	114	493	7.6	4.4	114	524	6.3	4.7	94	551	6.8	4.9	102
ABC SUNDAY NIGHT MOVIE	A 23600	790	14.2	3.3	101	825	12.8	3.5	91	1109	13.4	4.7	95	1012	12.5	4.3	89
ABC WORLD NEWS TONIGHT	A 12801	406	7.3	3.2	96	434	6.7	3.4	88	717	8.6	5.6	113	589	7.3	4.6	95
AFTERMASH	C 10966	*381	6.9	3.5	105	430	6.7	3.9	102	386	4.7	3.5	71	719	8.9	6.6	136
ALICE	C 17050	608	10.9	3.6	108	711	11.0	4.2	108	848	10.2	5.0	100	899	11.1	5.3	109
AMERICAN PARADE	C 11998	259	4.7	2.2	65	468	7.2	3.9	101	579	7.0	4.8	98	402	5.0	3.4	70
NEWSON	A 19258	684	12.3	3.6	107	819	12.7	4.3	110	934	11.3	4.8	98	944	11.7	4.9	102
BLUE THUNDER	A 11478	364	6.6	3.2	96	413	6.4	3.6	93	674	8.1	5.9	119	493	6.1	4.3	89
CAGNEY & LACEY	C 18263	687	12.4	3.8	114	715	11.1	3.9	102	864	10.4	4.7	96	915	11.3	5.0	104
CBS EVENING NEWS-DEAN	C 7733	*227	4.1	2.9	89	306	4.7	4.0	103	294	3.5	3.8	77	*258	3.2	3.3	69
CBS EVENING NEWS-RATHER	C 15653	473	8.5	3.0	91	607	9.4	3.9	101	648	7.8	4.1	84	720	8.9	4.6	95
CBS SAT. NEWS-SCHIEFFER	C 8744	300	5.4	3.4	104	329	5.1	3.8	98	381	4.6	4.4	88	428	5.3	4.9	102
CBS SATURDAY NIGHT MOVIE	C 12000	339	6.1	2.8	85	436	6.8	3.6	94	552	6.6	4.6	93	584	7.2	4.9	101
CBS WEDNESDAY NIGHT MOVIE	C 11522	373	6.7	3.2	98	472	7.3	4.1	106	559	6.7	4.9	98	623	7.7	5.4	112
CHEERS	N 16818	546	9.8	3.2	98	632	9.8	3.8	98	735	8.9	4.4	88	890	11.0	5.3	110
DALLAS	C 37510	1284	23.1	3.4	103	1377	21.3	3.7	95	1436	17.3	3.8	77	1746	21.6	4.7	97
DIFF'RENT STROKES	N 11258	*221	4.0	2.0	59	367	5.7	3.3	85	550	6.6	4.9	99	475	5.9	4.2	88
DOUBLE TROUBLE	N 12248	412	7.4	3.4	102	583	9.0	4.8	124	574	6.9	4.7	95	613	7.6	5.0	104
DUCK FACTORY	N 11100	367	6.6	3.3	100	417	6.5	3.8	98	547	6.6	4.9	100	605	7.5	5.5	113
DUKES OF HAZZARD	C 12353	401	7.2	3.2	98	477	7.4	3.9	100	614	7.4	5.0	100	615	7.6	5.0	103
DYNASTY	A 33279	1006	18.1	3.0	91	1440	22.3	4.3	112	1472	17.7	4.4	89	1421	17.6	4.3	89
FACTS OF LIFE	N 13410	479	8.6	3.6	108	637	9.9	4.8	123	601	7.2	4.5	91	639	7.9	4.8	99
FALCON CREST	C 31093	943	17.0	3.0	92	1188	18.4	3.8	99	1291	15.6	4.2	84	1325	16.4	4.3	88
FALL GUY	A 18649	724	13.0	3.9	117	690	10.7	3.7	96	978	11.8	5.2	106	768	9.5	4.1	85
FAMILY TIES	N 13101	463	8.3	3.5	107	522	8.1	4.0	103	631	7.6	4.8	97	642	7.9	4.9	102
FANTASY ISLAND	A 13069	475	8.5	3.6	110	519	8.0	4.0	103	649	7.8	5.0	100	511	6.3	3.9	81
FOULUPS, BLEEPs & BLUNDERS	A 16588	737	13.3	4.4	134	816	12.6	4.9	128	998	12.0	6.0	122	972	12.0	5.9	122
FOUR SEASONS	C 9302	*338	6.1	3.6	110	*389	6.0	4.2	109	*330	4.0	3.5	72	661	8.2	7.1	147
GIMME A BREAK	N 13955	376	6.8	2.7	81	585	9.1	4.2	109	606	7.3	4.3	88	624	7.7	4.5	93
HART TO HART	A 15735	500	9.0	3.2	96	694	10.7	4.4	115	871	10.5	5.5	112	798	9.9	5.1	105
HILL STREET BLUES	N 18257	698	12.6	3.8	115	711	11.0	3.9	101	794	9.6	4.3	88	978	12.1	5.4	111
HOTEL	A 24236	752	13.5	3.1	94	955	14.8	3.9	102	1057	12.7	4.4	88	1116	13.8	4.6	96
JEFFERSONS	C 17010	540	9.7	3.2	96	692	10.7	4.1	106	753	9.1	4.4	89	928	11.5	5.5	113
JENNIFER SLEPT HERE	N 9397	*258	4.6	2.7	83	279	4.3	3.0	77	397	4.8	4.2	85	366	4.5	3.9	81
KATE & ALLIE	C 16762	679	12.2	4.1	122	597	9.2	3.6	93	1012	12.2	6.0	122	860	10.6	5.1	106
KNIGHT RIDER	N 13164	474	8.5	3.6	109	534	8.3	4.1	105	723	8.7	5.5	111	575	7.1	4.4	91
LOVE BOAT	A 20400	732	13.2	3.6	108	685	10.6	3.4	87	920	11.1	4.5	91	726	9.0	3.6	74
MAGNUM PI	C 22543	851	15.3	3.8	114	925	14.3	4.1	107	1205	14.5	5.3	108	1008	12.5	4.5	93
MAMA'S FAMILY	N 9852	311	5.6	3.2	95	411	6.4	4.2	108	481	5.8	4.9	99	590	7.3	6.0	124
MASTER, THE	N 8082	343	6.2	4.2	128	321	5.0	4.0	103	444	5.3	5.5	111	447	5.5	5.5	115
MATT HOUSTON	A 12881	440	7.9	3.4	103	573	8.9	4.4	116	726	8.7	5.6	114	726	9.0	5.6	117
NBC MONDAY NIGHT MOVIE	N 23889	929	16.7	3.9	117	144	16.4	4.0	103	1340	16.1	5.6	113	1275	15.8	5.3	111
NBC NIGHTLY NEWS	N 11156	327	5.9	2.9	88	411	6.4	3.7	96	535	6.4	4.8	97	398	4.9	3.6	74
NBC NIGHTLY NEWS-SAT	N 7363	*195	3.5	2.6	80	*172	2.7	2.3	61	225	2.7	3.1	62	282	3.5	3.8	79
NBC NIGHTLY NEWS-SUN	N 6214	*161	2.9	2.6	78	*185	2.9	3.0	77	259	3.1	4.2	84	*212	2.6	3.4	71
NBC SUNDAY NIGHT MOVIE	N 17590	755	13.6	4.3	130	854	13.2	4.9	126	950	11.4	5.4	109	843	10.4	4.8	99
NEWMART	C 16740	609	11.0	3.6	110	588	9.1	3.5	91	893	10.8	5.3	108	843	10.4	5.0	104
ONE DAY AT A TIME	C 11820	351	6.3	3.0	90	501	7.8	4.2	110	529	6.4	4.5	90	494	6.1	4.2	87
PEOPLE ARE FUNNY	N 9138	*321	5.8	3.5	106	364	5.6	4.0	103	453	5.5	5.0	100	459	5.7	5.0	104
REAL PEOPLE	N 15979	477	8.6	3.0	90	660	10.2	4.1	107	741	8.9	4.6	94	926	11.5	5.8	120
REMINGTON STEELE	N 14395	585	10.5	4.1	123	626	9.7	4.3	113	757	9.1	5.3	106	763	9.4	5.3	110
RIPLEY'S BELIEVE IT - NOT	A 11362	384	6.9	3.4	102	546	8.5	4.8	125	660	8.0	5.8	117	598	7.4	5.3	109
RIP TIDE	N 13920	572	10.3	4.1	124	672	10.4	4.8	125	604	7.3	4.3	88	676	8.4	4.9	101
SCARECROW & MRS. KING	C 17571	688	12.4	3.9	118	641	9.9	3.6	95	1014	12.2	5.8	117	865	10.7	4.9	102
SIMON & SIMON	C 20208	734	13.2	3.6	110	838	13.0	4.1	108	998	12.0	4.9	100	1077	13.3	5.3	111
60 MINUTES	C 27668	865	15.6	3.1	94	919	14.2	3.3	86	1153	13.9	4.2	84	1256	15.5	4.5	94
ST. ELSEWHERE	N 13699	524	9.4	3.8	115	549	8.5	4.0	104	721	8.7	5.3	106	788	9.7	5.8	119
THREE'S COMPANY	A 20632	714	12.9	3.5	104	888	13.8	4.3	112	1160	14.0	5.6	114	950	11.8	4.6	96
T.J. HOOKER	A 17136	530	9.5	3.1	93	700	10.8	4.1	106	730	8.8	4.3	86	5			

	TOTAL U.S. '000	THRIVE				ALL PURINA				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	4573	100.0	2.7	100	18150	100.0	10.8	100								
MALES	79263	1687	36.9	2.1	78	8199	45.2	10.3	96								
FEMALES	88464	2886	63.1	3.3	120	9951	54.8	11.2	104								
18 - 24	28671	*709	15.5	2.5	91	2854	15.7	10.0	92								
25 - 34	39536	1543	33.7	3.9	143	4769	26.3	12.1	111								
35 - 44	28978	838	18.3	2.9	106	3885	21.4	13.4	124								
45 - 54	22345	731	16.0	3.3	120	2985	16.4	13.4	123								
55 - 64	22224	*459	10.0	2.1	76	2193	12.1	9.9	91								
65 OR OLDER	25973	*293	6.4	1.1	41	1463	8.1	5.6	52								
18 - 34	68207	2252	49.2	3.3	121	7624	42.0	11.2	103								
18 - 49	108058	3478	76.1	3.2	118	13071	72.0	12.1	112								
25 - 54	90859	3112	68.1	3.4	126	11640	64.1	12.8	118								
35 - 49	39851	1226	26.8	3.1	113	5448	30.0	13.7	126								
50 OR OLDER	59669	1095	23.9	1.8	67	5079	28.0	8.5	79								
GRADUATED COLLEGE	28091	913	20.0	3.3	119	3655	20.1	13.0	120								
ATTENDED COLLEGE	28938	930	20.3	3.2	118	4109	22.6	14.2	131								
GRADUATED HIGH SCHOOL	65503	2018	44.1	3.1	113	7047	38.8	10.8	99								
DID NOT GRADUATE HIGH SCHOOL	45195	712	15.6	1.6	58	3339	18.4	7.4	68								
EMPLOYED MALES	56429	1455	31.8	2.6	95	6331	34.9	11.2	104								
EMPLOYED FEMALES	43971	1833	40.1	4.2	153	6084	33.5	13.8	128								
EMPLOYED FULL-TIME	87773	2828	61.8	3.2	118	10758	59.3	12.3	113								
EMPLOYED PART-TIME	12627	*459	10.0	3.6	133	1657	9.1	13.1	121								
NOT EMPLOYED	67327	1286	28.1	1.9	70	5735	31.6	8.5	79								
PROFESSIONAL/MANAGER	25845	1039	22.7	4.0	147	3827	21.1	14.8	137								
TECH/CLERICAL/SALES	50895	1103	24.1	3.6	131	3955	21.8	12.8	118								
PRECISION/CRAFT	12629	*369	8.1	2.9	107	1277	7.0	10.1	93								
OTHER EMPLOYED	31031	777	17.0	2.5	92	3356	18.5	10.8	100								
SINGLE	35557	857	18.7	2.4	88	3567	19.7	10.0	93								
MARRIED	103585	3150	68.9	3.0	112	11865	65.4	11.5	106								
DIVORCED/SEPARATED/WIDOWED	28585	565	12.4	2.0	72	2718	15.0	9.5	88								
PARENTS	59295	1952	42.7	3.3	121	7157	39.4	12.1	112								
WHITE	146081	4357	95.3	3.0	109	17149	94.5	11.7	108								
BLACK	17974	**137	3.0	0.8	28	714	3.9	4.0	37								
OTHER	3672	**79	1.7	2.2	79	**287	1.6	7.8	72								
NORTHEAST-CENSUS	37005	1317	28.8	3.6	131	4096	22.6	11.1	102								
NORTH CENTRAL	42642	1287	28.1	3.0	111	4861	26.8	11.4	105								
SOUTH	56777	829	18.1	1.5	54	5205	28.7	9.2	85								
WEST	31303	1139	24.9	3.6	133	3988	22.0	12.7	118								
NORTHEAST-MKTG.	38125	1270	27.8	3.3	122	4065	22.4	10.7	99								
EAST CENTRAL	24794	694	15.2	2.8	103	2541	14.0	10.2	95								
WEST CENTRAL	28511	925	20.2	3.2	119	3479	19.2	12.2	113								
SOUTH	48953	694	15.2	1.4	52	4672	25.7	9.5	88								
PACIFIC	27344	990	21.6	3.6	133	3392	18.7	12.4	115								
COUNTY SIZE A	69301	2014	44.0	2.9	107	6892	38.0	9.9	92								
COUNTY SIZE B	50633	1514	33.1	3.0	110	5865	32.3	11.6	107								
COUNTY SIZE C	26259	*558	12.2	2.1	78	3024	16.7	11.5	106								
COUNTY SIZE D	21534	*487	10.6	2.3	83	2369	13.1	11.0	102								
METRO CENTRAL CITY	50014	1244	27.2	2.5	91	4394	24.2	8.8	81								
METRO SUBURBAN	76832	2464	53.9	3.2	118	9243	50.9	12.0	111								
NON METRO	40881	865	18.9	2.1	78	4513	24.9	11.0	102								
TOP 5 ADI'S	39550	1362	29.8	3.4	126	4086	22.5	10.3	95								
TOP 10 ADI'S	54877	1624	35.5	3.0	109	5488	30.2	10.0	92								
TOP 20 ADI'S	77516	2281	49.9	2.9	108	8089	44.6	10.4	96								
HSHLD INC. \$50,000 OR MORE	17257	*680	14.9	3.9	145	2598	14.3	15.1	139								
\$40,000 OR MORE	33235	1309	28.6	3.9	144	5235	28.8	15.8	146								
\$30,000 OR MORE	59693	2258	49.4	3.8	139	8406	46.3	14.1	130								
\$25,000 OR MORE	76275	2813	61.5	3.7	135	10200	56.2	13.4	124								
\$20,000 - \$24,999	18607	*418	9.1	2.2	82	2070	11.4	11.1	103								
\$15,000 - \$19,999	17175	*432	9.4	2.5	92	1813	10.0	10.6	98								
\$10,000 - \$14,999	24569	*410	9.0	1.7	61	2055	11.3	8.4	77								
UNDER \$10,000	31101	501	11.0	1.6	59	2013	11.1	6.5	60								
HOUSEHOLD OF 1 PERSON	19441	*281	6.1	1.4	53	1446	8.0	7.4	69								
2 PEOPLE	51803	1179	25.8	2.3	83	5108	28.1	9.9	91								
3 OR 4 PEOPLE	66933	2148	47.0	3.2	118	7689	42.4	11.5	106								
5 OR MORE PEOPLE	29550	966	21.1	3.3	120	3908	21.5	13.2	122								
NO CHILD IN HSHLD	96587	2270	49.6	2.4	86	9445	52.0	9.8	90								
CHILD(REN) UNDER 2 YRS	10844	**345	7.5	3.2	117	1165	6.4	10.7	99								
2 - 5 YEARS	26358	826	18.1	3.1	115	2764	15.2	10.5	97								
6 - 11 YEARS	30453	1007	22.0	3.3	121	3433	18.9	11.3	104								
12 - 17 YEARS	36575	1183	25.9	3.2	119	5161	28.4	14.1	130								
RESIDENCE OWNED	117770	3495	76.4	3.0	109	14286	78.7	12.1	112								
VALUE: \$50,000 OR MORE	70166	2523	55.2	3.6	132	9299	51.2	13.3	122								
VALUE: UNDER \$50,000	47604	973	21.3	2.0	75	4987	27.5	10.5	97								

		TOTAL U.S. '000	A '000	THRIVE B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	4573	100.0	2.7	100	18150	100.0	10.8	100												
MAGAZINES	QUINTILE 1	34022	1313	28.7	3.4	142	4360	24.0	12.8	118												
	QUINTILE 2	34800	1142	25.0	3.3	120	4656	25.7	13.4	124												
	QUINTILE 3	30514	776	17.0	2.5	93	3143	17.3	10.3	95												
	QUINTILE 4	33324	773	16.9	2.3	85	3390	18.7	10.2	94												
	QUINTILE 5	35066	568	12.4	1.6	59	2602	14.3	7.4	69												
NEWSPAPERS	QUINTILE 1	29107	1009	22.1	3.5	127	3655	20.1	12.6	116												
	QUINTILE 2	49095	1417	31.0	2.9	106	5192	28.6	10.6	98												
	QUINTILE 3	23107	620	13.6	2.7	98	2694	14.8	11.7	108												
	QUINTILE 4	33556	943	20.6	2.8	103	3688	20.3	11.0	102												
	QUINTILE 5	32863	*585	12.8	1.8	65	2921	16.1	8.9	82												
OUTDOOR	QUINTILE 1	33431	1200	26.2	3.6	132	4008	22.1	12.0	111												
	QUINTILE 2	33478	1033	22.6	3.1	113	3763	20.7	11.2	104												
	QUINTILE 3	33574	902	19.7	2.7	99	3905	21.5	11.6	107												
	QUINTILE 4	33935	782	17.1	2.3	85	3227	17.8	9.5	88												
	QUINTILE 5	33310	656	14.3	2.0	72	3248	17.9	9.8	90												
RADIO-DRIVE TIME	QUINTILE 1	33136	925	20.2	2.8	102	3908	21.5	11.8	109												
	QUINTILE 2	31658	644	14.1	2.0	75	3239	17.8	10.2	95												
	QUINTILE 3	32541	1115	24.4	3.4	126	4025	22.2	12.4	114												
	QUINTILE 4	34247	1138	24.9	3.3	122	3692	20.3	10.8	100												
	QUINTILE 5	36144	751	16.4	2.1	76	3285	18.1	9.1	84												
RADIO-MID- DAY	TERCILE 1	45037	1280	28.0	2.8	104	5031	27.7	11.2	103												
	TERCILE 2	44819	1184	25.9	2.6	97	4750	26.2	10.6	98												
	TERCILE 3	77872	2110	46.1	2.7	99	8370	46.1	10.7	99												
RADIO-TOTAL	QUINTILE 1	33763	919	20.1	2.7	100	3950	21.8	11.7	108												
	QUINTILE 2	33240	763	16.7	2.3	84	3154	17.4	9.5	88												
	QUINTILE 3	33408	1160	25.4	3.5	127	4172	23.0	12.5	115												
	QUINTILE 4	34792	1027	22.5	3.0	108	4030	22.2	11.6	107												
	QUINTILE 5	32524	704	15.4	2.2	79	2845	15.7	8.7	81												
TV-PRIME TIME	QUINTILE 1	33090	835	18.3	2.5	93	3668	20.2	11.1	102												
	QUINTILE 2	33357	1150	25.1	3.4	126	3660	20.2	11.0	101												
	QUINTILE 3	33980	972	21.3	2.9	105	3320	18.3	9.8	90												
	QUINTILE 4	33854	833	18.2	2.5	90	3581	19.7	10.6	98												
	QUINTILE 5	33444	783	17.1	2.3	86	3920	21.6	11.7	108												
TV-DAYTIME	TERCILE 1	49121	1261	27.6	2.6	94	4554	25.1	9.3	86												
	TERCILE 2	48823	1662	36.3	3.4	125	5333	29.4	10.9	101												
	TERCILE 3	69782	1650	36.1	2.4	87	8263	45.5	11.8	109												
TV-TOTAL	QUINTILE 1	33584	932	20.4	2.8	102	3297	18.2	9.8	91												
	QUINTILE 2	33441	960	21.0	2.9	105	3488	19.2	10.4	96												
	QUINTILE 3	33505	729	15.9	2.2	80	3198	17.6	9.5	88												
	QUINTILE 4	33466	984	21.5	2.9	108	3876	21.4	11.6	107												
	QUINTILE 5	33731	969	21.2	2.9	105	4291	23.6	12.7	118												
MAGAZINES-NEWSPAPERS: DUAL		44503	1613	35.3	3.6	133	5440	30.0	12.2	113												
MAGAZINE IMPERATIVE		39363	1258	27.5	3.2	117	5015	27.6	12.7	118												
NEWSPAPER IMPERATIVE		46441	1140	24.9	2.5	90	4695	25.9	10.1	93												
MAGAZINES-OUTDOOR: DUAL		33726	1305	28.5	3.9	142	4449	24.5	13.2	122												
MAGAZINE IMPERATIVE		52846	1500	32.8	2.8	104	6199	34.2	11.7	108												
OUTDOOR IMPERATIVE		52140	1323	28.9	2.5	93	5190	28.6	10.0	92												
MAGAZINES-RADIO: DUAL		37081	977	21.4	2.6	97	4443	24.5	12.0	111												
MAGAZINE IMPERATIVE		49747	1896	41.5	3.8	140	6468	35.6	13.0	120												
RADIO IMPERATIVE		49208	1197	26.2	2.4	89	4758	26.2	9.7	89												
MAGAZINES-TELEVISION: DUAL		33103	1343	29.4	4.1	149	4150	22.9	12.5	116												
MAGAZINE IMPERATIVE		54575	1671	36.5	3.1	112	6913	38.1	12.7	117												
TELEVISION IMPERATIVE		53249	974	21.3	1.8	67	4229	23.3	7.9	73												
NEWSPAPERS-OUTDOOR: DUAL		36255	1335	29.2	3.7	135	4539	25.0	12.5	116												
NEWSPAPER IMPERATIVE		55591	1426	31.2	2.6	94	5830	32.1	10.5	97												
OUTDOOR IMPERATIVE		48319	1370	30.0	2.8	104	5265	29.0	10.9	101												
NEWSPAPERS-RADIO: DUAL		37242	1194	26.1	3.2	118	4191	23.1	11.3	104												
NEWSPAPER IMPERATIVE		54423	1634	35.7	3.0	110	6104	33.6	11.2	104												
RADIO IMPERATIVE		46650	1162	25.4	2.5	91	4968	27.4	10.6	98												
NEWSPAPERS-TELEVISION: DUAL		35974	1083	23.7	3.0	110	3645	20.1	10.1	94												
NEWSPAPER IMPERATIVE		56095	1694	37.0	3.0	111	6850	37.7	12.2	113												
TELEVISION IMPERATIVE		47170	1153	25.2	2.4	90	4516	24.9	9.6	88												
OUTDOOR-RADIO: DUAL		33748	1043	22.8	3.1	113	3888	21.4	11.5	106												
OUTDOOR IMPERATIVE		52785	1787	39.1	3.4	124	6105	33.6	11.6	107												
RADIO IMPERATIVE		52882	1232	26.9	2.3	85	5524	30.4	10.4	97												
OUTDOOR-TELEVISION: DUAL		32030	947	20.7	3.0	108	3617	19.9	11.3	104												
OUTDOOR IMPERATIVE		54626	1770	38.7	3.2	119	6683	36.8	12.2	113												
TELEVISION IMPERATIVE		54874	1292	28.3	2.4	86	5086	28.0	9.3	86												
RADIO-TELEVISION: DUAL		33386	857	18.7	2.6	94	3298	18.2	9.9	91												
RADIO IMPERATIVE		53810	1433	31.3	2.7	98	6345	35.0	11.8	109												
TELEVISION IMPERATIVE		54023	1479	32.3	2.7	100	5417	29.8	10.0	93												

	TOTAL U.S. '000	THRIVE				ALL PURINA											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	4573	100.0	2.7	100	18150	100.0	10.8	100								
ATLANTIC MONTHLY	867	**16	0.3	1.8	68	**66	0.4	7.6	70								
BARRON'S	1580	**31	0.7	2.0	72	*124	0.7	7.8	73								
BETTER HOMES & GARDENS	22203	767	16.8	3.5	127	2988	16.5	13.5	124								
BON APPETIT	3810	*236	5.2	6.2	227	416	2.3	10.9	101								
BUSINESS WEEK	4663	**98	2.1	2.1	77	503	2.8	10.8	100								
CAR AND DRIVER	3102	**65	1.4	2.1	77	346	1.9	11.2	103								
CBS MAGAZINE NETWORK (GROSS)	7311	*191	4.2	2.6	96	1138	6.3	15.6	144								
CHANGING TIMES	3400	**106	2.3	3.1	114	469	2.6	13.8	127								
COLONIAL HOMES	1796	**35	0.8	1.9	71	249	1.4	13.9	128								
CONDE NAST MAG. PKG. (GROSS)	19924	711	15.5	3.6	131	2491	13.7	12.5	116								
CONSUMERS DIGEST	3125	*148	3.2	4.7	174	497	2.7	15.9	147								
COSMOPOLITAN	10577	451	9.9	4.3	156	1514	8.3	14.3	132								
COUNTRY LIVING	3746	*117	2.6	3.1	115	623	3.4	16.6	154								
CUISINE	2214	*166	3.6	7.5	275	*181	1.0	8.2	76								
CYCLE WORLD	2394	**47	1.0	2.0	72	352	1.9	14.7	136								
DCI:CREATIVE IDEAS FOR LIV	3068	**128	2.8	4.2	153	382	2.1	12.5	115								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*208	4.5	2.2	80	1219	6.7	12.8	118								
DISCOVER	2277	**109	2.4	4.8	176	361	2.0	15.9	147								
EBONY	7187	**57	1.2	0.8	29	284	1.6	4.0	37								
ESQUIRE	2560	**39	0.9	1.5	56	245	1.3	9.6	88								
ESSENCE	3242	**30	0.7	0.9	34	**90	0.5	2.8	26								
FAMILY CIRCLE	19639	886	19.4	4.5	165	2651	14.6	13.5	125								
THE FAMILY HANDYMAN	3540	**87	1.9	2.5	90	448	2.5	12.7	117								
FAMILY WEEKLY	23924	585	12.8	2.4	90	2621	14.4	11.0	101								
FIELD & STREAM	9883	*297	6.5	3.0	110	1245	6.9	12.6	116								
FOOD & WINE	1030	**25	0.5	2.4	89	**48	0.3	4.7	43								
FORBES	2679	**60	1.3	2.2	82	321	1.8	12.0	111								
FORTUNE	2931	**127	2.8	4.3	159	386	2.1	13.2	122								
GENTLEMEN'S QUARTERLY	3481	**173	3.8	5.0	182	492	2.7	14.1	131								
GLAMOUR	7163	*346	7.6	4.8	177	991	5.5	13.8	128								
GOLF DIGEST	2355	**58	1.3	2.5	90	*135	0.7	5.7	53								
GOLF DIGEST/TENNIS (GROSS)	3610	*140	3.1	3.9	142	357	2.0	9.9	91								
GOLF MAGAZINE	2046	**67	1.5	3.3	120	*272	1.5	13.3	123								
GOLF MAGAZINE/SKI (GROSS)	3547	*137	3.0	3.9	142	465	2.6	13.1	121								
GOOD HOUSEKEEPING	20353	965	21.1	4.7	174	2721	15.0	13.4	124								
HARPER'S BAZAAR	3362	**146	3.2	4.3	159	462	2.5	13.7	127								
HEALTH	2987	**79	1.7	2.6	97	422	2.3	14.1	131								
HEARST MAG CORP. BUY (GROSS)	67928	2642	57.8	3.9	143	8819	48.6	13.0	120								
HEARST MAN POWER (GROSS)	11282	359	7.9	3.2	117	1405	7.7	12.5	115								
HEARST WOMAN POWER (GROSS)	40514	1728	37.8	4.3	156	5268	29.0	13.0	120								
HOUSE BEAUTIFUL	4885	*176	3.8	3.6	132	518	2.9	10.6	98								
INC.	1308	**21	0.5	1.6	59	*119	0.7	9.1	84								
JET	6498	**71	1.6	1.1	40	294	1.6	4.5	42								
LADIES' HOME JOURNAL	14797	638	14.0	4.3	158	2064	11.4	13.9	129								
LHJ FAMILY GRP COMBO(GROSS)	21743	855	18.7	3.9	144	2931	16.1	13.5	125								
LIFE	9881	423	9.2	4.3	157	1326	7.3	13.4	124								
L.A. TIMES HOME MAGAZINE	2775	**133	2.9	4.8	176	318	1.8	11.5	106								
MADMOISELLE	4219	*139	3.0	3.3	121	515	2.8	12.2	113								
MC CALL'S	16422	634	13.9	3.9	142	2076	11.4	12.6	117								
MC CALL'S/WRK MOTHER (GROSS)	17919	715	15.6	4.0	146	2265	12.5	12.6	117								
MECHANIX ILLUSTRATED	4433	**107	2.3	2.4	89	522	2.9	11.8	109								
METROPOLITAN HOME	1504	**72	1.6	4.8	176	*162	0.9	10.8	100								
MONEY	4723	**70	1.5	1.5	54	493	2.7	10.4	96								
MOTHER EARTH NEWS	2325	**61	1.3	2.6	96	432	2.4	18.6	172								
MS.	1189	**52	1.1	4.4	160	*165	0.9	13.9	128								
NATIONAL ENQUIRER	18892	381	8.3	2.0	74	1976	10.9	10.5	97								
NATIONAL GEOGRAPHIC	22129	684	15.0	3.1	113	2951	16.3	13.3	123								
NATIONAL SUNDAY MAGAZINE PKG	103750	3261	71.3	3.1	115	12066	66.5	11.6	107								
NATURAL HISTORY	1379	**37	0.8	2.7	98	*199	1.1	14.4	133								
NEW WOMAN	2289	**79	1.7	3.5	127	*357	2.0	15.6	144								
NEW YORK INCLUDING CUE	1088	**15	0.3	1.4	51	*87	0.5	8.0	74								
THE NEW YORKER	2459	*123	2.7	5.0	183	316	1.7	12.9	119								
NEWSWEEK	16527	542	11.9	3.3	120	1997	11.0	12.1	112								
THE N.Y. TIMES DAILY EDITION	2739	**67	1.5	2.4	90	284	1.6	10.4	96								
THE N.Y. TIMES MAGAZINE	4443	*257	5.6	5.8	212	611	3.4	13.8	127								
OMNI	2799	**130	2.8	4.6	170	347	1.9	12.4	115								
ON CABLE	2209	**107	2.3	4.8	178	*269	1.5	12.2	113								
1001 HOME IDEAS	3959	**138	3.0	3.5	128	444	2.4	11.2	104								
ORGANIC GARDENING	3111	*163	3.6	5.2	192	521	2.9	16.7	155								
OUTDOOR LIFE	5024	*184	4.0	3.7	134	610	3.4	12.1	112								
PARADE MAGAZINE	51292	1775	38.8	3.5	127	6177	34.0	12.0	111								

	TOTAL U.S. '000	THRIVE				ALL PURINA											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	4573	100.0	2.7	100	18150	100.0	10.8	100								
PARENTS	5298	*241	5.3	4.5	167	621	3.4	11.7	108								
PENTHOUSE	5129	*144	3.1	2.8	103	646	3.6	12.6	116								
PEOPLE	21070	805	17.6	3.8	140	2545	14.0	12.1	112								
PLAYBOY	10562	357	7.8	3.4	124	1224	6.7	11.6	107								
POPULAR HOT RODDING	2498	**41	0.9	1.6	60	*248	1.4	9.9	92								
POPULAR MECHANICS	5887	*209	4.6	3.6	130	739	4.1	12.6	116								
POPULAR SCIENCE	4317	*200	4.4	4.6	170	745	4.1	17.3	159								
PREVENTION	5792	*172	3.8	3.0	109	762	4.2	13.2	122								
PSYCHOLOGY TODAY	3284	**199	4.4	6.1	222	535	2.9	16.3	151								
READER'S DIGEST	40046	1361	29.8	3.4	125	5179	28.5	12.9	120								
REDBOOK	9584	*112	6.8	3.3	119	1033	5.7	10.8	100								
ROAD & TRACK	2590	**92	2.0	3.6	130	475	2.6	18.3	169								
ROLLING STONE	3302	**137	3.0	4.1	152	515	2.8	15.6	144								
RUNNER'S WORLD	1229	**57	1.2	4.6	170	*153	0.8	12.4	115								
SATURDAY EVENING POST	2110	**39	0.9	1.8	68	223	1.2	10.6	98								
SCIENCE 84	1543	**98	2.1	6.4	233	*326	1.8	21.1	195								
SCIENCE DIGEST	1747	**29	0.6	1.7	61	*296	1.6	16.9	157								
SCIENTIFIC AMERICAN	1994	**43	0.9	2.2	79	326	1.8	16.3	151								
SELF	3119	**56	1.2	1.8	66	359	2.0	11.5	106								
SEVENTEEN	3923	**113	2.5	2.9	106	404	2.2	10.3	95								
SKI	1501	**70	1.5	4.7	171	*193	1.1	12.9	119								
SMITHSONIAN	5976	*243	5.3	4.1	149	793	4.4	13.3	123								
SOAP OPERA DIGEST	4228	**129	2.8	3.1	112	346	1.9	8.2	76								
SOUTHERN LIVING	6488	**80	1.7	1.2	45	838	4.6	12.9	119								
SPORT	3500	**89	1.9	2.5	93	350	1.9	10.0	92								
THE SPORTING NEWS	2456	**71	1.6	2.9	106	*281	1.5	11.4	106								
SPORTS AFIELD	3648	**121	2.6	3.3	122	369	2.0	10.1	93								
SPORTS ILLUSTRATED	14484	484	10.6	3.3	123	1687	9.3	11.6	108								
STAR	12661	413	9.0	3.3	120	1293	7.1	10.2	94								
SUNDAY	52799	1604	35.1	3.0	111	5770	31.8	10.9	101								
SUNSET	3513	*157	3.4	4.5	164	399	2.2	11.4	105								
TV GUIDE	42766	1411	30.9	3.3	121	5086	28.0	11.9	110								
TENNIS	1254	**82	1.8	6.5	240	*222	1.2	17.7	164								
TIME	22054	719	15.7	3.3	120	2762	15.2	12.5	116								
TOWN & COUNTRY	1555	**36	0.8	2.3	85	*206	1.1	13.2	122								
TRAVEL & LEISURE	2173	**95	2.1	4.4	160	209	1.2	9.6	89								
TRUE STORY	4636	**104	2.3	2.2	82	482	2.7	10.4	96								
U.S. NEWS & WORLD REPORT	10353	*299	6.5	2.9	106	1024	5.6	9.9	91								
USA TODAY	4994	*108	2.4	2.2	79	456	2.5	9.1	84								
US	3528	**81	1.8	2.3	84	360	2.0	10.2	94								
VOGUE	5424	*170	3.7	3.1	115	626	3.4	11.5	107								
WALL STREET JOURNAL	6292	*212	4.6	3.4	124	824	4.5	13.1	121								
WEIGHT WATCHERS	2762	**152	3.3	5.5	202	404	2.2	14.6	135								
WOMAN'S DAY	16320	739	16.2	4.5	166	2151	11.9	13.2	122								
WORKING MOTHER	1496	**81	1.8	5.4	199	**189	1.0	12.6	117								
WORKING WOMAN	1851	**54	1.2	2.9	107	*217	1.2	11.7	108								
WORLD TENNIS	580	**19	0.4	3.3	120	**114	0.6	19.7	182								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	443	9.7	3.6	131	1597	8.8	12.9	119								
BLAIR INSERTS	91671	2903	63.5	3.2	116	10699	58.9	11.7	108								
DAILY NEWSPAPERS																	
READ ANY	109190	3113	68.1	2.9	105	12149	66.9	11.1	103								
READ ONE	89587	2545	55.7	2.8	104	9899	54.5	11.0	102								
READ TWO OR MORE	19602	568	12.4	2.9	106	2250	12.4	11.5	106								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3393	74.2	3.1	113	12610	69.5	11.5	106								
READ ONE	95074	2766	60.5	2.9	107	10639	58.6	11.2	103								
READ TWO OR MORE	14588	627	13.7	4.3	158	1971	10.9	13.5	125								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.56				30.95											
30 DAY REACH	149706	4244	92.8	2.8	104	16259	89.6	10.9	100								
50 SHWG - 30 DAY AV FREQ	15.16	17.01				16.33											
30 DAY REACH	142406	4088	89.4	2.9	105	15430	85.0	10.8	100								
25 SHWG - 30 DAY AV FREQ	8.23	8.84				8.61											
30 DAY REACH	131152	3878	84.8	3.0	108	14579	80.3	11.1	103								
CABLE TV: HOME WIRED	66879	2119	46.3	3.2	116	7734	42.6	11.6	107								
HOME NOT WIRED	100848	2454	53.7	2.4	89	10417	57.4	10.3	95								
HAVE PAY CABLE	35024	1292	28.3	3.7	135	4689	25.8	13.4	124								

	TOTAL U.S. '000	THRIVE				ALL PURINA											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	4573	100.0	2.7	100	18150	100.0	10.8	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	2626	57.4	2.7	101	11036	60.8	11.5	107								
10:00 AM - 3:00 PM	63599	1711	37.4	2.7	99	6942	38.2	10.9	101								
3:00 PM - 7:00 PM	72097	2251	49.2	3.1	115	8493	46.8	11.8	109								
7:00 PM - MIDNIGHT	36670	1037	22.7	2.8	104	4045	22.3	11.0	102								
MIDNIGHT - 6:00 AM	21908	663	14.5	3.0	111	2598	14.3	11.9	110								
6:00 AM - MIDNIGHT	127571	3641	79.6	2.9	105	14471	79.7	11.3	105								
ENTIRE DAY	129239	3701	80.9	2.9	105	14653	80.7	11.3	105								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1031	22.5	3.0	111	4095	22.6	12.0	111								
ALL NEWS	6062	*208	4.5	3.4	126	644	3.5	10.6	98								
AOR/PROGRESSIVE	11884	462	10.1	3.9	143	1633	9.0	13.7	127								
BEAUTIFUL MUSIC	11180	379	8.3	3.4	124	1500	8.3	13.4	124								
BLACK	4538	**60	1.3	1.3	48	*214	1.2	4.7	44								
CLASSICAL	3857	*135	3.0	3.5	128	524	2.9	13.6	126								
CHR/ROCK	21946	716	15.7	3.3	120	2541	14.0	11.6	107								
COUNTRY	27262	737	16.1	2.7	99	2963	16.3	10.9	100								
GOLDEN OLDIES	3339	**46	1.0	1.4	51	259	1.4	7.8	72								
MOR/NOSTALGIA	10346	275	6.0	2.7	97	1134	6.2	11.0	101								
NEWS/TALK	8929	*227	5.0	2.5	93	851	4.7	9.5	88								
RELIGIOUS	5488	**147	3.2	2.7	98	707	3.9	12.9	119								
SOFT ROCK	1232	**28	0.6	2.3	83	*177	1.0	14.4	133								
URBAN CONTEMPORARY	3184	**53	1.2	1.7	61	*161	0.9	5.1	47								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	**178	3.9	2.6	94	640	3.5	9.3	86								
ABC DIRECTION	5212	*179	3.9	3.4	126	564	3.1	10.8	100								
ABC ENTERTAINMENT	10385	*226	4.9	2.2	80	1364	7.5	13.1	121								
ABC FM	4762	**92	2.0	1.9	71	335	1.8	7.0	65								
ABC INFORMATION	11339	365	8.0	3.2	118	1199	6.6	10.6	98								
ABC ROCK	4878	**142	3.1	2.9	107	561	3.1	11.5	106								
CBS	10709	*228	5.0	2.1	78	976	5.4	9.1	84								
MUTUAL	10251	*207	4.5	2.0	74	1010	5.6	9.9	91								
NBC	12243	424	9.3	3.5	127	1560	8.6	12.7	118								
RADIORADIO	4606	**143	3.1	3.1	114	497	2.7	10.8	100								
RKO ONE	5148	**118	2.6	2.3	84	503	2.8	9.8	90								
RKO TWO	7313	*161	3.5	2.2	81	671	3.7	9.2	85								
THE SOURCE	5981	*208	4.5	3.5	128	811	4.5	13.6	125								
NON-WIRED : BLAIR	19329	440	9.6	2.3	83	2096	11.5	10.8	100								
INTERNET	27139	883	19.3	3.3	119	3092	17.0	11.4	105								
KATZ RADIO GROUP	36319	1113	24.3	3.1	112	4426	24.4	12.2	113								
SUPERNET	22361	620	13.6	2.8	102	2557	14.1	11.4	106								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	411	9.0	2.8	104	1367	7.5	9.4	87								
MKDAY 9:00 AM - 1:00 PM	18688	549	12.0	2.9	108	1714	9.4	9.2	85								
MKDAY 1:00 PM - 4:30 PM	24061	619	13.5	2.6	94	2265	12.5	9.4	87								
MKDAY 4:30 PM - 7:30 PM	44079	1181	25.8	2.7	98	4382	24.1	9.9	92								
MKDAY 7:30 PM - 8:00 PM	61979	1633	35.7	2.6	97	6195	34.1	10.0	92								
MKDAY 11:00 PM - 11:30 PM	49084	1226	26.8	2.5	92	5224	28.8	10.6	98								
MKDAY 11:30 PM - 1:00 AM	16560	422	9.2	2.5	93	1716	9.5	10.4	96								
M-SAT 8-11 PM+SUN 7-11 PM	66967	1914	41.9	2.9	105	7256	40.0	10.8	100								
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	261	5.7	2.8	103	859	4.7	9.3	86								
ANOTHER WORLD	N 6138	*182	4.0	3.0	109	632	3.5	10.3	95								
AS THE WORLD TURNS	C 7707	139	3.0	1.8	66	652	3.6	8.5	78								
CAPITOL	C 4688	*96	2.1	2.0	75	444	2.4	9.5	88								
CBS MORN. NEWS 1	C 2792	*50	1.1	1.8	66	187	1.0	6.7	62								
CBS MORN. NEWS 2	C 2071	**31	0.7	1.5	55	148	0.8	7.1	66								
DAYS OF OUR LIVES	N 8018	214	4.7	2.7	98	836	4.6	10.4	96								
FACTS OF LIFE - DAYTIME	N 3487	*114	2.5	3.3	120	258	1.4	7.4	68								
FAMILY FEUD	A 4817	*129	2.8	2.7	98	430	2.4	8.9	82								
GENERAL HOSPITAL	A 8333	250	5.5	3.0	110	777	4.3	9.3	86								
GOOD MORNING, AMERICA-730	A 5472	117	2.6	2.1	78	455	2.5	8.3	77								
GOOD MORNING, AMERICA-830	A 3965	*102	2.2	2.6	94	314	1.7	7.9	73								
GUIDING LIGHT	C 7542	*140	3.1	1.9	68	757	4.2	10.0	93								
ONE LIFE TO LIVE	A 6018	177	3.9	2.9	108	594	3.3	9.9	91								
PRESS YOUR LUCK	C 3589	*115	2.5	3.2	118	277	1.5	7.7	71								
PRICE IS RIGHT 1	C 7418	204	4.5	2.8	101	625	3.4	8.4	78								
PRICE IS RIGHT 2	C 8276	235	5.1	2.8	104	756	4.2	9.1	84								
RYAN'S HOPE	A 4358	*155	3.4	3.6	130	378	2.1	8.7	80								
SALE OF THE CENTURY	N 3749	*113	2.5	3.0	111	278	1.5	7.4	69								
SEARCH FOR TOMORROW	N 2884	**63	1.4	2.2	80	306	1.7	10.6	98								
TODAY SHOW 1	N 4869	*81	1.8	1.7	61	457	2.5	9.4	87								
TODAY SHOW 2	N 4135	*96	2.1	2.3	85	395	2.2	9.6	88								
\$25,000 PYRAMID	C 4361	*128	2.8	2.9	108	360	2.0	8.3	76								
WHEEL OF FORTUNE	N 6187	222	4.9	3.6	132	623	3.4	10.1	93								
YOUNG AND THE RESTLESS	C 8186	194	4.2	2.4	87	707	3.9	8.6	80								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 4727	*122	2.7	2.6	95	488	2.7	10.3	95								
NBA PLAYOFF GAME -1	C 5127	*65	1.4	1.3	46	407	2.2	7.9	73								
NBC MAJOR LEAGUE PRE-GAME	N 3945	**28	0.6	0.7	26	*289	1.6	7.3	68								
SPORTSWORLD - SUN	N 3370	**59	1.3	1.8	64	388	2.1	11.5	106								
SUNDAY MORNING	C 4200	*134	2.9	3.2	117	416	2.3	9.9	92								

	TOTAL U.S. '000	A '000	B %	C % ACROSS	D INDX	A '000	B %	C % ACROSS	D INDX	A '000	B %	C % ACROSS	D INDX	A '000	B %	C % ACROSS	D INDX
TOTAL ADULTS	167727	4573	100.0	2.7	100	18150	100.0	10.8	100								
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1234	27.0	2.4	87	4923	27.1	9.4	87								
NETWORK AFFILIATES - LATE	39164	979	21.4	2.5	92	4243	23.4	10.8	100								
INDEPENDENTS - LATE	5133	131	2.9	2.6	94	480	2.6	9.4	86								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	633	13.8	2.8	102	2329	12.8	10.2	94								
ABC MONDAY NIGHT MOVIE	A 11258	324	7.1	2.9	106	1310	7.2	11.6	108								
ABC SUNDAY NIGHT MOVIE	A 23600	624	13.6	2.6	97	2424	13.4	10.3	95								
ABC WORLD NEWS TONIGHT	A 12801	252	5.5	2.0	72	1328	7.3	10.4	96								
AFTERMASH	C 10966	*236	5.2	2.2	79	1111	6.1	10.1	94								
ALICE	C 17050	522	11.4	3.1	112	1990	11.0	11.7	108								
AMERICAN PARADE	C 11998	277	6.1	2.3	85	1159	6.4	9.7	89								
BENSON	A 19258	599	13.1	3.1	114	1950	10.7	10.1	94								
BLUE THUNDER	A 11478	333	7.3	2.9	106	1330	7.3	11.6	107								
CAGNEY & LACEY	C 18263	591	12.9	3.2	119	2078	11.4	11.4	105								
CBS EVENING NEWS-DEAN	C 7733	*215	4.7	2.8	102	561	3.1	7.3	67								
CBS EVENING NEWS-RATHER	C 15653	370	8.1	2.4	87	1455	8.0	9.3	86								
CBS SAT. NEWS-SCHIEFFER	C 8744	173	3.8	2.0	73	821	4.5	9.4	87								
CBS SATURDAY NIGHT MOVIE	C 12000	330	7.2	2.8	101	1197	6.6	10.0	92								
CBS WEDNESDAY NIGHT MOVIE	C 11522	335	7.3	2.9	107	1360	7.5	11.8	109								
CHEERS	N 16818	499	10.9	3.0	109	1824	10.0	10.8	100								
DALLAS	C 37510	925	20.2	2.5	90	3582	19.7	9.5	88								
DIFF'RENT STROKES	N 11258	*269	5.9	2.4	88	1154	6.4	10.3	95								
DOUBLE TROUBLE	N 12248	393	8.6	3.2	118	1359	7.5	11.1	103								
DUCK FACTORY	N 11100	302	6.6	2.7	100	1279	7.0	11.5	106								
DUKES OF HAZZARD	C 12353	352	7.7	2.8	105	1291	7.1	10.5	97								
DYNASTY	A 33279	746	16.3	2.2	82	3313	18.3	10.0	92								
FACTS OF LIFE	N 13410	441	9.6	3.3	121	1492	8.2	11.1	103								
FALCON CREST	C 31093	656	14.3	2.1	77	2882	15.9	9.3	86								
FALL GUY	A 18649	511	11.2	2.7	101	1951	10.7	10.5	97								
FAMILY TIES	N 13101	367	8.0	2.8	103	1461	8.0	11.2	103								
FANTASY ISLAND	A 13069	328	7.2	2.5	92	1345	7.4	10.3	95								
FOULUPS, BLEEPs & BLUNDERS	A 16588	704	15.4	4.2	156	2159	11.9	13.0	120								
FOUR SEASONS	C 9302	*235	5.1	2.5	93	1004	5.5	10.8	100								
GIMME A BREAK	N 13955	321	7.0	2.3	84	1357	7.5	9.7	90								
HART TO HART	A 15735	418	9.1	2.7	97	1849	10.2	11.8	109								
HILL STREET BLUES	N 18257	542	11.9	3.0	109	2088	11.5	11.4	106								
HOTEL	A 24236	580	12.7	2.4	88	2397	13.2	9.9	91								
JEFFERSONS	C 17010	506	11.1	3.0	109	1871	10.3	11.0	102								
JENNIFER SLEPT HERE	N 9397	*246	5.4	2.6	96	944	5.2	10.0	93								
KATE & ALLIE	C 16762	578	12.6	3.4	126	2148	11.8	12.8	118								
KNIGHT RIDER	N 13164	460	10.1	3.5	128	1542	8.5	11.7	108								
LOVE BOAT	A 20400	540	11.8	2.6	97	2001	11.0	9.8	91								
MAGNUM PI	C 22543	717	15.7	3.2	117	2470	13.6	11.0	101								
MAMA'S FAMILY	N 9852	264	5.8	2.7	98	1153	6.4	11.7	108								
MASTER, THE	N 8082	294	6.4	3.6	133	946	5.2	11.7	108								
MATT HOUSTON	A 12881	434	9.5	3.4	124	1688	9.3	13.1	121								
NBC MONDAY NIGHT MOVIE	N 23889	754	16.5	3.2	116	2907	16.0	12.2	112								
NBC NIGHTLY NEWS	N 11156	236	5.2	2.1	78	1012	5.6	9.1	84								
NBC NIGHTLY NEWS-SAT	N 7363	*136	3.0	1.8	68	559	3.1	7.6	70								
NBC NIGHTLY NEWS-SUN	N 6214	*161	3.5	2.6	95	499	2.7	8.0	74								
NBC SUNDAY NIGHT MOVIE	N 17590	660	14.4	3.8	138	2103	11.6	12.0	110								
NEWMART	C 16740	510	11.2	3.0	112	1995	11.0	11.9	110								
ONE DAY AT A TIME	C 11820	341	7.5	2.9	106	1133	6.2	9.6	89								
PEOPLE ARE FUNNY	N 9138	*280	6.1	3.1	112	1036	5.7	11.3	105								
REAL PEOPLE	N 15979	436	9.5	2.7	100	1761	9.7	11.0	102								
REMINGTON STEELE	N 14395	473	10.3	3.3	121	1605	8.8	11.1	103								
RIPLEY'S BELIEVE IT - NOT	A 11362	407	8.9	3.6	131	1452	8.0	12.8	118								
RIPTIDE	N 13920	497	10.9	3.6	131	1474	8.1	10.6	98								
SCARECROW & MRS. KING	C 17571	635	13.9	3.6	133	2129	11.7	12.1	112								
SIMON & SIMON	C 20208	569	12.4	2.8	103	2185	12.0	10.8	100								
60 MINUTES	C 27668	689	15.1	2.5	91	2612	14.4	9.4	87								
ST. ELSEWHERE	N 13699	466	10.2	3.4	125	1757	9.7	12.8	119								
THREE'S COMPANY	A 20632	528	11.5	2.6	94	2318	12.8	11.2	104								
T.J. HOOKER	A 17136	409	8.9	2.4	88	1552	8.6	9.1	84								
TONIGHT SHOW	N 4963	112	2.4	2.3	83	536	3.0	10.8	100								
TRAPPER JOHN, M.D.	C 16332	524	11.5	3.2	118	1782	9.8	10.9	101								
TV BLOOPERS & PRAC. JOKES	N 18881	522	11.4	2.8	101	2273	12.5	12.0	111								
20/20	A 18315	432	9.4	2.4	87	2078	11.4	11.3	105								
WEBSTER	A 18722	541	11.8	2.9	106	1889	10.4	10.1	93								
WORLD NEWS - SUN	A 5327	*127	2.8	2.4	87	557	3.1	10.5	97								
YELLOW ROSE	N 8370	*165	3.6	2.0	72	788	4.3	9.4	87								
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	567	12.4	2.2	80	2645	14.6	10.2	95								
BASKETBALL - COLLEGE GAMES	14468	*334	7.3	2.3	85	1717	9.5	11.9	110								
BASKETBALL - PRO GAMES	12124	**224	4.9	1.8	68	1078	5.9	8.9	82								
BOWLING	9412	*229	5.0	2.4	89	1069	5.9	11.4	105								
BOXING	15409	*389	8.5	2.5	93	1752	9.7	11.4	105								
FOOTBALL - COLLEGE GAMES	21400	*581	12.7	2.7	100	2448	13.5	11.4	106								
FOOTBALL - PRO GAMES	35944	921	20.1	2.6	94	4272	23.5	11.9	110								
GOLF	9759	**225	4.9	2.3	85	853	4.7	8.7	81								
POST-SEASON COLL. FOOTBALL	18123	*413	9.0	2.3	84	1983	10.9	10.9	101								
POST-SEASON PRO FOOTBALL	22091	555	12.1	2.5	92	2776	15.3	12.6	116								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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PACKAGED SOFT/MOIST CAT FOOD

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-55

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT TO FEED YOUR CAT(S)?				
	YES	15475	9.2	1636
	NO	22251	13.3	2196

IF YES

6B. WHO DECIDES WHICH BRANDS ARE USED?
(MARK AS MANY AS APPLY)

YOURSELF	10195	6.1	1091
YOUR HUSBAND/WIFE	4067	2.4	466
OTHER MALE	704	.4	76
OTHER FEMALE	2711	1.6	208
DO NOT KNOW	597	.4	62

<u>ALL</u>		<u>SOLE</u>		<u>PRIMARY</u>		<u>SECONDARY</u>		<u>UNWEIGHTED</u>
<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	

6C. WHICH BRANDS ARE USED?

9-LIVES SOFT MOIST	4199	2.5	1651	1.0	1752	1.0	796	.5	448
PURINA TENDER VITTLES	8853	5.3	5445	3.2	2884	1.7	525	.3	899
PURINA WHISKER LICKENS	781	.5	202	.1	382	.2	197	.1	83
PUSS 'N BOOTS MOIST MEALS	1652	1.0	437	.3	618	.4	598	.4	175
OTHER BRANDS	5063	3.0	3210	1.9	1021	.6	833	.5	532
DO NOT KNOW	239	.1							32

<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
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6D. ABOUT HOW MANY INDIVIDUAL SERVINGS
OF SOFT/MOIST CAT FOOD WERE USED BY
YOUR ENTIRE HOUSEHOLD IN THE LAST
7 DAYS?

15 OR MORE	H	1237	.7	134
8 - 14	H	2857	1.7	296
6 - 7	H	3383	2.0	339
4 - 5	L	2632	1.6	287
1 - 3	L	3779	2.3	407
NONE	L	1587	.9	173

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				LIGHT USERS				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	15475	100.0	9.2	100	7476	100.0	4.5	100	7999	100.0	4.8	100				
MALES	79263	7049	45.6	8.9	96	3348	44.8	4.2	95	3702	46.3	4.7	98				
FEMALES	88464	8426	54.4	9.5	103	4129	55.2	4.7	105	4297	53.7	4.9	102				
18 - 24	28671	2722	17.6	9.5	103	1396	18.7	4.9	109	1326	16.6	4.6	97				
25 - 34	39536	3704	23.9	9.4	102	1786	23.9	4.5	101	1918	24.0	4.9	102				
35 - 44	28978	3082	19.9	10.6	115	1580	21.1	5.5	122	1502	18.8	5.2	109				
45 - 54	22345	2613	16.9	11.7	127	1286	17.2	5.8	129	1327	16.6	5.9	125				
55 - 64	22224	2017	13.0	9.1	98	904	12.1	4.1	91	1113	13.9	5.0	105				
65 OR OLDER	25973	1336	8.6	5.1	56	524	7.0	2.0	45	813	10.2	3.1	66				
18 - 34	68207	6426	41.5	9.4	102	3183	42.6	4.7	105	3244	40.6	4.8	100				
18 - 49	108058	10887	70.4	10.1	109	5473	73.2	5.1	114	5415	67.7	5.0	105				
25 - 54	90859	9400	60.7	10.3	112	4652	62.2	5.1	115	4748	59.4	5.2	110				
35 - 49	39851	4461	28.8	11.2	121	2290	30.6	5.7	129	2171	27.1	5.4	114				
50 OR OLDER	59469	4587	29.6	7.7	83	2004	26.8	3.4	75	2584	32.3	4.3	91				
GRADUATED COLLEGE	28091	2424	15.7	8.6	94	909	12.2	3.2	73	1515	18.9	5.4	113				
ATTENDED COLLEGE	28938	3301	21.3	11.4	124	1573	21.0	5.4	122	1728	21.6	6.0	125				
GRADUATED HIGH SCHOOL	65503	6239	40.3	9.5	103	3119	41.7	4.8	107	3121	39.0	4.8	100				
DID NOT GRADUATE HIGH SCHOOL	45195	3510	22.7	7.8	84	1876	25.1	4.2	93	1634	20.4	3.6	76				
EMPLOYED MALES	56429	5131	33.2	9.1	99	2457	32.9	4.4	98	2674	33.4	4.7	99				
EMPLOYED FEMALES	49971	4989	32.2	11.3	123	2365	31.6	5.4	121	2624	32.8	6.0	125				
EMPLOYED FULL-TIME	87773	8738	56.5	10.0	108	4330	57.9	4.9	111	4408	55.1	5.0	105				
EMPLOYED PART-TIME	12627	1383	8.9	11.0	119	*492	6.6	3.9	87	890	11.1	7.0	148				
NOT EMPLOYED	67327	5354	34.6	8.0	86	2654	35.5	3.9	88	2700	33.8	4.0	84				
PROFESSIONAL/MANAGER	25445	2528	16.3	9.8	106	1040	13.9	4.0	90	1488	18.6	5.8	121				
TECH/CLERICAL/SALES	30895	3448	22.3	11.2	121	1676	22.4	5.4	122	1772	22.2	5.7	120				
PRECISION/CRAFT	12629	1133	7.3	9.0	97	503	6.7	4.0	89	630	7.9	5.0	105				
OTHER EMPLOYED	31031	3012	19.5	9.7	105	1604	21.5	5.2	116	1408	17.6	4.5	95				
SINGLE	35557	3458	22.3	9.7	105	1585	21.2	4.5	100	1873	23.4	5.3	110				
MARRIED	103585	9661	62.4	9.3	101	4765	63.7	4.6	103	4897	61.2	4.7	99				
DIVORCED/SEPARATED/WIDOWED	28585	2356	15.2	8.2	89	1126	15.1	3.9	88	1230	15.4	4.3	90				
PARENTS	59295	5993	38.7	10.1	110	3159	42.3	5.3	120	2833	35.4	4.8	100				
WHITE	146081	14182	91.6	9.7	105	6755	90.4	4.6	104	7427	92.8	5.1	107				
BLACK	17974	991	6.4	5.5	60	479	6.4	2.7	60	513	6.4	2.9	60				
OTHER	3672	**301	1.9	8.2	89	**242	3.2	6.6	148	**59	0.7	1.6	34				
NORTHEAST-CENSUS	37005	4038	26.1	10.9	118	1815	24.3	4.9	110	2224	27.8	6.0	126				
NORTH CENTRAL	42642	3722	24.1	8.7	95	1774	23.7	4.2	93	1948	24.4	4.6	96				
SOUTH	56777	4960	32.1	8.7	95	2798	37.4	4.9	111	2162	27.0	3.8	80				
WEST	31303	2755	17.8	8.8	95	1090	14.6	3.5	78	1666	20.8	5.3	112				
NORTHEAST-MKTG.	38125	4091	26.4	10.7	116	1845	24.7	4.8	109	2246	28.1	5.9	124				
EAST CENTRAL	24794	2328	15.0	9.4	102	1168	15.6	4.7	106	1160	14.5	4.7	98				
WEST CENTRAL	28511	2412	15.6	8.5	92	1067	14.3	3.7	84	1345	16.8	4.7	99				
SOUTH	48953	4290	27.7	8.8	95	2424	32.4	5.0	111	1866	23.3	3.8	80				
PACIFIC	27344	2353	15.2	8.6	93	972	13.0	3.6	80	1382	17.3	5.1	106				
COUNTY SIZE A	69301	6053	39.1	8.7	95	2793	37.4	4.0	90	3260	40.8	4.7	99				
COUNTY SIZE B	50633	5385	34.8	10.6	115	2752	36.8	5.4	122	2633	32.9	5.2	109				
COUNTY SIZE C	26259	2412	15.6	9.2	100	1179	15.8	4.5	101	1233	15.4	4.7	98				
COUNTY SIZE D	21534	1624	10.5	7.5	82	752	10.1	3.5	78	873	10.9	4.1	85				
METRO CENTRAL CITY	50014	4403	28.5	8.8	95	2298	30.7	4.6	103	2105	26.3	4.2	88				
METRO SUBURBAN	76832	7427	48.0	9.7	105	3389	45.3	4.4	99	4038	50.5	5.3	110				
NON METRO	40881	3644	23.5	8.9	97	1789	23.9	4.4	98	1855	23.2	4.5	95				
TOP 5 ADI'S	39550	3679	23.8	9.3	101	1639	21.9	4.1	93	2040	25.5	5.2	108				
TOP 10 ADI'S	54877	5071	32.8	9.2	100	2295	30.7	4.2	94	2776	34.7	5.1	106				
TOP 20 ADI'S	77516	7020	45.4	9.1	98	3230	43.2	4.2	93	3790	47.4	4.9	103				
HSHLD INC. \$50,000 OR MORE	17257	2239	14.5	13.0	141	1086	14.5	6.3	141	1153	14.4	6.7	140				
\$40,000 OR MORE	33235	4031	26.0	12.1	131	1931	25.8	5.8	130	2100	26.3	6.3	132				
\$30,000 OR MORE	59693	6514	42.1	10.9	118	3023	40.4	5.1	114	3491	43.6	5.8	123				
\$25,000 OR MORE	76275	8176	52.8	10.7	116	3852	51.5	5.1	113	4323	54.0	5.7	119				
\$20,000 - \$24,999	18607	1863	12.0	10.0	109	872	11.7	4.7	105	991	12.4	5.3	112				
\$15,000 - \$19,999	17175	1466	9.5	8.5	93	774	10.4	4.5	101	692	8.7	4.0	84				
\$10,000 - \$14,999	24549	1945	12.6	7.9	86	987	13.2	4.0	90	958	12.0	3.9	82				
UNDER \$10,000	31101	2026	13.1	6.5	71	991	13.3	3.2	71	1035	12.9	3.3	70				
HOUSEHOLD OF 1 PERSON	19441	1261	8.1	6.5	70	499	6.7	2.6	58	761	9.5	3.9	82				
2 PEOPLE	51803	4196	27.1	8.1	88	1851	24.8	3.6	80	2345	29.3	4.5	95				
3 OR 4 PEOPLE	66533	6565	42.4	9.8	106	3205	42.9	4.8	107	3360	42.0	5.0	105				
5 OR MORE PEOPLE	29550	3453	22.3	11.7	127	1921	25.7	6.5	146	1532	19.2	5.2	109				
NO CHILD IN HSHLD	96587	7922	51.2	8.2	89	3508	46.9	3.6	81	4415	55.2	4.6	96				
CHILD(REN) UNDER 2 YRS	10844	843	5.4	7.8	84	*475	6.4	4.4	98	*369	4.6	3.4	71				
2 - 5 YEARS	26358	1952	12.6	7.4	80	1095	14.6	4.2	93	857	10.7	3.3	68				
6 - 11 YEARS	30453	3233	20.9	10.6	115	1906	25.5	6.3	140	1327	16.6	4.4	91				
12 - 17 YEARS	36575	4920	31.8	13.5	146	2488	33.3	6.8	153	2432	30.4	6.6	139				
RESIDENCE OWNED	117770	11896	76.9	10.1	109	5811	77.7	4.9	111	6085	76.1	5.2	108				
VALUE: \$50,000 OR MORE	70166	7455	48.2	10.6	115	3348	44.8	4.8	107	4107	51.3	5.9	123				
VALUE: UNDER \$50,000	47604	4441	28.7	9.3	101	2463	32.9	5.2	116	1978	24.7	4.2	87				

PACKAGED SOFT/MOIST CAT FOOD: USAGE IN LAST SEVEN DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				LIGHT USERS							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	15475	100.0	9.2	100	7476	100.0	4.5	100	7999	100.0	4.8	100				
MAGAZINES	QUINTILE 1	34022	3928	25.4	11.5	125	1887	25.2	5.5	124	2041	25.5	6.0	126				
	QUINTILE 2	34800	3553	23.0	10.2	111	1719	23.0	4.9	111	1834	22.9	5.3	111				
	QUINTILE 3	30514	2652	17.1	8.7	94	1172	15.7	3.8	86	1479	18.5	4.8	102				
	QUINTILE 4	33324	3044	19.7	9.1	99	1575	21.1	4.7	106	1468	18.4	4.4	92				
	QUINTILE 5	35066	2300	14.9	6.6	71	1123	15.0	3.2	72	1176	14.7	3.4	70				
NEWSPAPERS	QUINTILE 1	29107	2877	18.6	9.9	107	1090	14.6	3.7	84	1788	22.4	6.1	129				
	QUINTILE 2	49095	4871	31.5	9.9	108	2411	32.2	4.9	110	2460	30.8	5.0	105				
	QUINTILE 3	23107	2171	14.0	9.4	102	1263	16.9	5.5	123	909	11.4	3.9	82				
	QUINTILE 4	33556	3120	20.2	9.3	101	1620	21.7	4.8	108	1501	18.8	4.5	94				
	QUINTILE 5	32863	2435	15.7	7.4	80	1093	14.6	3.3	75	1342	16.8	4.1	86				
OUTDOOR	QUINTILE 1	33431	3369	21.8	10.1	109	1765	23.6	5.3	118	1603	20.0	4.8	101				
	QUINTILE 2	33478	3019	19.5	9.0	98	1601	21.4	4.8	107	1418	17.7	4.2	89				
	QUINTILE 3	33574	3182	20.6	9.5	103	1336	17.9	4.0	89	1846	23.1	5.5	115				
	QUINTILE 4	33935	2817	18.2	8.3	90	1192	15.9	3.5	79	1624	20.3	4.8	100				
	QUINTILE 5	33310	3089	20.0	9.3	101	1582	21.2	4.7	107	1506	18.8	4.5	95				
RADIO-DRIVE TIME	QUINTILE 1	33136	3287	21.2	9.9	108	1553	20.8	4.7	105	1733	21.7	5.2	110				
	QUINTILE 2	31658	3092	20.0	9.8	106	1610	21.5	5.1	114	1482	18.5	4.7	98				
	QUINTILE 3	32541	3353	21.7	10.3	112	1648	22.0	5.1	114	1704	21.3	5.2	110				
	QUINTILE 4	34247	3161	20.4	9.2	100	1424	19.0	4.2	93	1737	21.7	5.1	106				
	QUINTILE 5	36144	2582	16.7	7.1	77	1240	16.6	3.4	77	1342	16.8	3.7	78				
RADIO-MID- DAY	TERCILE 1	45037	4320	27.9	9.6	104	2102	28.1	4.7	105	2218	27.7	4.9	103				
	TERCILE 2	44819	3949	25.5	8.8	95	1735	23.2	3.9	87	2213	27.7	4.9	104				
	TERCILE 3	77872	7206	46.6	9.3	100	3639	48.7	4.7	105	3567	44.6	4.6	96				
RADIO-TOTAL	QUINTILE 1	33763	3380	21.8	10.0	109	1676	22.4	5.0	111	1704	21.3	5.0	106				
	QUINTILE 2	33240	3082	19.9	9.3	100	1541	20.6	4.6	104	1541	19.3	4.6	97				
	QUINTILE 3	33408	3371	21.8	10.1	109	1552	20.8	4.6	104	1819	22.7	5.4	114				
	QUINTILE 4	34792	3184	21.9	9.7	105	1621	21.7	4.7	105	1763	22.0	5.1	106				
	QUINTILE 5	32524	2258	14.6	6.9	75	1086	14.5	3.3	75	1172	14.7	3.6	76				
TV-PRIME TIME	QUINTILE 1	33090	3179	20.5	9.6	104	1770	23.7	5.3	120	1409	17.6	4.3	89				
	QUINTILE 2	33357	3209	20.7	9.6	104	1432	19.2	4.3	96	1777	22.2	5.3	112				
	QUINTILE 3	33980	2976	19.2	8.8	95	1516	20.3	4.5	100	1460	18.3	4.3	90				
	QUINTILE 4	33854	3336	21.6	9.9	107	1530	20.5	4.5	101	1806	22.6	5.3	112				
	QUINTILE 5	33444	2775	17.9	8.3	90	1229	16.4	3.7	82	1546	19.3	4.6	97				
TV-DAYTIME	TERCILE 1	49121	4193	27.1	8.5	93	2218	29.7	4.5	101	1976	24.7	4.0	84				
	TERCILE 2	48823	4575	29.6	9.4	102	2279	30.5	4.7	105	2296	28.7	4.7	99				
	TERCILE 3	69782	6707	43.3	9.6	104	2979	39.8	4.3	96	3727	46.6	5.3	112				
TV-TOTAL	QUINTILE 1	33584	2962	19.1	8.8	96	1584	21.2	4.7	106	1378	17.2	4.1	86				
	QUINTILE 2	33441	3161	20.4	9.5	102	1560	20.9	4.7	105	1602	20.0	4.8	100				
	QUINTILE 3	33505	3185	20.6	9.5	103	1594	21.3	4.8	107	1591	19.9	4.7	100				
	QUINTILE 4	33466	3154	20.4	9.4	102	1358	18.2	4.1	91	1796	22.5	5.4	113				
	QUINTILE 5	33731	3013	19.5	8.9	97	1380	18.5	4.1	92	1633	20.4	4.8	102				
MAGAZINES-NEWSPAPERS: DUAL		44503	4798	31.0	10.8	117	2144	28.7	4.8	108	2654	33.2	6.0	125				
MAGAZINE IMPERATIVE		39363	3969	25.6	10.1	109	2069	27.7	5.3	118	1900	23.8	4.8	101				
NEWSPAPER IMPERATIVE		46441	4096	26.5	8.8	96	2015	27.0	4.3	97	2081	26.0	4.5	94				
MAGAZINES-OUTDOOR: DUAL		33726	3740	24.2	11.1	120	1870	25.0	5.5	124	1870	23.4	5.5	116				
MAGAZINE IMPERATIVE		52846	5250	33.9	9.9	108	2318	31.0	4.4	98	2933	36.7	5.6	116				
OUTDOOR IMPERATIVE		52140	4302	27.8	8.3	89	2139	28.6	4.1	92	2163	27.0	4.1	87				
MAGAZINES-RADIO: DUAL		37081	3780	24.4	10.2	110	1823	24.4	4.9	110	1957	24.5	5.3	111				
MAGAZINE IMPERATIVE		49747	5120	33.1	10.3	112	2315	31.0	4.7	104	2804	35.1	5.6	118				
RADIO IMPERATIVE		49208	4343	28.1	8.8	96	2206	29.5	4.5	101	2136	26.7	4.3	91				
MAGAZINES-TELEVISION: DUAL		33103	3707	24.0	11.2	121	1784	23.9	5.4	121	1923	24.0	5.8	122				
MAGAZINE IMPERATIVE		54575	5442	35.2	10.0	108	2458	32.9	4.5	101	2984	37.3	5.5	115				
TELEVISION IMPERATIVE		53249	4085	26.4	7.7	83	2202	29.5	4.1	93	1883	23.5	3.5	74				
NEWSPAPERS-OUTDOOR: DUAL		36255	3804	24.6	10.5	114	1895	25.3	5.2	117	1909	23.9	5.3	110				
NEWSPAPER IMPERATIVE		55591	5297	34.2	9.5	103	2403	32.1	4.3	97	2894	36.2	5.2	109				
OUTDOOR IMPERATIVE		48319	4208	27.2	8.7	94	2201	29.4	4.6	102	2007	25.1	4.2	87				
NEWSPAPERS-RADIO: DUAL		37242	3607	23.3	9.7	105	1756	23.5	4.7	106	1851	23.1	5.0	104				
NEWSPAPER IMPERATIVE		54423	5240	33.9	9.6	104	2339	31.3	4.3	96	2902	36.3	5.3	112				
RADIO IMPERATIVE		46650	4483	29.0	9.6	104	2320	31.0	5.0	112	2164	27.1	4.6	97				
NEWSPAPERS-TELEVISION: DUAL		35974	3547	22.9	9.9	107	1722	23.0	4.8	107	1826	22.8	5.1	106				
NEWSPAPER IMPERATIVE		56095	5408	34.9	9.6	104	2407	32.2	4.3	96	3001	37.5	5.3	112				
TELEVISION IMPERATIVE		47170	3975	25.7	8.4	91	2213	29.6	4.7	105	1762	22.0	3.7	78				
OUTDOOR-RADIO: DUAL		33748	3386	21.9	10.0	109	1739	23.3	5.2	116	1647	20.6	4.9	102				
OUTDOOR IMPERATIVE		52785	4720	30.5	8.9	97	2404	32.2	4.6	102	2317	29.0	4.4	92				
RADIO IMPERATIVE		52882	5011	32.4	9.5	103	2272	30.4	4.3	96	2739	34.2	5.2	109				
OUTDOOR-TELEVISION: DUAL		32030	3295	21.3	10.3	111	1846	24.7	5.8	129	1449	18.1	4.5	95				
OUTDOOR IMPERATIVE		54626	5038	32.6	9.2	100	2331	31.2	4.3	96	2707	33.8	5.0	104				
TELEVISION IMPERATIVE		54874	4753	30.7	8.7	94	2238	29.9	4.1	92	2515	31.4	4.6	96				
RADIO-TELEVISION: DUAL		33386	3252	21.0	9.7	106	1662	22.2	5.0	112	1590	19.9	4.8	100				
RADIO IMPERATIVE		53810	5274	34.1	9.8	106	2509	33.6	4.7	105	2765	34.6	5.1	108				
TELEVISION IMPERATIVE		54023	4602	29.7	8.5	92	2368	31.7	4.4	98	2234	27.9	4.1	87				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				LIGHT USERS				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	15475	100.0	9.2	100	7476	100.0	4.5	100	7999	100.0	4.8	100				
ATLANTIC MONTHLY	867	**48	0.3	5.5	60	**15	0.2	1.7	39	**33	0.4	3.8	80				
BARRON'S	1580	**124	0.8	7.8	85	**60	0.8	3.8	85	**64	0.8	4.1	85				
BETTER HOMES & GARDENS	22203	2525	16.3	11.4	123	1219	16.3	5.5	123	1306	16.3	5.9	123				
BON APPETIT	3810	450	2.9	11.8	128	*166	2.2	4.4	98	*283	3.5	7.4	156				
BUSINESS WEEK	4663	519	3.4	11.1	121	*234	3.1	5.0	113	285	3.6	6.1	128				
CAR AND DRIVER	3102	278	1.8	9.0	97	**125	1.7	4.0	90	*153	1.9	4.9	103				
CBS MAGAZINE NETWORK (GROSS)	7311	896	5.8	12.3	133	396	5.3	5.4	122	500	6.3	6.8	143				
CHANGING TIMES	3400	350	2.3	10.3	112	**162	2.2	4.8	107	*188	2.4	5.5	116				
COLONIAL HOMES	1796	*272	1.8	15.1	164	**200	2.7	11.1	250	*71	0.9	4.0	83				
CONDE NAST MAG. PKG. (GROSS)	19924	2446	15.8	12.3	133	1257	16.8	6.3	142	1189	14.9	6.0	125				
CONSUMERS DIGEST	3125	401	2.6	12.8	139	*218	2.9	7.0	157	*183	2.3	5.9	123				
COSMOPOLITAN	10577	1500	9.7	14.2	154	829	11.1	7.8	176	671	8.4	6.3	133				
COUNTRY LIVING	3746	473	3.1	12.6	137	*195	2.6	5.2	117	277	3.5	7.4	155				
CUISINE	2214	*206	1.3	9.3	101	**97	1.3	4.4	98	**109	1.4	4.9	103				
CYCLE WORLD	2394	*250	1.6	10.4	113	**80	1.1	3.3	75	*170	2.1	7.1	149				
DCI:CREATIVE IDEAS FOR LIV	3068	351	2.3	11.4	124	*214	2.9	7.0	156	*137	1.7	4.5	94				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1090	7.0	11.4	124	669	8.9	7.0	157	421	5.3	4.4	92				
DISCOVER	2277	276	1.8	12.1	131	**128	1.7	5.6	126	*148	1.9	6.5	136				
EBONY	7187	430	2.8	6.0	65	*242	3.2	3.4	76	*189	2.4	2.6	55				
ESQUIRE	2560	*214	1.4	8.4	91	*135	1.8	5.3	118	**79	1.0	3.1	65				
ESSENCE	3242	*161	1.0	5.0	54	**99	1.3	3.1	69	**61	0.8	1.9	39				
FAMILY CIRCLE	19639	2355	15.2	12.0	130	1134	15.2	5.8	130	1220	15.3	6.2	130				
THE FAMILY HANDYMAN	3540	348	2.2	9.8	107	**119	1.6	3.4	75	*229	2.9	6.5	136				
FAMILY WEEKLY	23924	2179	14.1	9.1	99	993	13.3	4.2	93	1186	14.8	5.0	104				
FIELD & STREAM	9883	867	5.6	8.8	95	397	5.3	4.0	90	470	5.9	4.8	100				
FOOD & WINE	1030	**78	0.5	7.6	82	**46	0.6	4.5	100	**32	0.4	3.1	65				
FORBES	2679	264	1.7	9.9	107	**108	1.4	4.0	90	*156	2.0	5.8	122				
FORTUNE	2931	318	2.1	10.8	118	**108	1.4	3.7	83	*210	2.6	7.2	150				
GENTLEMEN'S QUARTERLY	3481	461	3.0	13.2	144	**211	2.8	6.1	136	*250	3.1	7.2	151				
GLAMOUR	7163	929	6.0	13.0	141	468	6.3	6.5	147	462	5.8	6.4	135				
GOLF DIGEST	2355	*174	1.1	7.4	80	**86	1.2	3.7	82	*88	1.1	3.7	78				
GOLF DIGEST/TENNIS (GROSS)	3610	365	2.4	10.1	110	*144	1.9	4.0	89	*221	2.8	6.1	128				
GOLF MAGAZINE	2046	*201	1.3	9.8	106	**76	1.0	3.7	83	**125	1.6	6.1	128				
GOLF MAGAZINE/SKI (GROSS)	3547	354	2.3	10.0	108	*161	2.2	4.5	102	*193	2.4	5.4	114				
GOOD HOUSEKEEPING	20353	2252	14.6	11.1	120	944	12.6	4.6	104	1308	16.4	6.4	135				
HARPER'S BAZAAR	3362	390	2.5	11.6	126	*226	3.0	6.7	151	*165	2.1	4.9	103				
HEALTH	2987	371	2.4	12.4	135	**222	3.0	7.4	167	*150	1.9	5.0	105				
HEARST MAG CORP. BUY (GROSS)	67928	7723	49.9	11.4	123	3937	52.7	5.8	130	3787	47.3	5.6	117				
HEARST MAN POWER (GROSS)	11282	1065	6.9	9.4	102	514	6.9	4.6	102	550	6.9	4.9	102				
HEARST WOMAN POWER (GROSS)	40514	4766	30.8	11.8	128	2383	31.9	5.9	132	2383	29.8	5.9	123				
HOUSE BEAUTIFUL	4885	515	3.3	10.5	114	328	4.4	6.7	151	*187	2.3	3.8	80				
INC.	1305	**158	1.0	12.1	131	**110	1.5	8.4	189	**49	0.6	3.7	79				
JET	6495	398	2.6	6.1	66	*223	3.0	3.4	77	*175	2.2	2.7	56				
LADIES' HOME JOURNAL	14797	1754	11.3	11.9	128	948	12.7	6.4	144	806	10.1	5.4	114				
LHJ FAMILY GRP COMBO(GROSS)	21743	2554	16.5	11.7	127	1429	19.1	6.6	147	1125	14.1	5.2	108				
LIFE	9881	1175	7.6	11.9	129	483	6.5	4.9	110	692	8.7	7.0	147				
L.A. TIMES HOME MAGAZINE	2775	263	1.7	9.5	103	**123	1.6	4.4	99	*140	1.8	5.0	106				
MADMOISELLE	4219	462	3.0	11.0	119	*232	3.1	5.5	123	*230	2.9	5.5	114				
MC CALL'S	16422	1956	12.6	11.9	129	1014	13.6	6.2	139	942	11.8	5.7	120				
MC CALL'S/WRK MOTHER (GROSS)	17919	2130	13.8	11.9	129	1140	15.2	6.4	143	990	12.4	5.5	116				
MECHANIX ILLUSTRATED	4433	424	2.7	9.6	104	*188	2.5	4.2	95	*236	3.0	5.3	112				
METROPOLITAN HOME	1504	*169	1.1	11.2	122	*124	1.7	8.2	185	**45	0.6	3.0	63				
MONEY	4723	539	3.5	11.4	124	*216	2.9	4.6	103	322	4.0	6.8	143				
MOTHER EARTH NEWS	2325	309	2.0	13.3	144	**79	1.1	3.4	76	*230	2.9	9.9	207				
MS.	1189	*124	0.8	10.4	113	**37	0.5	3.1	70	**87	1.1	7.3	153				
NATIONAL ENQUIRER	18892	1977	12.8	10.5	113	918	12.3	4.9	109	1059	13.2	5.6	118				
NATIONAL GEOGRAPHIC	22129	2264	14.6	10.2	111	1136	15.2	5.1	115	1128	14.1	5.1	107				
NATIONAL SUNDAY MAGAZINE PKG	103750	10379	67.1	10.0	108	4886	65.4	4.7	106	5493	68.7	5.3	111				
NATURAL HISTORY	1379	**110	0.7	8.0	86	**67	0.9	4.9	109	**43	0.5	3.1	65				
NEW WOMAN	2289	*216	1.4	9.4	102	**104	1.4	4.5	102	**113	1.4	4.9	104				
NEW YORK INCLUDING CUE	1088	**88	0.6	8.1	88	**39	0.5	3.6	80	**49	0.6	4.5	94				
THE NEW YORKER	2459	229	1.5	9.3	101	*98	1.3	4.0	89	*132	1.7	5.4	113				
MENSWEK	16527	1561	10.1	9.4	102	768	10.3	4.6	104	794	9.9	4.8	101				
THE N.Y. TIMES DAILY EDITION	2739	249	1.6	9.1	99	*59	0.8	2.2	48	*190	2.4	6.9	145				
THE N.Y. TIMES MAGAZINE	4443	512	3.3	11.5	125	149	2.0	3.4	75	364	4.6	8.2	172				
OMNI	2799	326	2.1	11.6	126	*168	2.2	6.0	135	*158	2.0	5.6	118				
ON CABLE	2209	*247	1.6	11.2	121	**117	1.6	5.3	119	**130	1.6	5.9	123				
1001 HOME IDEAS	3959	428	2.8	10.8	117	*259	3.5	6.5	147	*169	2.1	4.3	90				
ORGANIC GARDENING	3111	488	3.2	15.7	170	*156	2.1	5.0	113	332	4.2	10.7	224				
OUTDOOR LIFE	5024	425	2.7	8.5	92	*184	2.5	3.7	82	*241	3.0	4.8	101				
PARADE MAGAZINE	51292	5398	34.9	10.5	114	2463	32.9	4.8	108	2935	36.7	5.7	120				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				LIGHT USERS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	15475	100.0	9.2	100	7476	100.0	4.5	100	7999	100.0	4.8	100				
PARENTS	5298	529	3.4	10.0	108	*277	3.7	5.2	117	*252	3.2	4.8	100				
PENTHOUSE	5129	570	3.7	11.1	120	*276	3.7	5.4	121	294	3.7	5.7	120				
PEOPLE	21070	2363	15.3	11.2	122	1163	15.6	5.5	124	1199	15.0	5.7	119				
PLAYBOY	10562	956	6.2	9.1	98	506	6.8	4.8	107	450	5.6	4.3	89				
POPULAR HOT RODDING	2498	*287	1.9	11.5	125	**122	1.6	4.9	110	**164	2.1	6.6	138				
POPULAR MECHANICS	5887	595	3.8	10.1	110	*313	4.2	5.3	119	282	3.5	4.8	100				
POPULAR SCIENCE	4317	536	3.5	12.4	135	*243	3.3	5.6	126	293	3.7	6.8	142				
PREVENTION	5792	508	3.3	8.8	95	249	3.3	4.3	96	259	3.2	4.5	94				
PSYCHOLOGY TODAY	3284	453	2.9	13.8	150	*195	2.6	5.9	133	*259	3.2	7.9	165				
READER'S DIGEST	40046	4074	26.3	10.2	110	2078	27.8	5.2	116	1996	25.0	5.0	105				
REDBOOK	9584	1015	6.6	10.6	115	610	8.2	6.4	143	405	5.1	4.2	89				
ROAD & TRACK	2590	383	2.5	14.8	160	**198	2.6	7.6	172	*185	2.3	7.1	150				
ROLLING STONE	3302	434	2.8	13.1	142	*250	3.3	7.6	170	*185	2.3	5.6	117				
RUNNER'S WORLD	1229	*86	0.6	7.0	76	*37	0.5	3.0	68	*49	0.6	4.0	84				
SATURDAY EVENING POST	2110	*187	1.2	8.9	96	*81	1.1	3.8	86	*106	1.3	5.0	105				
SCIENCE 84	1543	*216	1.4	14.0	152	**143	1.9	9.3	208	**72	0.9	4.7	98				
SCIENCE DIGEST	1747	*199	1.3	11.4	123	**122	1.6	7.0	157	**77	1.0	4.4	92				
SCIENTIFIC AMERICAN	1994	*262	1.7	13.1	142	*90	1.2	4.5	101	*173	2.2	8.7	182				
SELF	3119	383	2.5	12.3	133	*205	2.7	6.6	147	*178	2.2	5.7	120				
SEVENTEEN	3923	494	3.2	12.6	136	*238	3.2	6.1	136	*256	3.2	6.5	137				
SKI	1501	*153	1.0	10.2	110	**85	1.1	5.7	127	*68	0.9	4.5	95				
SMITHSONIAN	5976	626	4.0	10.5	114	335	4.5	5.6	126	291	3.6	4.9	102				
SOAP OPERA DIGEST	4228	427	2.8	10.1	109	*204	2.7	4.8	108	*224	2.8	5.3	111				
SOUTHERN LIVING	6488	739	4.8	11.4	123	455	6.1	7.0	157	284	3.6	4.4	92				
SPORT	3500	*321	2.1	9.2	99	*168	2.2	4.8	108	*153	1.9	4.4	92				
THE SPORTING NEWS	2456	*207	1.3	8.4	91	*67	0.9	2.7	61	*140	1.8	5.7	120				
SPORTS AFIELD	3648	270	1.7	7.4	80	*79	1.1	2.2	49	*192	2.4	5.3	110				
SPORTS ILLUSTRATED	14484	1542	10.0	10.6	115	786	10.5	5.4	122	757	9.5	5.2	110				
STAR	12661	1447	9.4	11.4	124	686	9.2	5.4	122	761	9.5	6.0	126				
SUNDAY	52799	5274	34.1	10.0	108	2452	32.8	4.6	104	2822	35.3	5.3	112				
SUNSET	3513	300	1.9	8.5	93	*133	1.8	3.8	85	*167	2.1	4.8	100				
TV GUIDE	42766	4314	27.9	10.1	109	2049	27.4	4.8	107	2265	28.3	5.3	111				
TENNIS	1254	*191	1.2	15.2	165	*59	0.8	4.7	106	*133	1.7	10.6	222				
TIME	22054	2318	15.0	10.5	114	1114	14.9	5.1	113	1204	15.1	5.5	114				
TOWN & COUNTRY	1555	*168	1.1	10.8	117	*48	0.6	3.1	69	*120	1.5	7.7	162				
TRAVEL & LEISURE	2173	*183	1.2	8.4	91	*70	0.9	3.2	72	*113	1.4	5.2	109				
TRUE STORY	4636	486	3.1	10.5	114	*226	3.0	4.9	109	*260	3.3	5.6	118				
U.S. NEWS & WORLD REPORT	10353	986	6.4	9.5	103	458	6.1	4.4	99	529	6.6	5.1	107				
USA TODAY	4994	457	3.0	9.2	99	271	3.6	5.4	122	*186	2.3	3.7	78				
US	3528	404	2.6	11.5	124	*176	2.4	5.0	112	*227	2.8	6.4	135				
VOGUE	5424	673	4.3	12.4	134	353	4.7	6.5	146	*320	4.0	5.9	124				
HALL STREET JOURNAL	6292	691	4.5	11.0	119	265	3.5	4.2	94	426	5.3	6.8	142				
HEIGHT WATCHERS	2762	356	2.3	12.9	140	*160	2.1	5.8	130	*196	2.5	7.1	149				
WOMAN'S DAY	16320	1879	12.1	11.5	125	818	10.9	5.0	112	1061	13.3	6.5	136				
WORKING MOTHER	1496	*174	1.1	11.6	126	*126	1.7	8.4	189	*48	0.6	3.2	67				
WORKING WOMAN	1851	*214	1.4	11.6	125	*121	1.6	6.5	147	*94	1.2	5.1	106				
WORLD TENNIS	580	*93	0.6	16.0	174	*34	0.5	5.9	132	*59	0.7	10.2	213				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1311	8.5	10.6	114	559	7.5	4.5	101	751	9.4	6.1	127				
BLAIR INSERTS	91671	9126	59.0	10.0	108	4320	57.8	4.7	106	4806	60.1	5.2	110				
DAILY NEWSPAPERS																	
READ ANY	109190	10544	68.1	9.7	105	5084	68.0	4.7	104	5460	68.3	5.0	105				
READ ONE	89587	8644	55.9	9.6	105	4306	57.6	4.8	108	4337	54.2	4.8	102				
READ TWO OR MORE	19602	1900	12.3	9.7	105	778	10.4	4.0	89	1122	14.0	5.7	120				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	10720	69.3	9.8	106	5046	67.5	4.6	103	5674	70.9	5.2	108				
READ ONE	95074	9125	59.0	9.6	104	4490	60.1	4.7	106	4635	57.9	4.9	102				
READ TWO OR MORE	14588	1595	10.3	10.9	119	556	7.4	3.8	86	1039	13.0	7.1	149				
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	30.50				32.72				28.43							
30 DAY REACH	149706	14004	90.5	9.4	101	6767	90.5	4.5	101	7237	90.5	4.8	101				
50 SHMG - 30 DAY AV FREQ	15.16	16.18				17.36				15.07							
30 DAY REACH	142406	13226	85.5	9.3	101	6396	85.6	4.5	101	6831	85.4	4.8	101				
25 SHMG - 30 DAY AV FREQ	8.23	8.81				9.65				8.06							
30 DAY REACH	131152	12127	78.4	9.2	100	5755	77.0	4.4	98	6372	79.7	4.9	102				
CABLE TV: HOME WIRED	66879	6772	43.8	10.1	110	3059	40.9	4.6	103	3712	46.4	5.6	116				
HOME NOT WIRED	100848	8703	56.2	8.6	94	4417	59.1	4.4	98	4286	53.6	4.2	89				
HAVE PAY CABLE	35024	4130	26.7	11.8	128	1884	25.2	5.4	121	2247	28.1	6.4	135				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				LIGHT USERS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	15475	100.0	9.2	100	7476	100.0	4.5	100	7999	100.0	4.8	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	9479	61.3	9.9	107	4487	60.0	4.7	105	4992	62.4	5.2	109				
10:00 AM - 3:00 PM	63599	5943	38.4	9.3	101	2779	37.2	4.4	98	3164	39.6	5.0	104				
3:00 PM - 7:00 PM	72097	7357	47.5	10.2	111	3606	48.2	5.0	112	3751	46.9	5.2	109				
7:00 PM - MIDNIGHT	36670	3576	23.1	9.8	106	1847	24.7	5.0	113	1729	21.6	4.7	99				
MIDNIGHT - 6:00 AM	21908	2163	14.0	9.9	107	1037	13.9	4.7	106	1125	14.1	5.1	108				
6:00 AM - MIDNIGHT	127571	12347	79.8	9.7	105	5932	79.3	4.6	104	6415	80.2	5.0	105				
ENTIRE DAY	129239	12490	80.7	9.7	105	6004	80.3	4.6	104	6486	81.1	5.0	105				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3529	22.8	10.4	112	1648	22.0	4.8	109	1881	23.5	5.5	116				
ALL NEWS	6062	689	4.5	11.4	123	315	4.2	5.2	117	374	4.7	6.2	129				
AOR/PROGRESSIVE	11884	1508	9.7	12.7	138	654	8.7	5.5	123	854	10.7	7.2	151				
BEAUTIFUL MUSIC	11180	1054	6.8	9.4	102	526	7.0	4.7	106	528	6.6	4.7	99				
BLACK	4538	333	2.2	7.3	80	**161	2.2	3.5	80	*172	2.2	3.8	79				
CLASSICAL	3857	390	2.5	10.1	110	*166	2.2	4.3	97	*223	2.8	5.8	121				
CHR/ROCK	21946	2180	14.1	9.9	108	1087	14.5	5.0	111	1093	13.7	5.0	104				
COUNTRY	27262	2605	16.8	9.6	104	1281	17.1	4.7	105	1324	16.6	4.9	102				
GOLDEN OLDIES	3339	204	1.3	6.1	66	**81	1.1	2.4	54	*123	1.5	3.7	77				
MOR/NOSTALGIA	10346	1058	6.8	10.2	111	555	7.4	5.4	120	503	6.3	4.9	102				
NEWS/TALK	8929	726	4.7	8.1	88	294	3.9	3.3	74	432	5.4	4.8	101				
RELIGIOUS	5488	548	3.5	10.0	108	*310	4.1	5.6	127	*239	3.0	4.4	91				
SOFT ROCK	1232	**129	0.8	10.5	113	**83	1.1	6.7	151	**46	0.6	3.7	78				
URBAN CONTEMPORARY	3184	258	1.7	8.1	88	*125	1.7	3.9	88	*134	1.7	4.2	88				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	629	4.1	9.1	99	*308	4.1	4.5	100	*321	4.0	4.6	97				
ABC DIRECTION	5212	574	3.7	11.0	119	*241	3.2	4.6	104	333	4.2	6.4	134				
ABC ENTERTAINMENT	10385	1234	8.0	11.9	129	639	8.5	6.2	138	595	7.4	5.7	120				
ABC FM	4762	412	2.7	8.7	94	*272	3.6	5.7	128	*140	1.8	2.9	62				
ABC INFORMATION	11339	1191	7.7	10.5	114	630	8.4	5.6	125	561	7.0	4.9	104				
ABC ROCK	4878	501	3.2	10.3	111	*264	3.5	5.4	121	*237	3.0	4.9	102				
CBS	10709	1098	7.1	10.3	111	518	6.9	4.8	109	580	7.3	5.4	114				
MUTUAL	10251	759	4.9	7.4	80	312	4.2	3.0	68	447	5.6	4.4	91				
NBC	12243	1125	7.3	9.2	100	565	7.6	4.6	104	559	7.0	4.6	96				
RADIORADIO	4606	542	3.5	11.8	128	*241	3.2	5.2	117	301	3.8	6.5	137				
RKO ONE	5148	446	2.9	8.7	94	277	3.7	5.4	121	*168	2.1	3.3	68				
RKO TWO	7313	605	3.9	8.3	90	354	4.7	4.8	109	251	3.1	3.4	72				
THE SOURCE	5981	680	4.4	11.4	123	*262	3.5	4.4	98	418	5.2	7.0	147				
NON-WIRED : BLAIR	19329	1816	11.7	9.4	102	926	12.4	4.8	107	890	11.1	4.6	97				
INTERNET	27139	2899	18.7	10.7	116	1470	19.7	5.4	122	1429	17.9	5.3	110				
KATZ RADIO GROUP	36319	3684	23.8	10.1	110	1777	23.8	4.9	110	1907	23.8	5.3	110				
SUPERNET	22361	2228	14.4	10.0	108	1024	13.7	4.6	103	1204	15.1	5.4	113				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1380	8.9	9.5	103	749	10.0	5.2	116	631	7.9	4.3	91				
MKDAY 9:00 AM - 1:00 PM	18688	1616	10.4	8.6	94	856	11.4	4.6	103	760	9.5	4.1	85				
MKDAY 1:00 PM - 4:30 PM	24061	2124	13.7	8.8	96	1130	15.1	4.7	105	993	12.4	4.1	87				
MKDAY 4:30 PM - 7:30 PM	44079	4056	26.2	9.2	100	2000	26.8	4.5	102	2056	25.7	4.7	98				
MKDAY 7:30 PM - 8:00 PM	61979	5435	35.1	8.8	95	2736	36.6	4.4	99	2699	33.7	4.4	91				
MKDAY 11:00 PM - 11:30 PM	49084	4693	30.3	9.6	104	2503	33.5	5.1	114	2190	27.4	4.5	94				
MKDAY 11:30 PM - 1:00 AM	16560	1496	9.7	9.0	98	793	10.6	4.8	107	704	8.8	4.3	89				
M-SAT 8-11 PM+SUN 7-11 PM	66967	6369	41.2	9.5	103	3222	43.1	4.8	108	3147	39.3	4.7	99				
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	758	4.9	8.2	89	400	5.4	4.3	97	358	4.5	3.9	81				
ANOTHER WORLD	N 6138	660	4.3	10.8	117	412	5.5	6.7	151	248	3.1	4.0	85				
AS THE WORLD TURNS	C 7707	636	4.1	8.3	89	315	4.2	4.1	92	321	4.0	4.2	87				
CAPITOL	C 4688	464	3.0	9.9	107	*224	3.0	4.8	107	240	3.0	5.1	107				
CBS MORN. NEWS 1	C 2792	218	1.4	7.8	85	*114	1.5	4.1	92	*104	1.3	3.7	78				
CBS MORN. NEWS 2	C 2071	134	0.9	6.5	70	*82	1.1	4.0	89	*52	0.7	2.5	53				
DAYS OF OUR LIVES	N 8018	884	5.7	11.0	119	512	6.8	6.4	143	372	4.7	4.6	97				
FACTS OF LIFE - DAYTIME	N 3487	307	2.0	8.8	95	*140	1.9	4.0	90	167	2.1	4.8	100				
FAMILY FEUD	A 4817	412	2.7	8.6	93	199	2.7	4.1	93	213	2.7	4.4	93				
GENERAL HOSPITAL	A 8333	682	4.4	8.2	89	310	4.1	3.7	83	373	4.7	4.5	94				
GOOD MORNING, AMERICA-730	A 5472	476	3.1	8.7	94	261	3.5	4.8	107	215	2.7	3.9	82				
GOOD MORNING, AMERICA-830	A 3965	297	1.9	7.5	81	154	2.1	3.9	87	144	1.8	3.6	76				
GUIDING LIGHT	C 7542	702	4.5	9.3	101	384	5.1	5.1	114	318	4.0	4.2	88				
ONE LIFE TO LIVE	A 6018	550	3.6	9.1	99	279	3.7	4.6	104	270	3.4	4.5	94				
PRESS YOUR LUCK	C 3589	265	1.7	7.4	80	*159	2.1	4.4	99	105	1.3	2.9	61				
PRICE IS RIGHT 1	C 7418	621	4.0	8.4	91	324	4.3	4.4	98	298	3.7	4.0	84				
PRICE IS RIGHT 2	C 8276	707	4.6	8.5	93	398	5.3	4.8	108	309	3.9	3.7	78				
RYAN'S HOPE	A 4358	365	2.4	8.4	91	241	3.2	5.5	124	124	1.6	2.8	60				
SALE OF THE CENTURY	N 3749	263	1.7	7.0	76	*127	1.7	3.4	76	137	1.7	3.7	77				
SEARCH FOR TOMORROW	N 2884	357	2.3	12.4	134	*203	2.7	7.0	158	*154	1.9	5.3	112				
TODAY SHOW 1	N 4869	412	2.7	8.5	92	209	2.8	4.3	96	203	2.5	4.2	87				
TODAY SHOW 2	N 4135	358	2.3	8.7	94	193	2.6	4.7	105	165	2.1	4.0	84				
\$25,000 PYRAMID	C 4361	336	2.2	7.7	84	202	2.7	4.6	104	134	1.7	3.1	64				
WHEEL OF FORTUNE	N 6187	532	3.4	8.6	93	284	3.8	4.6	103	248	3.1	4.0	84				
YOUNG AND THE RESTLESS	C 8186	809	5.2	9.9	107	433	5.8	5.3	119	375	4.7	4.6	96				
WEEKEND DAYTIME NTKM PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	495	3.2	10.5	113	229	3.1	4.8	109	266	3.3	5.6	118				
NBA PLAYOFF GAME -1 C	5127	438	2.8	8.5	93	161	2.2	3.1	70	277	3.5	5.4	113				
NBC MAJOR LEAGUE PRE-GAME N	3945	331	2.1	8.4	91	*183	2.4	4.6	104	*147	1.8	3.7	78				
SPORTSWORLD - SUN N	3370	319	2.1	9.5	103	*189	2.5	5.6	126	*130	1.6	3.9	81				
SUNDAY MORNING C	4200	274	1.8	6.5	71	*122	1.6	2.9	65	*152	1.9	3.6	76				

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	15475	100.0	9.2	100	7476	100.0	4.5	100	7999	100.0	4.8	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	4538	29.3	8.7	94	2247	30.1	4.3	96	2291	28.6	4.4	92				
NETWORK AFFILIATES - LATE	39164	3812	24.6	9.7	105	2038	27.3	5.2	117	1774	22.2	4.5	95				
INDEPENDENTS - LATE	5133	457	3.0	8.9	96	227	3.0	4.4	99	230	2.9	4.5	94				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	2340	15.1	10.3	111	1213	16.2	5.3	119	1126	14.1	4.9	103				
ABC MONDAY NIGHT MOVIE	A 11258	1113	7.2	9.9	107	537	7.2	4.8	107	576	7.2	5.1	107				
ABC SUNDAY NIGHT MOVIE	A 23600	2185	14.1	9.3	100	1052	14.1	4.5	100	1133	14.2	4.8	101				
ABC WORLD NEWS TONIGHT	A 12801	1093	7.1	8.5	93	437	5.8	3.4	77	656	8.2	5.1	107				
AFTERMASH	C 10966	1071	6.9	9.8	106	585	7.8	5.3	120	486	6.1	4.4	93				
ALICE	C 17050	1754	11.3	10.3	112	928	12.4	5.4	122	826	10.3	4.8	102				
AMERICAN PARADE	C 11998	958	6.2	8.0	87	479	6.4	4.0	90	479	6.0	4.0	84				
BENSON	A 19258	1540	10.0	8.0	87	717	9.6	3.7	84	824	10.3	4.3	90				
BLUE THUNDER	A 11478	1091	7.1	9.5	103	489	6.5	4.3	96	601	7.5	5.2	110				
CAGNEY & LACEY	C 18263	1764	11.4	9.7	105	818	10.9	4.5	100	946	11.8	5.2	109				
CBS EVENING NEWS-DEAN	C 7733	642	4.1	8.3	90	287	3.8	3.7	83	355	4.4	4.6	96				
CBS EVENING NEWS-RATHER	C 15653	1420	9.2	9.1	98	702	9.4	4.5	101	718	9.0	4.6	96				
CBS SAT. NEWS-SCHIEFFER	C 8744	675	4.4	7.7	84	309	4.1	3.5	79	367	4.6	4.2	88				
CBS SATURDAY NIGHT MOVIE	C 12000	1080	7.0	9.0	98	557	7.5	4.6	104	523	6.5	4.4	91				
CBS WEDNESDAY NIGHT MOVIE	C 11522	979	6.3	8.5	92	509	6.8	4.4	99	470	5.9	4.1	86				
CHEERS	N 16818	1622	10.5	9.6	105	733	9.8	4.4	98	889	11.1	5.3	111				
DALLAS	C 37510	3483	22.5	9.3	101	1975	26.4	5.3	118	1509	18.9	4.0	84				
DIFF'RENT STROKES	N 11258	1171	7.6	10.4	113	669	8.9	5.9	133	502	6.3	4.5	93				
DOUBLE TROUBLE	N 12248	1191	7.7	9.7	105	595	8.0	4.9	109	596	7.5	4.9	102				
DUCK FACTORY	N 11100	1054	6.8	9.5	103	426	5.7	3.8	86	628	7.9	5.7	119				
DUKES OF HAZZARD	C 12353	1057	6.8	8.6	93	699	9.3	5.7	127	358	4.5	2.9	61				
DYNASTY	A 33279	2956	19.1	8.9	96	1443	19.3	4.3	97	1512	18.9	4.5	95				
FACTS OF LIFE	N 13410	1306	8.4	9.7	106	618	8.3	4.6	103	689	8.6	5.1	108				
FALCON CREST	C 31093	2966	19.2	9.5	103	1550	20.7	5.0	112	1416	17.7	4.6	95				
FALL GUY	A 18649	1619	10.5	8.7	94	799	10.7	4.3	96	820	10.3	4.4	92				
FAMILY TIES	N 13101	1287	8.3	9.8	106	575	7.7	4.4	98	712	8.9	5.4	114				
FANTASY ISLAND	A 13069	1105	7.1	8.5	92	591	7.9	4.5	101	514	6.4	3.9	82				
FOULUPS, BLEEPs & BLUNDERS	A 16588	1652	10.7	10.0	108	776	10.4	4.7	105	877	11.0	5.3	111				
FOUR SEASONS	C 9302	880	5.7	9.5	103	426	5.7	4.6	103	454	5.7	4.9	102				
GIMME A BREAK	N 13955	1210	7.8	8.7	94	597	8.0	4.3	96	613	7.7	4.4	92				
HART TO HART	A 15735	1324	8.6	8.4	91	637	8.5	4.0	91	687	8.6	4.4	92				
HILL STREET BLUES	N 18257	1965	12.7	10.8	117	1051	14.1	5.8	129	914	11.4	5.0	105				
HOTEL	A 24236	2157	13.9	8.9	96	1138	15.2	4.7	105	1019	12.7	4.2	88				
JEFFERSONS	C 17010	1649	10.7	9.7	105	777	10.4	4.6	102	872	10.9	5.1	107				
JENNIFER SLEPT HERE	N 9397	933	6.0	9.9	108	539	7.2	5.7	129	395	4.9	4.2	88				
KATE & ALLIE	C 16762	1713	11.1	10.2	111	892	11.9	5.3	119	821	10.3	4.9	103				
KNIGHT RIDER	N 13164	1350	8.7	10.3	111	715	9.6	5.4	122	634	7.9	4.8	101				
LOVE BOAT	A 20400	1797	11.6	8.8	95	950	12.7	4.7	104	847	10.6	4.2	87				
MAGNUM PI	C 22543	2095	13.5	9.3	101	1122	15.0	5.0	112	973	12.2	4.3	91				
MAMA'S FAMILY	N 9852	987	6.4	10.0	109	568	7.6	5.8	129	418	5.2	4.2	89				
MASTER, THE	N 8082	948	6.1	11.7	127	490	6.6	6.1	136	457	5.7	5.7	119				
MATT HOUSTON	A 12881	1405	9.1	10.9	118	761	10.2	5.9	133	644	8.1	5.0	105				
NBC MONDAY NIGHT MOVIE	N 23889	2230	14.4	9.3	101	1136	15.2	4.8	107	1094	13.7	4.6	96				
NBC NIGHTLY NEWS	N 11156	1014	6.6	9.1	99	471	6.3	4.2	95	543	6.8	4.9	102				
NBC NIGHTLY NEWS-SAT	N 7363	648	4.2	8.8	95	295	3.9	4.0	90	353	4.4	4.8	101				
NBC NIGHTLY NEWS-SUN	N 6214	603	3.9	9.7	105	285	3.8	4.6	103	318	4.0	5.1	107				
NBC SUNDAY NIGHT MOVIE	N 17590	1823	11.8	10.4	112	939	12.6	5.3	120	884	11.1	5.0	105				
NEWHART	C 16740	1642	10.6	9.8	106	754	10.1	4.5	101	888	11.1	5.3	111				
ONE DAY AT A TIME	C 11820	1064	6.9	9.0	98	502	6.7	4.2	95	563	7.0	4.8	100				
PEOPLE ARE FUNNY	N 9138	930	6.0	10.2	110	486	6.5	5.3	119	445	5.6	4.9	102				
REAL PEOPLE	N 15979	1483	9.6	9.3	101	727	9.7	4.5	102	756	9.5	4.7	99				
REMINGTON STEELE	N 14395	1498	9.7	10.4	113	809	10.8	5.6	126	689	8.6	4.8	100				
RIPLY'S BELIEVE IT - NOT	A 11362	1353	8.7	11.9	129	609	8.1	5.4	120	744	9.3	6.5	137				
RIPTIDE	N 13920	1424	9.2	10.2	111	741	9.9	5.3	119	683	8.5	4.9	103				
SCARECROW & MRS. KING	C 17571	1611	10.4	9.2	99	775	10.4	4.4	99	837	10.5	4.8	100				
SIMON & SIMON	C 20208	1769	11.4	8.8	95	1012	13.5	5.0	112	757	9.5	3.7	79				
60 MINUTES	C 27668	2446	15.8	8.8	96	1265	16.9	4.6	103	1180	14.8	4.3	89				
ST. ELSEWHERE	N 13699	1394	9.0	10.2	110	708	9.5	5.2	116	687	8.6	5.0	105				
THREE'S COMPANY	A 20632	1924	12.4	9.3	101	1019	13.6	4.9	111	905	11.3	4.4	92				
T.J. HOOKER	A 17136	1566	10.1	9.1	99	709	9.5	4.1	93	857	10.7	5.0	105				
TONIGHT SHOW	N 4963	505	3.3	10.2	110	277	3.7	5.6	125	228	2.9	4.6	96				
TRAPPER JOHN, M.D.	C 16332	1559	10.1	9.5	103	810	10.8	5.0	111	749	9.4	4.6	96				
TV BLOOPERS & PRAC. JOKES	N 18881	1831	11.8	9.7	105	825	11.0	4.4	98	1005	12.6	5.3	112				
20/20	A 18315	1692	10.9	9.2	100	769	10.3	4.2	94	923	11.5	5.0	106				
WEBSTER	A 18722	1598	10.3	8.5	93	808	10.8	4.3	97	791	9.9	4.2	89				
WORLD NEWS - SUN	A 5327	540	3.5	10.1	110	*190	2.5	3.6	80	349	4.4	6.6	137				
YELLOW ROSE	N 8370	822	5.3	9.8	106	472	6.3	5.6	127	350	4.4	4.2	88				
TV VIEWING SPORTS EVENTS	</																

	TOTAL U.S. '000	PURINA TENDER VITTLES				ALL PURINA											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	8853	100.0	5.3	100	9210	100.0	5.5	100								
MALES	79263	3838	43.4	4.8	92	4076	44.3	5.1	94								
FEMALES	88464	5015	56.6	5.7	107	5135	55.8	5.8	106								
18 - 24	28671	1499	16.9	5.2	99	1557	16.9	5.4	99								
25 - 34	39536	1975	22.3	5.0	95	2039	22.1	5.2	94								
35 - 44	28978	1790	20.2	6.2	117	1866	20.3	6.4	117								
45 - 54	22345	1832	20.7	8.2	155	1883	20.4	8.4	153								
55 - 64	22224	1014	11.5	4.6	86	1063	11.5	4.8	87								
65 OR OLDER	25973	743	8.4	2.9	54	803	8.7	3.1	56								
18 - 34	68207	3475	39.3	5.1	97	3596	39.0	5.3	96								
18 - 49	108058	6165	69.6	5.7	108	6399	69.5	5.9	108								
25 - 54	90859	5597	63.2	6.2	117	5788	62.8	6.4	116								
35 - 49	39851	2690	30.4	6.8	128	2803	30.4	7.0	128								
50 OR OLDER	59669	2688	30.4	4.5	85	2811	30.5	4.7	86								
GRADUATED COLLEGE	28091	1392	15.7	5.0	94	1460	15.9	5.2	95								
ATTENDED COLLEGE	28938	1881	21.2	6.5	123	1881	20.4	6.5	118								
GRADUATED HIGH SCHOOL	65503	3765	42.5	5.7	109	3901	42.4	6.0	108								
DID NOT GRADUATE HIGH SCHOOL	45195	1815	20.5	4.0	76	1969	21.4	4.4	79								
EMPLOYED MALES	56429	3024	34.2	5.4	102	3130	34.0	5.5	101								
EMPLOYED FEMALES	43971	2750	31.1	6.3	118	2823	30.7	6.4	117								
EMPLOYED FULL-TIME	87773	5130	57.9	5.8	111	5309	57.6	6.0	110								
EMPLOYED PART-TIME	12627	644	7.3	5.1	97	644	7.0	5.1	93								
NOT EMPLOYED	67327	3079	34.8	4.6	87	3257	35.4	4.8	88								
PROFESSIONAL/MANAGER	25845	1674	18.9	6.5	123	1738	18.9	6.7	122								
TECH/CLERICAL/SALES	30895	1798	20.3	5.8	110	1833	19.9	5.9	108								
PRECISION/CRAFT	12629	668	7.5	5.3	100	696	7.6	5.5	100								
OTHER EMPLOYED	31031	1634	18.5	5.3	100	1687	18.3	5.4	99								
SINGLE	35557	2035	23.0	5.7	108	2165	23.5	6.1	111								
MARRIED	103585	5512	62.3	5.3	101	5675	61.6	5.5	100								
DIVORCED/SEPARATED/WIDOWED	28585	1306	14.8	4.6	87	1371	14.9	4.8	87								
PARENTS	59295	3348	37.8	5.6	107	3405	37.0	5.7	105								
WHITE	146081	8318	94.0	5.7	108	8541	92.7	5.8	106								
BLACK	17974	*453	5.1	2.5	48	567	6.2	3.2	57								
OTHER	3672	**81	0.9	2.2	42	**102	1.1	2.8	51								
NORTHEAST-CENSUS	37005	2245	25.4	6.1	115	2395	26.0	6.5	118								
NORTH CENTRAL	42642	2079	23.5	4.9	92	2135	23.2	5.0	91								
SOUTH	56777	3193	36.1	5.6	107	3322	36.1	5.9	107								
WEST	31303	1336	15.1	4.3	81	1359	14.8	4.3	79								
NORTHEAST-MKTG.	38125	2288	25.8	6.0	114	2457	26.7	6.4	117								
EAST CENTRAL	24794	1409	15.9	5.7	108	1442	15.7	5.8	106								
WEST CENTRAL	28511	1335	15.1	4.7	89	1367	14.8	4.8	87								
SOUTH	48953	2761	31.2	5.6	107	2860	31.1	5.8	106								
PACIFIC	27344	1061	12.0	3.9	74	1083	11.8	4.0	72								
COUNTY SIZE A	69301	3254	36.8	4.7	89	3400	36.9	4.9	89								
COUNTY SIZE B	50633	3419	38.6	6.8	128	3545	38.5	7.0	128								
COUNTY SIZE C	26259	1345	15.2	5.1	97	1409	15.3	5.4	98								
COUNTY SIZE D	21534	835	9.4	3.9	73	856	9.3	4.0	72								
METRO CENTRAL CITY	50014	2498	28.2	5.0	95	2672	29.0	5.3	97								
METRO SUBURBAN	76832	4224	47.7	5.5	104	4342	47.1	5.7	103								
NON METRO	40881	2131	24.1	5.2	99	2197	23.9	5.4	98								
TOP 5 ADI'S	39550	1797	20.3	4.5	86	1900	20.6	4.8	87								
TOP 10 ADI'S	54877	2568	29.0	4.7	89	2711	29.4	4.9	90								
TOP 20 ADI'S	77516	3884	43.9	5.0	95	4055	44.0	5.2	95								
HSGLD INC. \$50,000 OR MORE	17257	1444	16.3	8.4	159	1472	16.0	8.5	155								
\$40,000 OR MORE	33235	2722	30.7	8.2	155	2800	30.4	8.4	153								
\$30,000 OR MORE	59693	4088	46.2	6.8	130	4211	45.7	7.1	128								
\$25,000 OR MORE	76275	5054	57.1	6.6	126	5193	56.4	6.8	124								
\$20,000 - \$24,999	18607	908	10.3	4.9	92	961	10.4	5.2	94								
\$15,000 - \$19,999	17175	784	8.9	4.6	86	834	9.1	4.9	88								
\$10,000 - \$14,999	24569	1068	12.1	4.3	82	1144	12.4	4.7	85								
UNDER \$10,000	31101	1039	11.7	3.3	63	1078	11.7	3.5	63								
HOUSEHOLD OF 1 PERSON	19441	765	8.6	3.9	75	843	9.2	4.3	79								
2 PEOPLE	51803	2252	25.4	4.3	82	2359	25.6	4.6	83								
3 OR 4 PEOPLE	66933	3859	43.6	5.8	109	3974	43.1	5.9	108								
5 OR MORE PEOPLE	29550	1977	22.3	6.7	127	2034	22.1	6.9	125								
NO CHILD IN HSHLD	96587	4554	51.4	4.7	89	4806	52.2	5.0	91								
CHILD(REN) UNDER 2 YRS	10844	*431	4.9	4.0	75	*431	4.7	4.0	72								
2 - 5 YEARS	26358	1023	11.6	3.9	74	1025	11.1	3.9	71								
6 - 11 YEARS	30453	1828	20.6	6.0	114	1913	20.8	6.3	114								
12 - 17 YEARS	36575	2820	31.9	7.7	146	2907	31.6	7.9	145								
RESIDENCE OWNED	117770	7101	80.2	6.0	114	7330	79.6	6.2	113								
VALUE: \$50,000 OR MORE	70166	4399	49.7	6.3	119	4518	49.1	6.4	117								
VALUE: UNDER \$50,000	47604	2702	30.5	5.7	108	2812	30.5	5.9	108								

		TOTAL U.S. '000	PURINA A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	8353	100.0	5.3	100	9210	100.0	5.5	100								
MAGAZINES	QUINTILE 1	34022	2332	26.3	6.9	130	2368	25.7	7.0	127								
	QUINTILE 2	34800	2098	23.7	6.0	114	2179	23.7	6.3	114								
	QUINTILE 3	30514	1482	16.7	4.9	92	1522	16.5	5.0	91								
	QUINTILE 4	33324	1740	19.7	5.2	99	1834	19.9	5.5	100								
	QUINTILE 5	35066	1201	13.6	3.4	65	1307	14.2	3.7	68								
NEWSPAPERS	QUINTILE 1	29107	1714	19.4	5.9	112	1776	19.3	6.1	111								
	QUINTILE 2	49095	2859	32.3	5.8	110	2916	31.7	5.9	108								
	QUINTILE 3	23107	1271	14.4	5.5	104	1304	14.2	5.6	103								
	QUINTILE 4	33556	1606	18.1	4.8	91	1739	18.9	5.2	94								
	QUINTILE 5	32863	1403	15.8	4.3	81	1475	16.0	4.5	82								
OUTDOOR	QUINTILE 1	33431	2113	23.9	6.3	120	2173	23.6	6.5	118								
	QUINTILE 2	33478	1644	18.6	4.9	93	1709	18.6	5.1	93								
	QUINTILE 3	33574	1807	20.4	5.4	102	1861	20.2	5.5	101								
	QUINTILE 4	33935	1625	18.4	4.8	91	1694	18.4	5.0	91								
	QUINTILE 5	33310	1664	18.8	5.0	95	1773	19.3	5.3	97								
RADIO-DRIVE TIME	QUINTILE 1	33136	2085	23.6	6.3	119	2144	23.3	6.5	118								
	QUINTILE 2	31658	1671	18.9	5.3	100	1766	19.2	5.6	102								
	QUINTILE 3	32541	1840	20.8	5.7	107	1912	20.8	5.9	107								
	QUINTILE 4	34247	1840	20.8	5.4	102	1933	21.0	5.6	103								
	QUINTILE 5	36144	1418	16.0	3.9	74	1456	15.8	4.0	73								
RADIO-MID- DAY	TERCILE 1	45037	2508	28.3	5.6	106	2611	28.3	5.8	106								
	TERCILE 2	44819	2146	24.2	4.8	91	2227	24.2	5.0	90								
	TERCILE 3	77872	4199	47.4	5.4	102	4373	47.5	5.6	102								
RADIO-TOTAL	QUINTILE 1	33763	2132	24.1	6.3	120	2218	24.1	6.6	120								
	QUINTILE 2	33240	1689	19.1	5.1	96	1775	19.3	5.3	97								
	QUINTILE 3	33408	1762	19.9	5.3	100	1817	19.7	5.4	99								
	QUINTILE 4	34792	1980	22.4	5.7	108	2067	22.4	5.9	108								
	QUINTILE 5	32524	1290	14.6	4.0	75	1334	14.5	4.1	75								
TV-PRIME TIME	QUINTILE 1	33090	1997	22.6	6.0	114	2073	22.5	6.3	114								
	QUINTILE 2	33357	1685	19.0	5.1	96	1746	19.0	5.2	95								
	QUINTILE 3	33980	1762	19.9	5.2	98	1805	19.6	5.3	97								
	QUINTILE 4	33854	1870	21.1	5.5	105	2011	21.8	5.9	108								
	QUINTILE 5	33444	1539	17.4	4.6	87	1577	17.1	4.7	86								
TV-DAYTIME	TERCILE 1	49121	2421	27.3	4.9	93	2491	27.0	5.1	92								
	TERCILE 2	48523	2730	30.8	5.6	106	2806	30.5	5.7	105								
	TERCILE 3	69782	3702	41.8	5.3	101	3914	42.5	5.6	102								
TV-TOTAL	QUINTILE 1	33584	1701	19.2	5.1	96	1758	19.1	5.2	95								
	QUINTILE 2	33441	1793	20.3	5.4	102	1881	20.4	5.6	102								
	QUINTILE 3	33505	1779	20.1	5.3	101	1843	20.0	5.5	100								
	QUINTILE 4	33466	1989	22.5	5.9	113	2018	21.9	6.0	110								
	QUINTILE 5	33731	1591	18.0	4.7	89	1710	18.6	5.1	92								
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		44503	2835	32.0	6.4	121	2891	31.4	6.5	118								
		39363	2348	26.5	6.0	113	2432	26.4	6.2	113								
		46441	2448	27.7	5.3	100	2527	27.4	5.4	99								
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		33726	2338	26.4	6.9	131	2379	25.8	7.1	128								
		52846	2941	33.2	5.6	105	3051	33.1	5.8	105								
		52140	2340	26.4	4.5	85	2478	26.9	4.8	87								
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		37081	2332	26.3	6.3	119	2402	26.1	6.5	118								
		49747	2940	33.2	5.9	112	2998	32.6	6.0	110								
		49208	2378	26.9	4.8	92	2508	27.2	5.1	93								
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		33103	2135	24.1	6.4	122	2193	23.8	6.6	121								
		54575	3236	36.6	5.9	112	3329	36.1	6.1	111								
		53249	2236	25.3	4.2	80	2385	25.9	4.5	82								
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		36255	2276	25.7	6.3	119	2342	25.4	6.5	118								
		55591	3205	36.2	5.8	109	3283	35.6	5.9	108								
		48319	2343	26.5	4.8	92	2438	26.5	5.0	92								
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		37242	2244	25.3	6.0	114	2282	24.8	6.1	112								
		54423	3028	34.2	5.6	105	3130	34.0	5.8	105								
		46650	2414	27.3	5.2	98	2574	27.9	5.5	100								
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		35974	2129	24.0	5.9	112	2196	23.8	6.1	111								
		56095	3174	35.9	5.7	107	3239	35.2	5.8	105								
		47170	2144	24.2	4.5	86	2272	24.7	4.8	88								
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		33748	1822	20.6	5.4	102	1881	20.4	5.6	102								
		52785	2788	31.5	5.3	100	2888	31.4	5.5	100								
		52882	2927	33.1	5.5	105	3081	33.5	5.8	106								
OUTDOOR-TELEVISION: DUAL OUTDOOR IMPERATIVE TELEVISION IMPERATIVE		32030	1813	20.5	5.7	107	1886	20.5	5.9	107								
		54626	3028	34.2	5.5	105	3099	33.6	5.7	103								
		54874	2681	30.3	4.9	93	2784	30.2	5.1	92								
RADIO-TELEVISION: DUAL RADIO IMPERATIVE TELEVISION IMPERATIVE		33386	1831	20.7	5.5	104	1874	20.3	5.6	102								
		53810	3083	34.8	5.7	109	3238	35.2	6.0	110								
		54023	2536	28.6	4.7	89	2668	29.0	4.9	90								

	TOTAL U.S. '000	PURINA TENDER VITTLES				ALL PURINA											
		A '000	B %	C ACROSS	D INDX	A '000	B %	C ACROSS	D INDX	A '000	B %	C ACROSS	D INDX	A '000	B %	C ACROSS	D INDX
TOTAL ADULTS	167727	8853	100.0	5.3	100	9210	100.0	5.5	100								
ATLANTIC MONTHLY	867	**24	0.3	2.8	52	**24	0.3	2.8	50								
BARRON'S	1580	**33	0.4	2.1	40	**33	0.4	2.1	38								
BETTER HOMES & GARDENS	22203	1566	17.7	7.1	134	1581	17.2	7.1	130								
BON APPETIT	3810	*210	2.4	5.5	104	*214	2.3	5.6	102								
BUSINESS WEEK	4663	312	3.5	6.7	127	313	3.4	6.7	122								
CAR AND DRIVER	3102	*177	2.0	5.7	108	*177	1.9	5.7	104								
CBS MAGAZINE NETWORK (GROSS)	7311	604	6.8	8.3	157	604	6.6	8.3	150								
CHANGING TIMES	3400	*188	2.1	5.5	105	*188	2.0	5.5	101								
COLONIAL HOMES	1796	*201	2.3	11.2	212	*203	2.2	11.3	206								
CONDE NAST MAG. PKG. (GROSS)	19924	1424	16.1	7.1	135	1446	15.7	7.3	132								
CONSUMERS DIGEST	3125	*226	2.6	7.2	137	*230	2.5	7.4	134								
COSMOPOLITAN	10577	947	10.7	9.0	170	951	10.3	9.0	164								
COUNTRY LIVING	3746	*251	2.8	6.7	127	253	2.7	6.8	123								
CUISINE	2214	**111	1.3	5.0	95	**111	1.2	5.0	91								
CYCLE WORLD	2394	**155	1.8	6.5	123	**155	1.7	6.5	118								
DCI:CREATIVE IDEAS FOR LIV	3068	*276	3.1	9.0	170	*276	3.0	9.0	164								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	797	9.0	8.3	158	803	8.7	8.4	153								
DISCOVER	2277	*157	1.8	6.9	131	*157	1.7	6.9	126								
EBONY	7187	*183	2.1	2.5	48	*215	2.3	3.0	54								
ESQUIRE	2560	**79	0.9	3.1	58	**79	0.9	3.1	56								
ESSENCE	3242	**62	0.7	1.9	36	**70	0.8	2.2	39								
FAMILY CIRCLE	19639	1403	15.8	7.1	135	1421	15.4	7.2	132								
THE FAMILY HANDYMAN	3540	*207	2.3	5.8	111	*208	2.3	5.9	107								
FAMILY WEEKLY	23924	1348	15.2	5.6	107	1371	14.9	5.7	104								
FIELD & STREAM	9883	553	6.2	5.6	106	558	6.1	5.6	103								
FOOD & WINE	1030	**43	0.5	4.2	79	**47	0.5	4.6	83								
FORBES	2679	*113	1.3	4.2	80	*115	1.2	4.3	78								
FORTUNE	2931	*152	1.7	5.2	98	*152	1.7	5.2	94								
GENTLEMEN'S QUARTERLY	3481	*247	2.8	7.1	134	*290	3.1	8.3	152								
GLAMOUR	7163	589	6.7	8.2	156	589	6.4	8.2	150								
GOLF DIGEST	2355	**53	0.6	2.3	43	**53	0.6	2.3	41								
GOLF DIGEST/TENNIS (GROSS)	3610	*197	2.2	5.5	103	*201	2.2	5.6	101								
GOLF MAGAZINE	2046	**116	1.3	5.7	107	**116	1.3	5.7	103								
GOLF MAGAZINE/SKI (GROSS)	3547	*209	2.4	5.9	112	*209	2.3	5.9	107								
GOOD HOUSEKEEPING	20353	1317	14.9	6.5	123	1344	14.6	6.6	120								
HARPER'S BAZAAR	3362	*226	2.6	6.7	127	*226	2.5	6.7	122								
HEALTH	2987	*209	2.4	7.0	133	*209	2.3	7.0	127								
HEARST MAG CORP. BUY (GROSS)	67928	4630	52.3	6.8	129	4705	51.1	6.9	126								
HEARST MAN POWER (GROSS)	11282	631	7.1	5.6	106	645	7.0	5.7	104								
HEARST WOMAN POWER (GROSS)	40514	2824	31.9	7.0	132	2869	31.2	7.1	129								
HOUSE BEAUTIFUL	4885	345	3.9	7.1	134	347	3.8	7.1	129								
INC.	1308	**80	0.9	6.1	116	**80	0.9	6.1	111								
JET	6498	*166	1.9	2.6	48	*242	2.6	3.7	68								
LADIES' HOME JOURNAL	14797	1104	12.5	7.5	141	1109	12.0	7.5	136								
LHJ FAMILY GRP COMBO(GROSS)	21743	1564	17.7	7.2	136	1569	17.0	7.2	131								
LIFE	9881	688	7.8	7.0	132	688	7.5	7.0	127								
L.A. TIMES HOME MAGAZINE	2775	**125	1.4	4.5	85	*131	1.4	4.7	86								
MADemoiselle	4219	*285	3.2	6.8	128	*285	3.1	6.8	123								
MC CALL'S	16422	1372	15.5	8.4	158	1402	15.2	8.5	155								
MC CALL'S/WRK MOTHER (GROSS)	17919	1514	17.1	8.4	160	1543	16.8	8.6	157								
MECHANIX ILLUSTRATED	4433	*218	2.5	4.9	93	*219	2.4	4.9	90								
METROPOLITAN HOME	1504	*115	1.3	7.6	145	*115	1.2	7.6	139								
MONEY	4723	278	3.1	5.9	112	281	3.1	5.9	108								
MOTHER EARTH NEWS	2325	*229	2.6	9.8	187	*230	2.5	9.9	180								
MS.	1189	**60	0.7	5.0	96	**60	0.7	5.0	92								
NATIONAL ENQUIRER	18892	1091	12.3	5.8	109	1108	12.0	5.9	107								
NATIONAL GEOGRAPHIC	22129	1412	15.9	6.4	121	1426	15.5	6.4	117								
NATIONAL SUNDAY MAGAZINE PKG	103750	6051	68.3	5.8	110	6236	67.7	6.0	109								
NATURAL HISTORY	1379	**64	0.7	4.6	88	**64	0.7	4.6	85								
NEW WOMAN	2289	**106	1.2	4.6	88	**106	1.2	4.6	84								
NEW YORK INCLUDING CUE	1088	**61	0.7	5.6	106	**61	0.7	5.6	102								
THE NEW YORKER	2459	*148	1.7	6.0	114	*148	1.6	6.0	110								
NEWSWEEK	16527	963	10.9	5.8	110	993	10.8	6.0	109								
THE N.Y. TIMES DAILY EDITION	2739	*144	1.6	5.3	100	*152	1.7	5.5	101								
THE N.Y. TIMES MAGAZINE	4443	304	3.4	6.8	130	309	3.4	7.0	127								
OMNI	2799	*239	2.7	8.5	162	*239	2.6	8.5	156								
ON CABLE	2209	**161	1.8	7.3	138	**172	1.9	7.8	142								
1001 HOME IDEAS	3959	*251	2.8	6.3	120	*251	2.7	6.3	115								
ORGANIC GARDENING	3111	*274	3.1	8.8	167	*276	3.0	8.9	162								
OUTDOOR LIFE	5024	*210	2.4	4.2	79	*212	2.3	4.2	77								
PARADE MAGAZINE	51292	3174	35.9	6.2	117	3302	35.9	6.4	117								

	TOTAL U.S. '000	PURINA TENDER VITTLES				ALL PURINA											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	8853	100.0	5.3	100	9210	100.0	5.5	100								
PARENTS	5298	312	3.5	5.9	112	321	3.5	6.1	110								
PENTHOUSE	5129	*343	3.9	6.7	127	346	3.8	6.7	123								
PEOPLE	21070	1337	15.1	6.3	120	1376	14.9	6.5	119								
PLAYBOY	10562	601	6.8	5.7	108	607	6.6	5.7	105								
POPULAR HOT RODDING	2498	**159	1.8	6.4	121	**183	2.0	7.3	133								
POPULAR MECHANICS	5867	378	4.3	6.4	122	389	4.2	6.6	120								
POPULAR SCIENCE	4317	*328	3.7	7.6	144	*332	3.6	7.7	140								
PREVENTION	5792	311	3.5	5.4	102	319	3.5	5.5	100								
PSYCHOLOGY TODAY	3284	*297	3.4	9.0	171	*299	3.2	9.1	166								
READER'S DIGEST	40046	2412	27.2	6.0	114	2466	26.8	6.2	112								
REDBOOK	9584	560	6.3	5.8	111	574	6.2	6.0	109								
ROAD & TRACK	2590	*268	3.0	10.3	196	*268	2.9	10.3	188								
ROLLING STONE	3302	*278	3.1	8.4	160	*278	3.0	8.4	153								
RUNNER'S WORLD	1229	**70	0.8	5.7	108	**70	0.8	5.7	104								
SATURDAY EVENING POST	2110	**96	1.1	4.5	86	**96	1.0	4.5	83								
SCIENCE 84	1543	**143	1.6	9.3	176	**145	1.6	9.4	171								
SCIENCE DIGEST	1747	**90	1.0	5.2	98	**92	1.0	5.3	96								
SCIENTIFIC AMERICAN	1994	**133	1.5	6.7	126	**136	1.5	6.8	124								
SELF	3119	*191	2.2	6.1	116	*195	2.1	6.3	114								
SEVENTEEN	3923	*302	3.4	7.7	146	*302	3.3	7.7	140								
SKI	1501	**93	1.1	6.2	117	**93	1.0	6.2	113								
SMITHSONIAN	5976	395	4.5	6.6	125	399	4.3	6.7	122								
SOAP OPERA DIGEST	4228	*276	3.1	6.5	124	*276	3.0	6.5	119								
SOUTHERN LIVING	6488	521	5.9	8.0	152	528	5.7	8.1	148								
SPORT	3500	*196	2.2	5.6	106	*220	2.4	6.3	114								
THE SPORTING NEWS	2456	**165	1.9	6.7	127	**169	1.8	6.9	125								
SPORTS AFIELD	3648	*163	1.8	4.5	85	*164	1.8	4.5	82								
SPORTS ILLUSTRATED	14484	880	9.9	6.1	115	911	9.9	6.3	115								
STAR	12661	789	8.9	6.2	118	802	8.7	6.3	115								
SUNDAY	52799	3058	34.5	5.8	110	3190	34.6	6.0	110								
SUNSET	3513	*146	1.6	4.2	79	*146	1.6	4.2	76								
TV GUIDE	42766	2347	26.5	5.5	104	2420	26.3	5.7	103								
TENNIS	1254	**144	1.6	11.5	218	**148	1.6	11.8	215								
TIME	22054	1431	16.2	6.5	123	1487	16.1	6.7	123								
TOWN & COUNTRY	1555	**115	1.3	7.4	140	**119	1.3	7.7	139								
TRAVEL & LEISURE	2173	*123	1.4	5.7	107	*123	1.3	5.7	103								
TRUE STORY	4636	*318	3.6	6.9	130	*318	3.5	6.9	125								
U.S. NEWS & WORLD REPORT	10353	590	6.7	5.7	108	593	6.4	5.7	104								
USA TODAY	4994	260	2.9	5.2	99	261	2.8	5.2	95								
US	3528	*186	2.1	5.3	100	*202	2.2	5.7	104								
VOGUE	5424	*360	4.1	6.6	126	376	4.1	6.9	126								
WALL STREET JOURNAL	6292	395	4.5	6.3	119	395	4.3	6.3	114								
WEIGHT WATCHERS	2762	*178	2.0	6.4	122	*181	2.0	6.6	119								
WOMAN'S DAY	16320	1189	13.4	7.3	138	1203	13.1	7.4	134								
WORKING MOTHER	1496	**141	1.6	9.4	179	**141	1.5	9.4	172								
WORKING WOMAN	1851	**107	1.2	5.8	110	**107	1.2	5.8	105								
WORLD TENNIS	580	**75	0.8	12.9	245	**75	0.8	12.9	235								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	712	8.0	5.7	109	723	7.9	5.8	106								
BLAIR INSERTS	91671	5372	60.7	5.9	111	5551	60.3	6.1	110								
DAILY NEWSPAPERS																	
READ ANY	109190	6006	67.8	5.5	104	6217	67.5	5.7	104								
READ ONE	89587	4820	54.4	5.4	102	4991	54.2	5.6	101								
READ TWO OR MORE	19602	1186	13.4	6.1	115	1225	13.3	6.2	114								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6239	70.5	5.7	108	6425	69.8	5.9	107								
READ ONE	95074	5202	58.8	5.5	104	5351	58.1	5.6	102								
READ TWO OR MORE	14588	1037	11.7	7.1	135	1074	11.7	7.4	134								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.55				32.55											
30 DAY REACH	149706	8044	90.9	5.4	102	8331	90.5	5.6	101								
50 SHWG - 30 DAY AV FREQ	15.16	17.16				17.17											
30 DAY REACH	142406	7644	86.3	5.4	102	7912	85.9	5.6	101								
25 SHWG - 30 DAY AV FREQ	8.23	9.33				9.34											
30 DAY REACH	131152	7011	79.2	5.3	101	7249	78.7	5.5	101								
CABLE TV: HOME WIRED	66879	4076	46.0	6.1	115	4189	45.5	6.3	114								
HOME NOT WIRED	100848	4776	53.9	4.7	90	5021	54.5	5.0	91								
HAVE PAY CABLE	35024	2619	29.6	7.5	142	2686	29.2	7.7	140								

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DOG OWNERSHIP: NUMBER, SIZE AND AGE/TABLE SCRAP USAGE BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-54

	'000	%	UNWEIGHTED
1A. HOW MANY DOGS ARE CURRENTLY OWNED BY YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD?			
FOUR OR MORE	2967	1.8	270
THREE	3945	2.4	376
TWO	14299	8.5	1315
ONE	42810	25.5	4409
NONE	103706	61.8	12740

1B. PLEASE MARK THE SIZE OF DOGS BELOW THAT ARE OWNED BY YOUR HOUSEHOLD.			
TOY SIZE (UNDER 12 LBS.)	10346	6.2	969
SMALL SIZE (12-25 LBS.)	21272	12.7	2170
MEDIUM SIZE (26-50 LBS.)	24013	14.3	2345
LARGE SIZE (OVER 50 LBS.)	19407	11.6	1884

	'000	%	UNWEIGHTED
1C. NOW MARK BELOW THE AGES OF THE DOGS THAT ARE OWNED BY YOUR HOUSEHOLD.			
LESS THAN 12 MONTHS	10493	6.3	1007
1 - 3 YEARS	26124	15.6	2488
4 - 6 YEARS	18868	11.2	1820
7 YEARS OR MORE	21272	12.7	2205

1D. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD EVER USE TABLE SCRAPS TO FEED YOUR DOG(S)?			
YES	51731	30.8	4988
NO	12290	7.3	1382

IF YES

1E. HAVE YOU DONE SO IN THE LAST 30 DAYS?			
YES	49700	29.6	4775
NO	1804	1.1	195
DO NOT KNOW	227	.1	18

1F. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD EVER USE OTHER FOODS NOT MADE ESPECIALLY FOR DOGS TO FEED YOUR DOG(S)?			
YES	33907	20.2	3234
NO	30114	18.0	3136

IF YES

1G. HAVE YOU DONE SO IN THE LAST 30 DAYS?			
YES	31971	19.1	3030
NO	1680	1.0	172
DO NOT KNOW	256	.2	32

	TOTAL	OWN A DOG				ONE				TWO				THREE OR MORE			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	64021	100.0	38.2	100	42810	100.0	25.5	100	14299	100.0	8.5	100	6912	100.0	4.1	100
MALES	79263	30213	47.2	38.1	100	19925	46.5	25.1	98	7036	49.2	8.9	104	3252	47.0	4.1	100
FEMALES	88464	33808	52.8	38.2	100	22885	53.5	25.9	101	7263	50.8	8.2	96	3660	53.0	4.1	100
18 - 24	28671	11089	17.3	38.7	101	7301	17.1	25.5	100	2495	17.4	8.7	102	1292	18.7	4.5	109
25 - 34	39536	14848	23.2	37.6	98	10162	23.7	25.7	101	3219	22.5	8.1	96	1468	21.2	3.7	90
35 - 44	28978	13456	21.0	46.4	122	8535	19.9	29.5	115	3132	21.9	10.8	127	1788	25.9	6.2	150
45 - 54	22345	9921	15.5	44.4	116	6371	14.9	28.5	112	2659	18.6	11.9	140	891	12.9	4.0	97
55 - 64	22224	8184	12.8	36.8	96	5844	13.7	26.3	103	1513	10.6	6.8	80	827	12.0	3.7	90
65 OR OLDER	25973	6524	10.2	25.1	66	4596	10.7	17.7	69	1281	9.0	4.9	58	647	9.4	2.5	60
18 - 34	68207	25937	40.5	38.0	100	17463	40.8	25.6	100	5714	40.0	8.4	98	2760	39.9	4.0	98
18 - 49	108058	44517	69.5	41.2	108	29212	68.2	27.0	106	10249	71.7	9.5	111	5055	73.1	4.7	114
25 - 54	90859	38224	59.7	42.1	110	25069	58.6	27.6	108	9009	63.0	9.9	116	4147	60.0	4.6	111
35 - 49	39851	18580	29.0	46.6	122	11749	27.4	29.5	116	4535	31.7	11.4	133	2295	33.2	5.8	140
50 OR OLDER	59669	19505	30.5	32.7	86	13595	31.8	22.8	89	4050	28.3	6.8	80	1857	26.9	3.1	76
GRADUATED COLLEGE	28091	9401	14.7	33.5	88	6689	15.6	23.8	93	1941	13.6	6.9	81	771	11.2	2.7	67
ATTENDED COLLEGE	28938	11829	18.5	40.9	107	8244	19.3	28.5	112	2531	17.7	8.7	103	1054	15.2	3.6	88
GRADUATED HIGH SCHOOL	65503	27582	43.1	42.1	110	18518	43.3	28.3	111	6218	43.5	9.5	111	2846	41.2	4.3	105
DID NOT GRADUATE HIGH SCHOOL	45195	15209	23.8	33.7	88	9360	21.9	20.7	81	3608	25.2	8.0	94	2241	32.4	5.0	120
EMPLOYED MALES	56429	22421	35.0	39.7	104	14802	34.6	26.2	103	5210	36.4	9.2	108	2410	34.9	4.3	104
EMPLOYED FEMALES	43971	17891	27.9	40.7	107	12251	28.6	27.9	109	4051	28.3	9.2	108	1589	23.0	3.6	88
EMPLOYED FULL-TIME	87773	34943	54.6	39.8	104	23424	54.7	26.7	105	7948	55.6	9.1	106	3571	51.7	4.1	99
EMPLOYED PART-TIME	12627	5369	8.4	42.5	111	3629	8.5	28.7	113	1312	9.2	10.4	122	*428	6.2	3.4	82
NOT EMPLOYED	67327	23709	37.0	35.2	92	15758	36.8	23.4	92	5038	35.2	7.5	88	2913	42.1	4.3	105
PROFESSIONAL/MANAGER	25845	9016	14.1	34.9	91	6394	14.9	24.7	97	3022	14.1	7.8	92	600	8.7	2.3	56
TECH/CLERICAL/SALES	30895	13065	20.4	42.3	111	8771	20.5	28.4	111	3302	23.1	10.7	125	992	14.4	3.2	78
PRECISION/CRAFT	12629	5417	8.5	42.9	112	3688	8.6	29.2	114	1134	7.9	9.0	105	*595	8.6	4.7	114
OTHER EMPLOYED	31031	12815	20.0	41.3	108	8200	19.2	26.4	104	2803	19.6	9.0	106	1812	26.2	5.8	142
SINGLE	35557	11993	18.7	33.7	88	8042	18.8	22.6	89	2768	19.4	7.8	91	1183	17.1	3.3	81
MARRIED	103585	44022	68.8	42.5	111	29498	68.9	28.5	112	9722	68.0	9.4	110	4802	69.5	4.6	112
DIVORCED/SEPARATED/WIDOWED	28585	8006	12.5	28.0	73	5270	12.3	18.4	72	1809	12.7	6.3	74	927	13.4	3.2	79
PARENTS	59295	26754	41.8	45.1	118	17946	41.9	30.3	119	6009	42.0	10.1	119	2799	40.5	4.7	115
WHITE	146081	57874	90.4	39.6	104	38815	90.7	26.6	104	12819	89.6	8.8	103	6240	90.3	4.3	104
BLACK	17974	4906	7.7	27.3	72	3314	7.7	18.4	72	980	6.9	5.5	64	613	8.9	3.4	83
OTHER	3672	1241	1.9	33.8	89	*681	1.6	18.5	73	**500	3.5	13.6	160	**60	0.9	1.6	40
NORTHEAST-CENSUS	37005	12258	19.1	33.1	87	9786	22.9	26.4	104	1855	13.0	5.0	59	617	8.9	1.7	40
NORTH CENTRAL	42642	17794	27.8	41.7	109	12671	29.6	29.7	116	3348	23.4	7.9	92	1775	25.7	4.2	101
SOUTH	56777	21845	34.1	38.5	101	13207	30.9	23.3	91	5373	37.6	9.5	111	3265	47.2	5.8	140
WEST	31303	12124	18.9	38.7	101	7147	16.7	22.8	89	3723	26.0	11.9	140	1255	18.2	4.0	97
NORTHEAST-MKTG.	38125	12223	19.1	32.1	84	9655	22.6	25.3	99	1957	13.7	5.1	60	606	8.8	1.6	39
EAST CENTRAL	24794	10149	15.9	40.9	107	7273	17.0	29.3	115	1723	12.0	6.9	82	1153	16.7	4.7	113
WEST CENTRAL	28511	12347	19.3	43.3	113	8717	20.4	30.6	120	2557	17.9	9.0	105	1073	15.5	3.8	91
SOUTH	48953	19275	30.1	39.4	103	11262	26.3	23.0	90	4965	34.7	10.1	119	3048	44.1	6.2	151
PACIFIC	27344	10027	15.7	36.7	96	5895	13.8	21.6	85	3096	21.7	11.3	133	1032	14.9	3.8	92
COUNTY SIZE A	69301	23822	37.2	34.4	90	16929	39.5	24.4	96	5216	36.5	7.5	88	1678	24.3	2.4	59
COUNTY SIZE B	50633	19610	30.6	38.7	101	12916	30.2	25.5	100	*603	32.2	9.1	107	2091	30.3	4.1	100
COUNTY SIZE C	26259	11183	17.5	42.6	112	7091	16.6	27.0	106	2605	18.2	9.9	116	1487	21.5	5.7	137
COUNTY SIZE D	21534	9407	14.7	43.7	114	5875	13.7	27.3	107	1876	13.1	8.7	102	1656	24.0	7.7	187
METRO CENTRAL CITY	50014	15757	24.6	31.5	83	10795	25.2	21.6	85	3759	26.3	7.5	88	1203	17.4	2.4	58
METRO SUBURBAN	76832	30849	48.2	40.2	105	21075	49.2	27.4	107	6648	46.5	8.7	101	3126	45.2	4.1	99
NON METRO	40881	17415	27.2	42.6	112	10941	25.6	26.8	105	3892	27.2	9.5	112	2583	37.4	6.3	153
TOP 5 ADI'S	39550	12761	19.9	32.3	85	9181	21.4	23.2	91	2725	19.1	6.9	81	854	12.4	2.2	52
TOP 10 ADI'S	54877	17994	28.1	32.8	86	12857	30.0	23.4	92	3843	26.9	7.0	82	1294	18.7	2.4	57
TOP 20 ADI'S	77516	27133	42.4	35.0	92	19188	44.8	24.8	97	5850	40.9	7.5	89	2095	30.3	2.7	66
HSGLD INC. \$50,000 OR MORE	17257	7972	12.5	46.2	121	5539	12.9	32.1	126	1913	13.4	11.1	130	*520	7.5	3.0	73
\$40,000 OR MORE	33235	14799	23.1	44.5	117	10288	24.0	31.0	121	3525	24.7	10.6	124	986	14.3	3.0	72
\$30,000 OR MORE	59693	26652	41.6	44.6	117	18430	43.1	30.9	121	6208	43.4	10.4	122	2014	29.1	3.4	82
\$25,000 OR MORE	76275	33309	52.0	43.7	114	22988	53.7	30.1	118	7516	52.6	9.9	116	2805	40.6	3.7	89
\$20,000 - \$24,999	18607	7306	11.4	39.3	103	4902	11.5	26.3	103	1627	11.4	8.7	103	776	11.2	4.2	101
\$15,000 - \$19,999	17175	6160	9.6	35.9	94	4120	9.6	24.0	94	1278	8.9	7.4	87	762	11.0	4.4	108
\$10,000 - \$14,999	24569	8384	13.1	34.1	89	5336	12.5	21.7	85	1688	11.8	6.9	81	1360	19.7	5.5	134
UNDER \$10,000	31101	8862	13.8	28.5	75	5464	12.8	17.6	69	2190	15.3	7.0	83	1209	17.5	3.9	94
HOUSEHOLD OF 1 PERSON	19441																

		TOTAL U.S. '000	A '000	B % DOWN	OWN A C % ACROSS D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	64021	100.0	38.2 100	42810	100.0	25.5 100		14299	100.0	8.5 100		6912	100.0	4.1 100	
MAGAZINES	QUINTILE 1	34022	14136	22.1	41.5 109	9794	22.9	28.8 113		3094	21.6	9.1 107		1249	18.1	3.7 89	
	QUINTILE 2	34800	13842	21.6	39.8 104	9422	22.0	27.1 106		2988	20.9	8.6 101		1432	20.7	4.1 100	
	QUINTILE 3	30514	11602	18.1	38.0 100	7527	17.6	24.7 97		2799	19.6	9.2 108		1276	18.5	4.2 101	
	QUINTILE 4	33324	13320	20.8	40.0 105	8890	20.8	26.7 105		2895	20.2	8.7 102		1535	22.2	4.6 112	
	QUINTILE 5	35066	11121	17.4	31.7 83	7178	16.8	20.5 80		2524	17.7	7.2 84		1420	20.5	4.0 98	
NEWSPAPERS	QUINTILE 1	29107	11690	18.3	40.2 105	8623	20.1	29.6 116		2243	15.7	7.7 90		824	11.9	2.8 69	
	QUINTILE 2	49095	18440	28.8	37.6 98	12441	29.1	25.3 99		4065	28.4	8.3 97		1934	28.0	3.9 96	
	QUINTILE 3	23107	9481	14.8	41.0 107	6595	15.4	28.5 112		2138	15.0	9.3 109		749	10.8	3.2 79	
	QUINTILE 4	33556	12570	19.6	37.5 98	8198	19.1	24.4 96		2962	20.7	8.8 104		1410	20.4	4.2 102	
	QUINTILE 5	32863	11840	18.5	36.0 94	6954	16.2	21.2 83		2891	20.2	8.8 103		1995	28.9	6.1 147	
OUTDOOR	QUINTILE 1	33431	13253	20.7	39.6 104	9471	22.1	28.3 111		2631	18.4	7.9 92		1151	16.7	3.4 84	
	QUINTILE 2	33478	12679	19.8	37.9 99	8804	20.6	26.3 103		2705	18.9	8.1 95		1170	16.9	3.5 85	
	QUINTILE 3	33574	12407	19.4	37.0 97	8204	19.2	24.4 96		2904	20.3	8.6 101		1300	18.8	3.9 94	
	QUINTILE 4	33935	13302	20.8	39.2 103	8364	19.5	24.6 97		3340	23.4	9.8 115		1599	23.1	4.7 114	
	QUINTILE 5	33310	12380	19.3	37.2 97	7967	18.6	23.9 94		2719	19.0	8.2 96		1693	24.5	5.1 123	
RADIO-DRIVE TIME	QUINTILE 1	33136	13590	21.2	41.0 107	8675	20.3	26.2 103		3360	23.5	10.1 119		1555	22.5	4.7 114	
	QUINTILE 2	31658	12182	19.0	38.5 101	8414	19.7	26.6 104		2506	17.5	7.9 93		1262	18.3	4.0 97	
	QUINTILE 3	32541	12547	19.6	38.6 101	8431	19.7	25.9 102		2649	18.5	8.1 95		1467	21.2	4.5 109	
	QUINTILE 4	34247	13166	20.6	38.4 101	8925	20.8	26.1 102		3020	21.1	8.8 103		1222	17.7	3.6 87	
	QUINTILE 5	36144	12537	19.6	34.7 91	8366	19.5	23.1 91		2765	19.3	7.6 90		1406	20.3	3.9 94	
RADIO-MID- DAY	TERCILE 1	45037	17740	27.7	39.4 103	11832	27.6	26.3 103		3992	27.9	8.9 104		1916	27.7	4.3 103	
	TERCILE 2	44819	16997	26.5	37.9 99	11588	27.1	25.9 101		3673	25.7	8.2 96		1736	25.1	3.9 94	
	TERCILE 3	77872	29284	45.7	37.6 99	19391	45.3	24.9 98		6634	46.4	8.5 100		3260	47.2	4.2 102	
RADIO-TOTAL	QUINTILE 1	33763	13800	21.6	40.9 107	8969	21.0	26.6 104		3278	22.9	9.7 114		1553	22.5	4.6 112	
	QUINTILE 2	33240	12762	19.9	38.4 101	8553	20.0	25.7 101		2981	20.8	9.0 105		1227	17.8	3.7 90	
	QUINTILE 3	33408	12866	20.1	38.5 101	8644	20.2	25.9 101		2799	19.6	8.4 98		1423	20.6	4.3 103	
	QUINTILE 4	34792	13010	20.3	37.4 98	9040	21.1	26.0 102		2683	18.8	7.7 90		1287	18.6	3.7 90	
	QUINTILE 5	32524	11584	18.1	35.6 93	7605	17.8	23.4 92		2558	17.9	7.9 92		1421	20.6	4.4 106	
TV-PRIME TIME	QUINTILE 1	33090	12611	19.7	38.1 100	8499	19.9	25.7 101		2848	19.9	8.6 101		1264	18.3	3.8 93	
	QUINTILE 2	33357	13336	20.8	40.0 105	8815	20.6	26.4 104		2847	19.9	8.5 100		1675	24.2	5.0 122	
	QUINTILE 3	33980	13684	21.4	40.3 106	8781	20.5	25.8 101		3229	22.6	9.5 111		1674	24.2	4.9 120	
	QUINTILE 4	33854	12199	19.1	36.0 94	8637	20.2	25.5 100		2356	16.5	7.0 82		1207	17.5	3.6 87	
	QUINTILE 5	33444	12192	19.0	36.5 96	8079	18.9	24.2 95		3020	21.1	9.0 106		1093	15.8	3.3 79	
TV-DAYTIME	TERCILE 1	49121	18194	28.4	37.0 97	11669	27.3	23.8 93		4109	28.7	8.4 98		2416	35.0	4.9 119	
	TERCILE 2	48823	18547	29.0	38.0 100	12822	30.0	26.3 103		3774	26.4	7.7 91		1951	28.2	4.0 97	
	TERCILE 3	69782	27280	42.6	39.1 102	18319	42.8	26.3 103		6416	44.9	9.2 108		2545	36.8	3.6 89	
TV-TOTAL	QUINTILE 1	33584	12320	19.2	36.7 96	7987	18.7	23.8 93		2744	19.2	8.2 96		1590	23.0	4.7 115	
	QUINTILE 2	33441	13405	20.9	40.1 105	8988	21.0	26.9 105		2974	20.8	8.9 104		1443	20.9	4.3 105	
	QUINTILE 3	33505	12485	19.5	37.3 98	8495	19.8	25.4 99		2668	18.7	8.0 93		1322	19.1	3.9 96	
	QUINTILE 4	33466	12856	20.1	38.4 101	8705	20.3	26.0 102		2881	20.1	8.6 101		1270	18.4	3.8 92	
	QUINTILE 5	33731	12956	20.2	38.4 101	8636	20.2	25.6 100		3033	21.2	9.0 105		1288	18.6	3.8 93	
MAGAZINES-NEWSPAPERS: DUAL		44503	17885	27.9	40.2 105	12856	30.0	28.9 113		3632	25.4	8.2 96		1397	20.2	3.1 76	
	MAGAZINE IMPERATIVE	39363	15847	24.8	40.3 105	10062	23.5	25.6 100		3868	27.1	9.8 115		1917	27.7	4.9 118	
	NEWSPAPER IMPERATIVE	46441	17301	27.0	37.3 98	11823	27.6	25.5 100		3752	26.2	8.1 95		1726	25.0	3.7 90	
MAGAZINES-OUTDOOR: DUAL		33726	13538	21.1	40.1 105	9381	21.9	27.8 109		2938	20.5	8.7 102		1219	17.6	3.6 88	
	MAGAZINE IMPERATIVE	52846	21080	32.9	39.9 105	13765	32.2	26.0 102		5014	35.1	9.5 111		2301	33.3	4.4 106	
	OUTDOOR IMPERATIVE	52140	18985	29.7	36.4 95	13051	30.5	25.0 98		4088	28.6	7.8 92		1846	26.7	3.5 86	
MAGAZINES-RADIO: DUAL		37081	15281	23.9	41.2 108	10273	24.0	27.7 109		3555	24.9	9.6 112		1454	21.0	3.9 95	
	MAGAZINE IMPERATIVE	49747	19367	30.3	38.9 102	13313	31.1	26.8 105		4041	28.3	8.1 95		2013	29.1	4.0 98	
	RADIO IMPERATIVE	49208	18745	29.3	38.1 100	12287	28.7	25.0 98		4319	30.2	8.8 103		2139	30.9	4.3 105	
MAGAZINES-TELEVISION: DUAL		33103	13137	20.5	39.7 104	8650	20.2	26.1 102		3118	21.8	9.4 110		1370	19.8	4.1 100	
	MAGAZINE IMPERATIVE	54575	21881	34.2	40.1 105	15071	35.2	27.6 108		4748	33.2	8.7 102		2062	29.8	3.8 92	
	TELEVISION IMPERATIVE	53249	19437	30.4	36.5 96	12785	29.9	24.0 94		4168	29.1	7.8 92		2484	35.9	4.7 113	
NEWSPAPERS-OUTDOOR: DUAL		36255	14459	22.6	39.9 104	10612	24.8	29.3 115		2697	18.9	7.4 87		1151	16.7	3.2 77	
	NEWSPAPER IMPERATIVE	55591	21315	33.3	38.3 100	14263	33.3	25.7 101		4962	34.7	8.9 105		2091	30.3	3.8 91	
	OUTDOOR IMPERATIVE	48319	17850	27.9	36.9 97	11627	27.2	24.1 94		4288	30.0	8.9 104		1935	28.0	4.0 97	
NEWSPAPERS-RADIO: DUAL		37242	14574	22.8	39.1 103	9721	22.7	26.1 102		3507	24.5	9.4 110		1347	19.5	3.6 88	
	NEWSPAPER IMPERATIVE	54423	20741	32.4	38.1 100	14933	34.9	27.4 108		4101	28.7	7.5 88		1707	24.7	3.1 76	
	RADIO IMPERATIVE	46650	18291	28.6	39.2 103	11867	27.7	25.4 100		4144	29.0	8.9 104		2280	33.0	4.9 119	
NEWSPAPERS-TELEVISION: DUAL		35974	13634	21.3	37.9 99	9599	22.4	26.7 105		2731	19.1	7.6 89		1304	18.9	3.6 88	
	NEWSPAPER IMPERATIVE	56095	22030	34.4	39.3 103	15382	35.9	27.4 107		4710	32.9	8.4 98		1938	28.0	3.5 84	
	TELEVISION IMPERATIVE	47170	18081	28.2	38.3 100	11394	26.6	24.2 95		4336	30.3	9.2 108		2352	34.0	5.0 121	
OUTDOOR-RADIO: DUAL		33748	12951	20.2	38.4 101	8959	20.9	26.5 104		2764	19.3	8.2 96		1228	17.8	3.6 88	
	OUTDOOR IMPERATIVE	52785	20096	31.4	38.1 100	14050	32.8	26.6 104		4220</							

	TOTAL U.S. '000	OWN A DOG				ONE				TWO				THREE OR MORE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	64021	100.0	38.2	100	42810	100.0	25.5	100	14299	100.0	8.5	100	6912	100.0	4.1	100
ATLANTIC MONTHLY	867	*255	0.4	29.4	77	*220	0.5	25.4	99	**32	0.2	3.7	43	**3	0.0	0.3	8
BARRON'S	1580	595	0.9	37.7	99	378	0.9	23.9	94	**204	1.4	12.9	151	**13	0.2	0.8	20
BETTER HOMES & GARDENS	22203	9238	14.4	41.6	109	6453	15.1	29.1	114	1869	13.1	8.4	99	916	13.3	4.1	100
BON APPETIT	3810	1650	2.6	43.3	113	1110	2.6	29.1	114	407	2.8	10.7	125	**134	1.9	3.5	85
BUSINESS WEEK	4663	1740	2.7	37.3	98	1169	2.7	25.1	98	410	2.9	8.8	103	**161	2.3	3.5	84
CAR AND DRIVER	3102	1069	1.7	34.5	90	752	1.8	24.2	95	*219	1.5	7.1	83	**98	1.4	3.2	77
CBS MAGAZINE NETWORK (GROSS)	7311	3117	4.9	42.6	112	1968	4.6	26.9	105	730	5.1	10.0	117	*419	6.1	5.7	139
CHANGING TIMES	3400	1141	1.8	33.6	88	745	1.7	21.9	86	*277	1.9	8.1	96	**119	1.7	3.5	85
COLONIAL HOMES	1796	703	1.1	39.1	103	528	1.2	29.4	115	**133	0.9	7.4	87	**42	0.6	2.3	57
CONDE NAST MAG. PKG. (GROSS)	19924	7751	12.1	38.9	102	5199	12.1	26.1	102	1749	12.2	8.8	103	802	11.6	4.0	98
CONSUMERS DIGEST	3125	1231	1.9	39.4	103	799	1.9	25.6	100	*318	2.2	10.2	119	**114	1.6	3.6	89
COSMOPOLITAN	10577	4284	6.7	40.5	106	2995	7.0	28.3	111	896	6.3	8.5	99	393	5.7	3.7	90
COUNTRY LIVING	3746	1675	2.6	44.7	117	1201	2.8	32.1	126	*366	2.6	9.8	115	*107	1.5	2.9	69
CUISINE	2214	810	1.3	36.6	96	542	1.3	24.5	96	*200	1.4	9.0	106	**67	1.0	3.0	73
CYCLE WORLD	2394	1141	1.8	47.7	125	717	1.7	29.9	117	*244	1.7	10.2	120	**180	2.6	7.5	182
DCI:CREATIVE IDEAS FOR LIV	3068	1201	1.9	39.1	103	830	1.9	27.1	106	*248	1.7	8.1	95	**123	1.8	4.0	97
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3706	5.8	38.8	102	2492	5.8	26.1	102	765	5.4	8.0	94	449	6.5	4.7	114
DISCOVER	2277	948	1.5	41.6	109	632	1.5	27.8	109	*236	1.7	10.4	122	**80	1.2	3.5	85
EBONY	7187	1991	3.1	27.7	73	1310	3.1	18.2	71	409	2.9	5.7	67	*273	3.9	3.8	92
ESQUIRE	2560	869	1.4	33.9	89	568	1.3	22.2	87	*259	1.8	10.1	119	**43	0.6	1.7	41
ESSENCE	3242	997	1.6	30.8	81	594	1.4	18.3	72	*275	1.9	8.5	99	**128	1.9	3.9	96
FAMILY CIRCLE	19639	8326	13.0	42.4	111	5617	13.1	28.6	112	1759	12.3	9.0	105	950	13.7	4.8	117
THE FAMILY HANDYMAN	3540	1630	2.5	46.0	121	1101	2.6	31.1	122	397	2.8	11.2	132	*132	1.9	3.7	90
FAMILY WEEKLY	23924	10139	15.8	42.4	111	6782	15.8	28.3	111	2248	15.7	9.4	110	1109	16.0	4.6	112
FIELD & STREAM	9883	4893	7.6	49.5	130	3025	7.1	30.6	120	1167	8.2	11.8	139	701	10.1	7.1	172
FOOD & WINE	1030	369	0.6	35.8	94	268	0.6	26.0	102	**80	0.6	7.8	91	**22	0.3	2.1	52
FORBES	2679	947	1.5	35.3	93	606	1.4	22.6	89	*264	1.8	9.9	116	**77	1.1	2.9	70
FORTUNE	2931	1039	1.6	35.4	93	745	1.7	25.4	100	*225	1.6	7.7	90	**69	1.0	2.4	57
GENTLEMEN'S QUARTERLY	3481	1289	2.0	37.0	97	846	2.0	24.3	95	*312	2.2	9.0	105	**131	1.9	3.8	91
GLAMOUR	7163	2796	4.4	39.0	102	1789	4.2	25.0	98	682	4.8	9.5	112	*325	4.7	4.5	110
GOLF DIGEST	2355	929	1.5	39.4	103	705	1.6	29.9	117	*164	1.1	7.0	82	**60	0.9	2.5	62
GOLF DIGEST/TENNIS (GROSS)	3610	1365	2.1	37.8	99	1050	2.5	29.1	114	*221	1.5	6.1	72	**94	1.4	2.6	63
GOLF MAGAZINE	2046	721	1.1	35.2	92	577	1.3	28.2	110	**105	0.7	5.1	60	**39	0.6	1.9	46
GOLF MAGAZINE/SKI (GROSS)	3547	1192	1.9	33.6	88	865	2.0	24.4	96	*255	1.8	7.2	84	**73	1.1	2.1	50
GOOD HOUSEKEEPING	20353	8507	13.3	41.8	110	5986	14.0	29.4	115	1715	12.0	8.4	99	806	11.7	4.0	96
HARPER'S BAZAAR	3362	1194	1.9	35.5	93	815	1.9	24.2	95	*261	1.8	7.8	91	**117	1.7	3.5	84
HEALTH	2987	1199	1.9	40.1	105	759	1.8	25.4	100	*300	2.1	10.0	118	**140	2.0	4.7	114
HEARST MAG CORP. BUY (GROSS)	67928	27959	43.7	41.2	108	19145	44.7	28.2	110	6017	42.1	8.9	104	2797	40.5	4.1	100
HEARST MAN POWER (GROSS)	11282	5132	8.0	45.5	119	3188	7.4	28.3	111	1321	9.2	11.7	137	624	9.0	5.5	134
HEARST WOMAN POWER (GROSS)	40514	16683	26.1	41.2	108	11596	27.1	28.6	112	3430	24.0	8.5	99	1657	24.0	4.1	99
HOUSE BEAUTIFUL	4885	1892	3.0	38.7	101	1292	3.0	26.4	104	394	2.8	8.1	95	*206	3.0	4.2	102
INC.	1308	559	0.9	42.7	112	376	0.9	28.7	113	**153	1.1	11.7	137	**31	0.4	2.4	58
JET	6498	2069	3.2	31.8	83	1337	3.1	20.6	81	474	3.3	7.3	86	*258	3.7	4.0	96
LADIES' HOME JOURNAL	14797	6290	9.8	42.5	111	4278	10.0	28.9	113	1317	9.2	8.9	104	695	10.1	4.7	114
LHJ FAMILY GRP COMBO(GROSS)	21743	9207	14.4	42.3	111	6052	14.1	27.8	109	2111	14.8	9.7	114	1045	15.1	4.8	117
LIFE	9881	3931	6.1	39.8	104	2780	6.5	28.1	110	858	6.0	8.7	102	*293	4.2	3.0	72
L.A. TIMES HOME MAGAZINE	2775	1008	1.6	36.3	95	644	1.5	23.2	91	*262	1.8	9.4	111	**103	1.5	3.7	90
MADAMOISELLE	4219	1639	2.6	38.8	102	1095	2.6	26.0	102	382	2.7	9.1	106	**161	2.3	3.8	93
MC CALL'S	16422	6763	10.6	41.2	108	4470	10.4	27.2	107	1561	10.9	9.5	111	731	10.6	4.5	108
MC CALL'S/WRK MOTHER (GROSS)	17919	7405	11.6	41.3	108	4916	11.5	27.4	107	1713	12.0	9.6	112	775	11.2	4.3	105
MECHANIX ILLUSTRATED	4433	2199	3.4	49.6	130	1635	3.8	36.9	145	392	2.7	8.8	104	**173	2.5	3.9	95
METROPOLITAN HOME	1504	471	0.7	31.3	82	310	0.7	20.6	81	**133	0.9	8.8	104	**28	0.4	1.9	45
MONEY	4723	1795	2.8	38.0	100	1370	3.2	29.0	114	351	2.5	7.4	87	**74	1.1	1.6	38
MOTHER EARTH NEWS	2325	1051	1.6	45.2	118	639	1.5	27.5	108	275	1.9	11.8	139	**137	2.0	5.9	143
MS.	1189	549	0.9	46.2	121	310	0.7	26.1	102	**146	1.0	12.3	144	**94	1.4	7.9	192
NATIONAL ENQUIRER	18892	7877	12.3	41.7	109	5068	11.8	26.8	105	1840	12.9	9.7	114	969	14.0	5.1	124
NATIONAL GEOGRAPHIC	22129	9070	14.2	41.0	107	6235	14.6	28.2	110	2073	14.5	9.4	110	762	11.0	3.4	84
NATIONAL SUNDAY MAGAZINE PKG	103750	40471	63.2	39.0	102	28078	65.6	27.1	106	8790	61.5	8.5	99	3603	52.1	3.5	84
NATURAL HISTORY	1379	496	0.8	36.0	94	297	0.7	21.5	84	**88	0.6	6.4	75	**111	1.6	8.0	195
NEW WOMAN	2289	1017	1.6	44.4	116	666	1.6	29.1	114	*239	1.7	10.4	122	**112	1.6	4.9	119
NEW YORK INCLUDING CUE	1088	235	0.4	21.6	57	*190	0.4	17.5	68	**18	0.1	1.7	19	**26	0.4	2.4	58
THE NEW YORKER	2459	904	1.4	36.8	96	675	1.6	27.5	108	*195	1.4	7.9	93	**34	0.5	1.4	34
NENSWEK	16527	6318	9.9	38.2	100	4339	10.1	26.3	103	1384	9.7	8.4	98	594	8.6	3.6	87
THE N.Y. TIMES DAILY EDITION	2739	773	1.2	28.2	74	652	1.5	23.8	93	**75	0.5	2.7	32	**47	0.7	1.7	42
THE N.Y. TIMES MAGAZINE	4443	1383	2.2	31.1	82	1099	2.6	24.7	97	*224	1.6	5.0	59	**60	0.9	1.4	33
OMNI	2799	1118	1.7	39.9	105	735	1.7	26.3	103	*322	2.3	11.5	135	**61	0.9	2.2	53
ON CABLE	2209	895	1.4	40.5	106	603	1.4	27.3	107	*267	1.9	12.1	142	**25	0.4	1.1	27
1001 HOME IDEAS	3959	1718	2.7	43.4	114	1015	2.4	25.6	100	494	3.5	12.5	146	*210	3.0	5.3	129
ORGANIC GARDENING	3111	1543	2.4	49.6	130	922	2.2	29.6	116	353	2.5	11.3	133	*269	3.9	8.6	210
OUTDOOR LIFE	5024	2547	4.0	50.7	133	1492	3.5	29.7	116	769	5.4	15.3	180	*286	4.1	5.7	138
PARADE MAGAZINE	51292	19893	31.1	38.8	102	13767	32.2	26.8	105	4437	31.0	8.7	101	1690	24.5	3.3	80

	TOTAL U.S. '000	OWN A DOG				ONE				TWO				THREE OR MORE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	64021	100.0	38.2	100	42810	100.0	25.5	100	14299	100.0	8.5	100	6912	100.0	4.1	100
PARENTS	5298	2149	3.4	40.6	106	1499	3.5	28.3	111	459	3.2	8.7	102	*190	2.7	3.6	87
PENTHOUSE	5129	1996	3.1	38.9	102	1131	2.6	22.1	86	658	4.6	12.8	150	*207	3.0	4.0	98
PEOPLE	21070	8471	13.2	40.2	105	5683	13.3	27.0	106	1945	13.6	9.2	108	844	12.2	4.0	97
PLAYBOY	10562	4151	6.5	39.3	103	2810	6.6	26.6	104	937	6.6	8.9	104	405	5.9	3.8	93
POPULAR HOT RODDING	2498	1136	1.8	45.5	119	709	1.7	28.4	111	*229	1.6	9.2	108	**198	2.9	7.9	192
POPULAR MECHANICS	5887	2578	4.0	43.8	115	1693	4.0	28.8	113	678	4.7	11.5	135	*207	3.0	3.5	85
POPULAR SCIENCE	4317	1730	2.7	40.1	105	1181	2.8	27.4	107	418	2.9	9.7	114	**132	1.9	3.1	74
PREVENTION	5792	2197	3.4	37.9	99	1552	3.6	26.8	105	423	3.0	7.3	86	*222	3.2	3.8	93
PSYCHOLOGY TODAY	3284	1345	2.1	41.0	107	802	1.9	24.4	96	438	3.1	13.3	156	**105	1.5	3.2	78
READER'S DIGEST	40046	16135	25.2	40.3	106	10792	25.2	26.9	106	3624	25.3	9.0	106	1719	24.9	4.3	104
REDBOOK	9584	3893	6.1	40.6	106	2614	6.1	27.3	107	819	5.7	8.5	100	459	6.6	4.8	116
ROAD & TRACK	2590	1102	1.7	42.5	111	642	1.5	24.8	97	*327	2.3	12.6	148	**134	1.9	5.2	126
ROLLING STONE	3302	1273	2.0	38.6	101	914	2.1	27.7	108	*294	2.1	8.9	104	**65	0.9	2.0	48
RUNNER'S WORLD	1229	437	0.7	35.6	93	*267	0.6	21.7	85	**131	0.9	10.7	125	**39	0.6	3.2	77
SATURDAY EVENING POST	2110	704	1.1	33.4	87	471	1.1	22.3	87	*207	1.4	9.8	115	**25	0.4	1.2	29
SCIENCE 84	1543	588	0.9	38.1	100	455	1.1	29.5	116	**107	0.7	6.9	81	**27	0.4	1.7	42
SCIENCE DIGEST	1747	609	1.0	34.9	91	415	1.0	23.8	93	**97	0.7	5.6	65	**98	1.4	5.6	136
SCIENTIFIC AMERICAN	1994	749	1.2	37.6	98	501	1.2	25.1	98	*194	1.4	9.7	114	**55	0.8	2.8	67
SELF	3119	1345	2.1	43.1	113	890	2.1	28.5	112	*314	2.2	10.1	118	**141	2.0	4.5	110
SEVENTEEN	3923	1795	2.8	45.8	120	1242	2.9	31.7	124	*363	2.5	9.3	109	**190	2.7	4.8	118
SKI	1501	471	0.7	31.4	82	288	0.7	19.2	75	**150	1.0	10.0	117	**33	0.5	2.2	53
SMITHSONIAN	5976	2245	3.5	37.6	98	1517	3.5	25.4	99	591	4.1	9.9	116	*137	2.0	2.3	56
SOAP OPERA DIGEST	4228	1671	2.6	39.5	104	998	2.3	23.6	92	447	3.1	10.6	124	**226	3.3	5.3	130
SOUTHERN LIVING	6488	2505	3.9	38.6	101	1662	3.9	25.6	100	518	3.6	8.0	94	*326	4.7	5.0	122
SPORT	3500	1436	2.2	41.0	107	911	2.1	26.0	102	*385	2.7	11.0	129	**141	2.0	4.0	98
THE SPORTING NEWS	2456	1129	1.8	46.0	120	798	1.9	32.5	127	*225	1.6	9.2	107	**106	1.5	4.3	105
SPORTS AFIELD	3648	1945	3.0	53.3	140	1080	2.5	29.6	116	546	3.8	15.0	176	*318	4.6	8.7	212
SPORTS ILLUSTRATED	14484	5818	9.1	40.2	105	4190	9.8	28.9	113	1160	8.1	8.0	94	468	6.8	3.2	78
STAR	12661	5085	7.9	40.2	105	3356	7.8	26.5	104	1057	7.4	8.3	98	672	9.7	5.3	129
SUNDAY	52799	19794	30.9	37.5	98	14333	33.5	27.1	106	4009	28.0	7.6	89	1452	21.0	2.8	67
SUNSET	3513	1405	2.2	40.0	105	917	2.1	26.1	102	364	2.5	10.4	122	**124	1.8	3.5	86
TV GUIDE	42766	16949	26.5	39.6	104	11270	26.3	26.4	103	3792	26.5	8.9	104	1888	27.3	4.4	107
TENNIS	1254	436	0.7	34.8	91	345	0.8	27.5	108	**58	0.4	4.6	54	**34	0.5	2.7	66
TIME	22054	8443	13.2	38.3	100	5796	13.5	26.3	103	1995	14.0	9.0	106	651	9.4	3.0	72
TOWN & COUNTRY	1555	396	0.6	25.5	67	305	0.7	19.6	77	**65	0.5	4.2	49	**26	0.4	1.7	41
TRAVEL & LEISURE	2173	775	1.2	35.7	93	537	1.3	24.7	97	*216	1.5	9.9	117	**23	0.3	1.1	26
TRUE STORY	4636	2129	3.3	45.9	120	1233	2.9	26.6	104	606	4.2	13.1	153	*290	4.2	6.3	152
U.S. NEWS & WORLD REPORT	10353	3933	6.1	38.0	100	2566	6.0	24.8	97	1005	7.0	9.7	114	363	5.3	3.5	85
USA TODAY	4994	1839	2.9	36.8	96	1259	2.9	25.2	99	431	3.0	8.6	101	*149	2.2	3.0	72
US	3528	1421	2.2	40.3	106	937	2.2	26.6	104	*328	2.3	9.3	109	*157	2.3	4.5	108
VOGUE	5424	1971	3.1	36.3	95	1424	3.3	26.3	103	372	2.6	6.9	80	*175	2.5	3.2	78
WALL STREET JOURNAL	6292	2238	3.5	35.6	93	1571	3.7	25.0	98	516	3.6	8.2	96	*150	2.2	2.4	58
WEIGHT WATCHERS	2762	1193	1.9	43.2	113	705	1.6	25.5	100	329	2.3	11.9	140	**159	2.3	5.8	140
WOMAN'S DAY	16320	6875	10.7	42.1	110	4744	11.1	29.1	114	1266	8.9	7.8	91	865	12.5	5.3	129
WORKING MOTHER	1496	642	1.0	42.9	112	446	1.0	29.8	117	**152	1.1	10.2	119	**44	0.6	2.9	71
WORKING WOMAN	1851	642	1.0	34.7	91	442	1.0	23.9	94	*174	1.2	9.4	110	**25	0.4	1.4	33
WORLD TENNIS	580	*209	0.3	36.0	94	**166	0.4	28.6	112	**22	0.2	3.8	44	**21	0.3	3.6	88
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4721	7.4	38.0	100	3253	7.6	26.2	103	1058	7.4	8.5	100	410	5.9	3.3	80
BLAIR INSERTS	91671	34887	54.5	38.1	100	24430	57.1	26.6	104	7573	53.0	8.3	97	2884	41.7	3.1	76
DAILY NEWSPAPERS																	
READ ANY	109190	42146	65.8	38.6	101	28977	67.7	26.5	104	9114	63.7	8.3	98	4055	58.7	3.7	90
READ ONE	89587	34370	53.7	38.4	101	23278	54.4	26.0	102	7582	53.0	8.5	99	3510	50.8	3.9	95
READ TWO OR MORE	19602	7776	12.1	39.7	104	5699	13.3	29.1	114	1532	10.7	7.8	92	545	7.9	2.8	67
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	42513	66.4	38.8	102	29538	69.0	26.9	106	9130	63.9	8.3	98	3845	55.6	3.5	85
READ ONE	95074	36358	56.8	38.3	100	24907	58.2	26.2	103	8033	56.2	8.4	99	3449	49.9	3.6	88
READ TWO OR MORE	14588	6125	9.6	42.0	110	4631	10.8	31.7	124	1098	7.7	7.5	88	396	5.7	2.7	66
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.31				30.56				27.00				26.19			
30 DAY REACH	149706	57088	89.2	38.1	100	38386	89.7	25.6	100	12838	89.8	8.6	101	5864	84.8	3.9	95
50 SHWG - 30 DAY AV FREQ	15.16	15.37				16.09				14.13				13.45			
30 DAY REACH	142406	54529	85.2	38.3	100	36529	85.3	25.7	101	12277	85.9	8.6	101	5723	82.8	4.0	98
25 SHWG - 30 DAY AV FREQ	8.23	8.32				8.65				7.67				7.52			
30 DAY REACH	131152	50381	78.7	38.4	101	34026	79.5	25.9	102	11269	78.8	8.6	101	5085	73.6	3.9	94
CABLE TV: HOME WIRED	66879	27327	42.7	40.9	107	19085	44.6	28.5	112	6128	42.9	9.2	107	2114	30.6	3.2	77
HOME NOT WIRED	100848	36694	57.3	36.4	95	23725	55.4	23.5	92	8171	57.1	8.1	95	4798	69.4	4.8	115
HAVE PAY CABLE	35024	15995	25.0	45.7	120	11117	26.0	31.7	124	3755	26.3	10.7	126	1123	16.2	3.2	78

	TOTAL U.S. '000	OWN A DOG				ONE				TWO				THREE OR MORE				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL ADULTS	167727	64021	100.0	38.2	100	42810	100.0	25.5	100	14299	100.0	8.5	100	6912	100.0	4.1	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	95620	38144	59.6	39.9	105	25348	59.2	26.5	104	8577	60.0	9.0	105	4220	61.1	4.4	107	
10:00 AM - 3:00 PM	63599	25040	39.1	39.4	103	16817	39.3	26.4	104	5518	38.6	8.7	102	2704	39.1	4.3	103	
3:00 PM - 7:00 PM	72097	28372	44.3	39.4	103	19032	44.5	26.4	103	6493	45.4	9.0	106	2847	41.2	3.9	96	
7:00 PM - MIDNIGHT	36670	14172	22.1	38.6	101	9473	22.1	25.8	101	3385	23.7	9.2	108	1314	19.0	3.6	87	
MIDNIGHT - 6:00 AM	21908	9125	14.3	41.7	109	5990	14.0	27.3	107	2238	15.7	10.2	120	897	13.0	4.1	99	
6:00 AM - MIDNIGHT	127571	49935	78.0	39.1	103	33431	78.1	26.2	103	11201	78.3	8.8	103	5304	76.7	4.2	101	
ENTIRE DAY	129239	50531	78.9	39.1	102	33837	79.0	26.2	103	11346	79.3	8.8	103	5348	77.4	4.1	100	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	34009	13769	21.5	40.5	106	9612	22.5	28.3	111	2856	20.0	8.4	99	1301	18.8	3.8	93	
ALL NEWS	6062	1957	3.1	32.3	85	1528	3.6	25.2	99	336	2.3	5.5	65	**94	1.4	1.6	38	
AOR/PROGRESSIVE	11884	4457	7.0	37.5	98	3124	7.3	26.3	103	998	7.0	8.4	99	335	4.8	2.8	68	
BEAUTIFUL MUSIC	11180	4233	6.6	37.9	99	2775	6.5	24.8	97	1025	7.2	9.2	108	432	6.3	3.9	94	
BLACK	4538	1416	2.2	31.2	82	800	1.9	17.6	69	337	2.4	7.4	87	*279	4.0	6.1	149	
CLASSICAL	3857	1335	2.1	34.6	91	872	2.0	22.6	89	346	2.4	9.0	105	**117	1.7	3.0	74	
CHR/ROCK	21946	9349	14.6	42.6	112	6474	15.1	29.5	116	1830	12.8	8.3	98	1044	15.1	4.8	115	
COUNTRY	27262	11706	18.3	42.9	112	7252	16.9	26.6	104	2953	20.7	10.8	127	1501	21.7	5.5	134	
GOLDEN OLDIES	3339	1198	1.9	35.9	94	798	1.9	23.9	94	*244	1.7	7.3	86	**156	2.3	4.7	113	
MOR/NOSTALGIA	10346	4111	6.4	39.7	104	2776	6.5	26.8	105	961	6.7	9.3	109	373	5.4	3.6	87	
NEWS/TALK	8929	3163	4.9	35.4	93	2256	5.3	25.3	99	648	4.5	7.3	85	*259	3.7	2.9	70	
RELIGIOUS	5488	1867	2.9	34.0	89	1260	2.9	23.0	90	364	2.5	6.6	78	*243	3.5	4.4	107	
SOFT ROCK	1232	506	0.8	41.1	108	335	0.8	27.2	107	**135	0.9	11.0	129	**36	0.5	2.9	71	
URBAN CONTEMPORARY	3184	954	1.5	30.0	78	640	1.5	20.1	79	*206	1.4	6.5	76	**108	1.6	3.4	82	
WIRED NETWORKS:																		
ABC CONTEMPORARY	6911	2957	4.6	42.8	112	1978	4.6	28.6	112	622	4.3	9.0	106	*358	5.2	5.2	126	
ABC DIRECTION	5212	2058	3.2	39.5	103	1353	3.2	26.0	102	424	3.0	8.1	95	*281	4.1	5.4	131	
ABC ENTERTAINMENT	10385	4201	6.6	40.5	106	2777	6.5	26.7	105	985	6.9	9.5	111	439	6.4	4.2	103	
ABC FM	4762	1989	3.1	41.8	109	1344	3.1	28.2	111	406	2.8	8.5	100	*239	3.5	5.0	122	
ABC INFORMATION	11339	4548	7.1	40.1	105	3036	7.1	26.8	105	1039	7.3	9.2	107	473	6.8	4.2	101	
ABC ROCK	4878	1964	3.1	40.3	105	1539	3.6	31.5	124	*325	2.3	6.7	78	**100	1.4	2.1	50	
CBS	10709	3886	6.1	36.3	95	2663	6.2	24.9	97	880	6.2	8.2	96	344	5.0	3.2	78	
MUTUAL	10251	3995	6.2	39.0	102	2759	6.4	26.9	105	877	6.1	8.6	100	360	5.2	3.5	85	
NBC	12243	4830	7.5	39.5	103	3459	8.1	28.3	111	864	6.0	7.1	83	507	7.3	4.1	100	
RADIORADIO	4606	1858	2.9	40.3	106	1279	3.0	27.8	109	425	3.0	9.2	108	*154	2.2	3.3	81	
RKO ONE	5148	2024	3.2	39.3	103	1511	3.5	29.4	115	340	2.4	6.6	77	*174	2.5	3.4	82	
RKO TWO	7313	2854	4.5	39.0	102	1786	4.2	24.4	96	650	4.5	8.9	104	418	6.0	5.7	139	
THE SOURCE	5981	2344	3.7	39.2	103	1499	3.5	25.1	98	604	4.2	10.1	118	*242	3.5	4.0	98	
NON-WIRED : BLAIR	19329	7902	12.3	40.9	107	5297	12.4	27.4	107	1731	12.1	9.0	105	875	12.7	4.5	110	
INTERNET	27139	10493	16.4	38.7	101	6928	16.2	25.5	100	2391	16.7	8.8	103	1174	17.0	4.3	105	
KATZ RADIO GROUP	36319	13995	21.9	38.5	101	9316	21.8	25.7	100	3232	22.6	8.9	104	1446	20.9	4.0	97	
SUPERNET	22361	8799	13.7	39.3	103	6119	14.3	27.4	107	1808	12.6	8.1	95	872	12.6	3.9	95	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	14532	5343	8.3	36.8	96	3553	8.3	24.4	96	1187	8.3	8.2	96	603	8.7	4.1	101	
MKDAY 9:00 AM - 1:00 PM	18688	6854	10.7	36.7	96	4265	10.0	22.8	89	1635	11.4	8.7	103	953	13.8	5.1	124	
MKDAY 1:00 PM - 4:30 PM	24061	8986	14.0	37.3	98	5740	13.4	23.9	93	2069	14.5	8.6	101	1177	17.0	4.9	119	
MKDAY 4:30 PM - 7:30 PM	44079	16172	25.3	36.7	96	10681	24.9	24.2	95	3633	25.4	8.2	97	1858	26.9	4.2	102	
MKDAY 7:30 PM - 8:00 PM	61979	23010	35.9	37.1	97	15226	35.6	24.6	96	5069	35.5	8.2	96	2715	39.3	4.4	106	
MKDAY 11:00 PM - 11:30 PM	49084	19074	29.8	38.9	102	12929	30.2	26.3	103	4111	28.8	8.4	98	2034	29.4	4.1	101	
MKDAY 11:30 PM - 1:00 AM	16560	6586	10.3	39.8	104	4388	10.2	26.5	104	1436	10.0	8.7	102	761	11.0	4.6	112	
M-SAT 8-11 PM-SUN 7-11 PM	66967	26013	40.6	38.8	102	17346	40.5	25.9	101	5745	40.2	8.6	101	2922	42.3	4.4	106	
MKDY DAYTIME NTKW 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	3621	5.7	39.1	102	2341	5.5	25.3	99	738	5.2	8.0	93	542	7.8	5.8	142
ANOTHER WORLD	N	6138	2292	3.6	37.3	98	1381	3.2	22.5	88	534	3.7	8.7	102	376	5.4	6.1	149
AS THE WORLD TURNS	C	7707	2874	4.5	37.3	98	1658	3.9	21.5	84	803	5.6	10.4	122	413	6.0	5.4	130
CAPITOL	C	4688	1702	2.7	36.3	95	1031	2.4	22.0	86	438	3.1	9.3	110	233	3.4	5.0	121
CBS MORN. NEWS 1	C	2792	1063	1.7	38.1	100	674	1.6	24.1	95	217	1.5	7.8	91	172	2.5	6.2	149
CBS MORN. NEWS 2	C	2071	838	1.3	40.5	106	517	1.2	25.0	98	*194	1.4	9.4	110	*126	1.8	6.1	148
DAYS OF OUR LIVES	N	8018	2983	4.7	37.2	97	1870	4.4	23.3	91	715	5.0	8.9	105	397	5.7	5.0	120
FACTS OF LIFE - DAYTIME	N	3487	1199	1.9	34.4	90	756	1.8	21.7	85	339	2.4	9.7	114	*103	1.5	3.0	72
FAMILY FEUD	A	4817	1676	2.6	34.8	91	1081	2.5	22.4	88	359	2.5	7.5	87	236	3.4	4.9	119
GENERAL HOSPITAL	A	8333	3018	4.7	36.2	95	1976	4.6	23.7	93	661	4.6	7.9	93	381	5.5	4.6	111
GOOD MORNING, AMERICA-730 A	A	5472	2050	3.2	37.5	98	1420	3.3	26.0	102	428	3.0	7.8	92	202	2.9	3.7	90
GOOD MORNING, AMERICA-830 A	A	3965	1604	2.5	40.5	106	1072	2.5	27.0	106	385	2.7	9.7	114	147	2.1	3.7	90
GUIDING LIGHT	C	7542	2882	4.5	38.2	100	1868	4.4	24.8	97	668	4.7	8.9	104	346	5.0	4.6	111
ONE LIFE TO LIVE	A	6018	2292	3.6	38.1	100	1451	3.4	24.1	94	505	3.5	8.4	98	336	4.9	5.6	135
PRESS YOUR LUCK	C	3589	1281	2.0	3													

	TOTAL U.S. '000	OWN A DOG				ONE				TWO				THREE OR MORE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	64021	100.0	38.2	100	42810	100.0	25.5	100	14299	100.0	8.5	100	6912	100.0	4.1	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	19014	29.7	36.4	95	12402	29.0	23.7	93	4370	30.6	8.4	98	2241	32.4	4.3	104
NETWORK AFFILIATES - LATE	39164	15348	24.0	39.2	103	10385	24.3	26.5	104	3307	23.1	8.4	99	1656	24.0	4.2	103
INDEPENDENTS - LATE	5133	1718	2.7	33.5	88	1228	2.9	23.9	94	384	2.7	7.5	88	106	1.5	2.1	50
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 22825	9040	14.1	39.6	104	5684	13.3	24.9	98	2090	14.6	9.2	107	1266	18.3	5.5	135
ABC MONDAY NIGHT MOVIE	A 11258	4308	6.7	38.3	100	2943	6.9	26.1	102	924	6.5	8.2	96	440	6.4	3.9	95
ABC SUNDAY NIGHT MOVIE	A 23600	9360	14.6	39.7	104	6387	14.9	27.1	106	2045	14.3	8.7	102	927	13.4	3.9	95
ABC WORLD NEWS TONIGHT	A 12801	4605	7.2	36.0	94	2907	6.8	22.7	89	1119	7.8	8.7	103	580	8.4	4.5	110
AFTERMASH	C 10966	4213	6.6	38.4	101	3109	7.3	28.4	111	697	4.9	6.4	75	*406	5.9	3.7	90
ALICE	C 17050	6397	10.0	37.5	98	4367	10.2	25.6	100	1200	8.4	7.0	83	831	12.0	4.9	118
AMERICAN PARADE	C 11998	4570	7.1	38.1	100	2966	6.9	24.7	97	1106	7.7	9.2	108	498	7.2	4.2	101
BENSON	A 19258	6973	10.9	36.2	95	4696	11.0	24.4	96	1305	9.1	6.8	79	972	14.1	5.0	122
BLUE THUNDER	A 11478	4450	7.0	38.8	102	2975	6.9	25.9	102	980	6.9	8.5	100	495	7.2	4.3	105
CAGNEY & LACEY	C 18263	7385	11.5	40.4	106	5008	11.7	27.4	107	1598	11.2	8.7	103	779	11.3	4.3	104
CBS EVENING NEWS-DEAN	C 7733	2715	4.2	35.1	92	1847	4.3	23.9	94	634	4.4	8.2	96	*234	3.4	3.0	73
CBS EVENING NEWS-RATHER	C 15653	5799	9.1	37.0	97	3938	9.2	25.2	99	1265	8.8	8.1	95	595	8.6	3.8	92
CBS SAT. NEWS-SCHIEFFER	C 8744	3094	4.8	35.4	93	2133	5.0	24.4	96	654	4.6	7.5	88	307	4.4	3.5	85
CBS SATURDAY NIGHT MOVIE	C 12000	4746	7.4	39.5	104	3386	7.9	28.2	111	881	6.2	7.3	86	479	6.9	4.0	97
CBS WEDNESDAY NIGHT MOVIE	C 11522	4615	7.2	40.1	105	3034	7.1	26.3	103	999	7.0	8.7	102	582	8.4	5.1	123
CHEERS	N 16818	6611	10.3	39.3	103	4664	10.9	27.7	109	1224	8.6	7.3	85	722	10.4	4.3	104
DALLAS	C 37510	14304	22.3	38.1	100	9541	22.3	25.4	100	2897	20.3	7.7	91	1866	27.0	5.0	121
DIFF'RENT STROKES	N 11258	4411	6.9	39.2	103	2917	6.8	25.9	102	871	6.1	7.7	91	623	9.0	5.5	134
DOUBLE TROUBLE	N 12248	4716	7.4	38.5	101	3027	7.1	24.7	97	1060	7.4	8.7	102	629	9.1	5.1	125
DUCK FACTORY	N 11100	4354	6.8	39.2	103	2972	6.9	26.8	105	861	6.0	7.8	91	521	7.5	4.7	114
DUKES OF HAZZARD	C 12353	5149	8.0	41.7	109	3330	7.8	27.0	106	1158	8.1	9.4	110	660	9.5	5.3	130
DYNASTY	A 33279	12856	20.1	38.6	101	8768	20.5	26.3	103	2461	17.2	7.4	87	1627	23.5	4.9	119
FACTS OF LIFE	N 13410	5339	8.3	39.8	104	3337	7.8	24.9	97	1242	8.7	9.3	109	760	11.0	5.7	138
FALCON CREST	C 31093	12004	18.8	38.6	101	8421	19.7	27.1	106	2208	15.4	7.1	83	1375	19.9	4.4	107
FALL GUY	A 18649	7257	11.3	38.9	102	4721	11.0	25.3	99	1664	11.6	8.9	105	872	12.6	4.7	113
FAMILY TIES	N 13101	4950	7.7	37.8	99	3503	8.2	26.7	105	902	6.3	6.9	81	545	7.9	4.2	101
FANTASY ISLAND	A 13069	4920	7.7	37.6	99	3246	7.6	24.8	97	1081	7.6	8.3	97	593	8.6	4.5	110
FOULUPS, BLEEPs & BLUNDERS	A 16588	6592	10.3	39.7	104	4429	10.3	26.7	105	1378	9.6	8.3	97	785	11.4	4.7	115
FOUR SEASONS	C 9302	3505	5.5	37.7	99	2428	5.7	26.1	102	705	4.9	7.6	89	*373	5.4	4.0	97
GIMME A BREAK	N 13955	4796	7.5	34.4	90	3314	7.7	23.7	93	950	6.6	6.8	80	532	7.7	3.8	93
HART TO HART	A 15735	6104	9.5	38.8	102	3932	9.2	25.0	98	1351	9.4	8.6	101	820	11.9	5.2	126
HILL STREET BLUES	N 18257	7143	11.2	39.1	103	4829	11.3	26.5	104	1476	10.3	8.1	95	838	12.1	4.6	111
HOTEL	A 24236	9808	15.3	40.5	106	6413	15.0	26.5	104	2001	14.0	8.3	97	1394	20.2	5.8	140
JEFFERSONS	C 17010	6367	9.9	37.4	98	4258	9.9	25.0	98	1244	8.7	7.3	86	865	12.5	5.1	123
JENNIFER SLEPT HERE	N 9397	3856	6.0	41.0	108	2549	6.0	27.1	106	843	5.9	9.0	105	463	6.7	4.9	120
KATE & ALLIE	C 16762	6944	10.8	41.4	109	4668	10.9	27.8	109	1484	10.4	8.9	104	791	11.4	4.7	115
KNIGHT RIDER	N 13164	5270	8.2	40.0	105	3334	7.8	25.3	99	1398	9.8	10.6	125	538	7.8	4.1	99
LOVE BOAT	A 20400	7898	12.3	38.7	101	5071	11.8	24.9	97	1735	12.1	8.5	100	1092	15.8	5.4	130
MAGNUM PI	C 22543	9286	14.5	41.2	108	5616	13.1	24.9	98	2416	16.9	10.7	126	1255	18.2	5.6	135
MAMA'S FAMILY	N 9852	4006	6.3	40.7	107	2805	6.6	28.5	112	742	5.2	7.5	88	459	6.6	4.7	113
MASTER, THE	N 8082	3104	4.8	38.4	101	2060	4.8	25.5	100	636	4.4	7.9	92	408	5.9	5.0	123
MATT HOUSTON	A 12881	5135	8.0	39.9	104	3409	8.0	26.5	104	1240	8.7	9.6	113	487	7.0	3.8	92
NBC MONDAY NIGHT MOVIE	N 23889	9480	14.8	39.7	104	6101	14.3	25.5	100	2223	15.5	9.3	109	1156	16.7	4.8	117
NBC NIGHTLY NEWS	N 11156	3758	5.9	33.7	88	2620	6.1	23.5	92	716	5.0	6.4	75	422	6.1	3.8	92
NBC NIGHTLY NEWS-SAT	N 7363	2353	3.7	32.0	84	1654	3.9	22.5	88	524	3.7	7.1	83	*176	2.5	2.4	58
NBC NIGHTLY NEWS-SUN	N 6214	2153	3.4	34.6	91	1595	3.7	25.7	101	391	2.7	6.3	74	*166	2.4	2.7	65
NBC SUNDAY NIGHT MOVIE	N 17590	7156	11.2	40.7	107	4822	11.3	27.4	107	1579	11.0	9.0	105	756	10.9	4.3	104
NEWHART	C 16740	6693	10.5	40.0	105	4569	10.7	27.3	107	1372	9.6	8.2	96	752	10.9	4.5	109
ONE DAY AT A TIME	C 11820	4245	6.6	35.9	94	2659	6.2	22.5	88	967	6.8	8.2	96	619	9.0	5.2	127
PEOPLE ARE FUNNY	N 9138	3636	5.7	39.8	104	2399	5.6	26.3	103	751	5.3	8.2	96	486	7.0	5.3	129
REAL PEOPLE	N 15979	6526	10.2	40.8	107	4252	9.9	26.6	104	1498	10.5	9.4	110	776	11.2	4.9	118
REMINGTON STEELE	N 14395	5875	9.2	40.8	107	3969	9.3	27.6	108	1183	8.3	8.2	96	723	10.5	5.0	122
RIPLY'S BELIEVE IT - NOT	A 11362	4589	7.2	40.4	106	3001	7.0	26.4	103	1061	7.4	9.3	110	528	7.6	4.6	113
RIPTIDE	N 13920	5954	9.3	42.8	112	3913	9.1	28.1	110	1336	9.3	9.6	113	704	10.2	5.1	123
SCARECROW & MRS. KING	C 17571	6825	10.7	38.8	102	4277	10.0	24.3	95	1573	11.0	9.0	105	975	14.1	5.5	135
SIMON & SIMON	C 20208	7978	12.5	39.5	103	4660	10.9	23.1	90	2287	16.0	11.3	133	1032	14.9	5.1	124
60 MINUTES	C 27668	10024	15.7	36.2	95	6650	15.5	24.0	94	2262	15.8	8.2	96	1112	16.1	4.0	98
ST. ELSEWHERE	N 13699	5597	8.7	40.9	107	3734	8.7	27.3									

	TOTAL U.S. '000	TOY SIZE (UNDER 12 LBS.)				SMALL SIZE 12-25 LBS.)				MEDIUM SIZE (26-50 LBS.)				LARGE SIZE (OVER 50 LBS.)			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	10346	100.0	6.2	100	21272	100.0	12.7	100	24013	100.0	14.3	100	19407	100.0	11.6	100
MALES	79263	4852	46.9	6.1	99	10255	48.2	12.9	102	11147	46.4	14.1	98	9286	47.8	11.7	101
FEMALES	88464	5494	53.1	6.2	101	11018	51.8	12.5	98	12865	53.6	14.5	102	10120	52.1	11.4	99
18 - 24	28671	1630	15.8	5.7	92	3420	16.1	11.9	94	4193	17.5	14.6	102	3888	20.0	13.6	117
25 - 34	39536	2038	19.7	5.2	84	4793	22.5	12.1	96	5687	23.7	14.4	100	4988	25.7	12.6	109
35 - 44	28978	2642	25.5	9.1	148	4378	20.6	15.1	119	5001	20.8	17.3	121	3833	19.8	13.2	114
45 - 54	22345	1533	14.8	6.9	111	3480	16.4	15.6	123	3895	16.2	17.4	122	2878	14.8	12.9	111
55 - 64	22224	1419	13.7	6.4	104	2695	12.7	12.1	96	3026	12.6	13.6	95	2268	11.7	10.2	88
65 OR OLDER	25973	1083	10.5	4.2	68	2506	11.8	9.6	76	2211	9.2	8.5	59	1552	8.0	6.0	52
18 - 34	68207	3668	35.5	5.4	87	8213	38.6	12.0	95	9850	41.1	14.5	101	8876	45.7	13.0	111
18 - 49	108058	7150	69.1	6.6	107	14579	68.5	13.5	106	16813	70.0	15.6	109	14096	72.6	13.0	113
25 - 54	90859	6213	60.1	6.8	111	12651	59.5	13.9	110	14582	60.7	16.0	112	11699	60.3	12.9	111
35 - 49	39851	3481	33.6	8.7	142	6367	29.9	16.0	126	6932	28.9	17.4	121	5220	26.9	13.1	113
50 OR OLDER	59669	3196	30.9	5.4	87	6693	31.5	11.2	88	7200	30.0	12.1	84	5311	27.4	8.9	77
GRADUATED COLLEGE	28091	1214	11.7	4.3	70	3172	14.9	11.3	89	3454	14.4	12.3	86	2917	15.0	10.4	90
ATTENDED COLLEGE	28938	1882	18.2	6.5	105	3627	17.1	12.5	99	4177	17.4	14.4	101	4114	21.2	14.2	123
GRADUATED HIGH SCHOOL	65503	4626	44.7	7.1	114	9095	42.8	13.9	109	10336	43.0	15.8	110	8485	43.7	13.0	112
DID NOT GRADUATE HIGH SCHOOL	45195	2625	25.4	5.8	94	5378	25.3	11.9	94	6045	25.2	13.4	93	3891	20.0	8.6	74
EMPLOYED MALES	56429	3591	34.7	6.4	103	7422	34.9	13.2	104	8455	35.2	15.0	105	6886	35.5	12.2	105
EMPLOYED FEMALES	43971	2663	25.7	6.1	98	6053	28.5	13.8	109	6657	27.7	15.1	106	5516	28.4	12.5	108
EMPLOYED FULL-TIME	87773	5609	54.2	6.4	104	11628	54.7	13.2	104	12862	53.6	14.7	102	10724	55.3	12.2	106
EMPLOYED PART-TIME	12627	645	6.2	5.1	83	1847	8.7	14.6	115	2250	9.4	17.8	124	1679	8.7	13.3	115
NOT EMPLOYED	67327	4092	39.6	6.1	99	7797	36.7	11.6	91	8901	37.1	13.2	92	7004	36.1	10.4	90
PROFESSIONAL/MANAGER	25845	1248	12.1	4.8	78	2915	13.7	11.3	89	2981	12.4	11.5	81	3106	16.0	12.0	104
TECH/CLERICAL/SALES	30895	2077	20.1	6.7	109	4594	21.6	14.9	117	4904	20.4	15.9	111	3740	19.3	12.1	105
PRECISION/CRAFT	12629	893	8.6	7.1	115	1525	7.2	12.1	95	2257	9.4	17.9	125	1521	7.8	12.0	104
OTHER EMPLOYED	31031	2037	19.7	6.6	106	4441	20.9	14.3	113	4970	20.7	16.0	112	4036	20.8	13.0	112
SINGLE	35557	1654	16.0	4.7	75	3898	18.3	11.0	86	4218	17.6	11.9	83	4155	21.4	11.7	101
MARRIED	103585	7146	69.1	6.9	112	14743	69.3	14.2	112	16659	69.4	16.1	112	13088	67.4	12.6	109
DIVORCED/SEPARATED/WIDOWED	28585	1545	14.9	5.4	88	2631	12.4	9.2	73	3136	13.1	11.0	77	2164	11.2	7.6	65
PARENTS	59295	4249	41.1	7.2	116	8944	42.0	15.1	119	10583	44.1	17.8	125	7783	40.1	13.1	113
WHITE	146081	9485	91.7	6.5	105	19380	91.1	13.3	105	21457	89.4	14.7	103	17551	90.4	12.0	104
BLACK	17974	723	7.0	4.0	65	1481	7.0	8.2	65	2159	9.0	12.0	84	1223	6.8	7.4	64
OTHER	3672	**139	1.3	3.8	61	**411	1.9	11.2	88	**397	1.7	10.8	76	**533	2.7	14.5	125
NORTHEAST-CENSUS	37005	1388	13.4	3.8	61	3475	16.3	9.4	74	4681	19.5	12.6	88	4123	21.2	11.1	96
NORTH CENTRAL	42642	2983	28.8	7.0	113	6033	28.4	14.1	112	6368	26.5	14.9	104	5407	27.9	12.7	110
SOUTH	56777	4025	38.9	7.1	115	7610	35.8	13.4	106	8468	36.1	15.3	107	5733	29.5	10.1	87
WEST	31303	1950	18.8	6.2	101	4154	19.5	13.3	105	4296	17.9	13.7	96	4145	21.4	13.2	114
NORTHEAST-MKTG.	38125	1478	14.3	3.9	63	3453	16.2	9.1	71	4592	19.1	12.0	84	3950	20.4	10.4	90
EAST CENTRAL	24794	1555	15.0	6.3	102	3636	17.1	14.7	116	3748	15.6	15.1	106	3006	15.5	12.1	105
WEST CENTRAL	28511	2210	21.4	7.8	126	4023	18.9	14.1	111	4255	17.7	14.9	104	3835	19.8	13.5	116
SOUTH	48953	3463	33.5	7.1	115	6814	32.0	13.9	110	7803	32.5	15.9	111	5175	26.7	10.6	91
PACIFIC	27344	1640	15.9	6.0	97	3347	15.7	12.2	97	3616	15.1	13.2	92	3440	17.7	12.6	109
COUNTY SIZE A	69301	3681	35.6	5.3	86	7705	36.2	11.1	88	8214	34.2	11.9	83	7537	38.8	10.9	94
COUNTY SIZE B	50633	3155	30.5	6.2	101	6790	31.9	13.4	106	7326	30.5	14.5	101	5979	30.8	11.8	102
COUNTY SIZE C	26259	1974	19.1	7.5	122	3536	16.6	13.5	106	4459	18.6	17.0	119	3380	17.4	12.9	111
COUNTY SIZE D	21534	1536	14.8	7.1	116	3242	15.2	15.1	119	4014	16.7	18.6	130	2511	12.9	11.7	101
METRO CENTRAL CITY	50014	2713	26.2	5.4	88	5420	25.5	10.8	85	5393	22.5	10.8	75	4620	23.8	9.2	80
METRO SUBURBAN	76832	4643	44.9	6.0	98	9864	46.4	12.8	101	11573	48.2	15.1	105	9855	50.8	12.8	111
NON METRO	40881	2990	28.9	7.3	119	5988	28.1	14.6	115	7047	29.3	17.2	120	4929	25.4	12.1	104
TOP 5 ADI'S	39550	1754	17.0	4.4	72	3764	17.7	9.5	75	4468	18.6	11.3	79	4344	22.4	11.0	95
TOP 10 ADI'S	54877	2692	26.0	4.9	80	5557	26.1	10.1	80	6304	26.3	11.5	80	5910	30.5	10.8	93
TOP 20 ADI'S	77516	4220	40.8	5.4	88	8429	39.6	10.9	86	9698	40.4	12.5	87	8594	44.3	11.1	96
HSGLD INC. \$50,000 OR MORE	17257	851	8.2	4.9	80	2454	11.5	14.2	112	2994	12.5	17.3	121	2875	14.8	16.7	144
\$40,000 OR MORE	33235	2102	20.3	6.3	103	4451	20.9	13.4	106	5355	22.3	16.1	113	5441	28.0	16.4	141
\$30,000 OR MORE	59693	4103	39.7	6.9	111	8658	40.7	14.5	114	9642	40.2	16.2	113	8839	45.5	14.8	128
\$25,000 OR MORE	76275	5114	49.4	6.7	109	11299	53.1	14.8	117	11866	49.4	15.6	109	10805	55.7	14.2	122
\$20,000 - \$24,999	18607	1031	10.0	5.5	90	2153	10.1	11.6	91	3033	12.6	16.3	114	2358	12.2	12.7	110
\$15,000 - \$19,999	17175	1122	10.8	6.5	106	1781	8.4	10.4	82	2445	10.2	14.2	99	1837	9.5	10.7	92
\$10,000 - \$14,999	24569	1457	14.1	5.9	96	2714	12.8	11.0	87	3341	13.9	13.6	95	2299	11.8	9.4	81
UNDER \$10,000	31101	1621	15.7	5.2	84	3326	15.6	10.7	84	33							

			TOY SIZE (UNDER 12 LBS.)				SMALL SIZE (12-25 LBS.)				MEDIUM SIZE (26-50 LBS.)				LARGE SIZE (OVER 50 LBS.)				
			TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS			167727	10346	100.0	6.2	100	21272	100.0	12.7	100	24013	100.0	14.3	100	19407	100.0	11.6	100
MAGAZINES	QUINTILE 1	34022	1972	19.1	5.8	94	4350	20.4	12.8	101	5462	22.7	16.1	112	4636	23.9	13.6	118	
	QUINTILE 2	34800	2142	20.7	6.2	100	4542	21.4	13.1	103	5118	21.3	14.7	103	4218	21.7	12.1	105	
	QUINTILE 3	30514	2058	19.9	6.7	109	3814	17.9	12.5	99	4502	18.7	14.8	103	3568	18.4	11.7	101	
	QUINTILE 4	33324	2079	20.1	6.2	101	4788	22.5	14.4	113	4679	19.5	14.0	98	3907	20.1	11.7	101	
	QUINTILE 5	35066	2095	20.2	6.0	97	3778	17.8	10.8	85	4252	17.7	12.1	85	3077	15.9	8.8	76	
NEWSPAPERS	QUINTILE 1	29107	1516	14.7	5.2	84	3581	16.8	12.3	97	4357	18.1	15.0	105	3618	18.6	12.4	107	
	QUINTILE 2	49095	3266	31.6	6.7	108	6329	29.8	12.9	102	6554	27.3	13.3	93	5708	29.4	11.6	100	
	QUINTILE 3	23107	1589	15.4	6.9	111	2960	13.9	12.8	101	3586	14.9	15.5	108	2895	14.9	12.5	108	
	QUINTILE 4	33556	1962	19.0	5.8	95	4322	20.3	12.9	102	4924	20.5	14.7	102	3829	19.7	11.4	99	
	QUINTILE 5	32863	2013	19.5	6.1	99	4080	19.2	12.4	98	4592	19.1	14.0	98	3358	17.3	10.2	88	
OUTDOOR	QUINTILE 1	33431	2025	19.6	6.1	98	3944	18.5	11.8	93	4715	19.6	14.1	99	4346	22.4	13.0	112	
	QUINTILE 2	33478	1962	19.0	5.9	95	4375	20.6	13.1	103	4692	19.5	14.0	98	3616	18.6	10.8	93	
	QUINTILE 3	33574	2323	22.5	6.9	112	4074	19.2	12.1	96	4548	18.9	13.5	95	3682	19.0	11.0	95	
	QUINTILE 4	33935	2151	20.8	6.3	103	4665	21.9	13.7	108	4987	20.8	14.7	103	4003	20.6	11.8	102	
	QUINTILE 5	33310	1884	18.2	5.7	92	4215	19.8	12.7	100	5070	21.1	15.2	106	3759	19.4	11.3	98	
RADIO-DRIVE TIME	QUINTILE 1	33136	2278	22.0	6.9	111	4387	20.6	13.2	104	5463	22.8	16.5	115	4002	20.6	12.1	104	
	QUINTILE 2	31658	1737	16.8	5.5	89	4145	19.5	13.1	103	4549	18.9	14.4	100	4009	20.7	12.7	109	
	QUINTILE 3	32541	2107	20.4	6.5	105	4114	19.3	12.6	100	4346	18.1	13.4	93	3889	20.0	12.0	103	
	QUINTILE 4	34247	2179	21.1	6.4	103	4160	19.6	12.1	96	4814	20.0	14.1	98	3963	20.4	11.6	100	
	QUINTILE 5	36144	2044	19.8	5.7	92	4466	21.0	12.4	97	4840	20.2	13.4	94	3544	18.3	9.8	85	
RADIO-MID- DAY	TERCILE 1	45037	3140	30.3	7.0	113	5967	28.1	13.2	104	6473	27.0	14.4	100	5407	27.9	12.0	104	
	TERCILE 2	44819	2264	21.9	5.1	82	5458	25.7	12.2	96	7012	29.2	15.6	109	5114	26.4	11.4	99	
	TERCILE 3	77872	4942	47.8	6.3	103	9847	46.3	12.6	100	10528	43.8	13.5	94	8886	45.8	11.4	99	
RADIO-TOTAL	QUINTILE 1	33763	2380	23.0	7.0	114	4530	21.3	13.4	106	5334	22.2	15.8	110	4278	22.0	12.7	110	
	QUINTILE 2	33240	2063	19.9	6.2	101	4075	19.2	12.3	97	4902	20.4	14.7	103	3791	19.5	11.4	99	
	QUINTILE 3	33408	1932	18.7	5.8	94	4210	19.8	12.6	99	5091	21.2	15.2	106	3923	20.2	11.7	101	
	QUINTILE 4	34792	2058	19.9	5.9	96	4336	20.4	12.5	98	4340	18.1	12.5	87	4019	20.7	11.6	100	
	QUINTILE 5	32524	1914	18.5	5.9	95	4122	19.4	12.7	100	4345	18.1	13.4	93	3396	17.5	10.4	90	
TV-PRIME TIME	QUINTILE 1	33090	1909	18.5	5.8	94	4206	19.8	12.7	100	4676	19.5	14.1	99	3796	19.6	11.5	99	
	QUINTILE 2	33357	2046	19.8	6.1	99	4205	19.8	12.6	99	5212	21.7	15.6	109	4420	22.8	13.3	115	
	QUINTILE 3	33980	2462	23.8	7.2	117	4805	22.6	14.1	111	5058	21.1	14.9	104	4111	21.2	12.1	105	
	QUINTILE 4	33854	2042	19.7	6.0	98	3963	18.6	11.7	92	4401	18.3	13.0	91	3561	18.3	10.5	91	
	QUINTILE 5	33444	1888	18.2	5.6	92	4093	19.2	12.2	96	4666	19.4	14.0	97	3519	18.1	10.5	91	
TV-DAYTIME	TERCILE 1	49121	3292	31.8	6.7	109	6267	29.5	12.8	101	6680	27.8	13.6	95	5378	27.7	10.9	95	
	TERCILE 2	48823	2736	26.4	5.6	91	6006	28.2	12.3	97	7338	30.6	15.0	105	5533	28.5	11.3	98	
	TERCILE 3	69782	4319	41.7	6.2	100	8998	42.3	12.9	102	9995	41.6	14.3	100	8496	43.8	12.2	105	
TV-TOTAL	QUINTILE 1	33584	1913	18.5	5.7	92	4283	20.1	12.8	101	4645	19.3	13.8	97	3691	19.0	11.0	95	
	QUINTILE 2	33441	2431	23.5	7.3	118	4393	20.7	13.1	104	4880	20.3	14.6	102	4123	21.2	12.3	107	
	QUINTILE 3	33505	2042	19.7	6.1	99	3843	18.1	11.5	90	4857	20.2	14.5	101	3849	19.8	11.5	99	
	QUINTILE 4	33466	1926	18.6	5.8	93	4217	19.8	12.6	99	5105	21.3	15.3	107	3873	20.0	11.6	100	
	QUINTILE 5	33731	2034	19.7	6.0	98	4535	21.3	13.4	106	4525	18.8	13.4	94	3871	19.9	11.5	99	
MAGAZINES-NEWSPAPERS: DUAL			44503	2983	28.8	6.7	109	5727	26.9	12.9	101	6269	26.1	14.1	98	5725	29.5	12.9	111
MAGAZINE IMPERATIVE			39363	2259	21.8	5.7	93	5124	24.1	13.0	103	6513	27.1	16.5	116	4825	24.9	12.3	106
NEWSPAPER IMPERATIVE			46441	2792	27.0	6.0	97	5831	27.4	12.6	99	6410	26.7	13.8	96	5171	26.6	11.1	96
MAGAZINES-OUTDOOR: DUAL			33726	2178	21.1	6.5	105	4319	20.3	12.8	101	4913	20.5	14.6	102	4233	21.8	12.6	108
MAGAZINE IMPERATIVE			52846	3157	30.5	6.0	97	6881	32.3	13.0	103	8392	34.9	15.9	111	6732	34.7	12.7	110
OUTDOOR IMPERATIVE			52140	3137	30.3	6.0	98	6270	29.5	12.0	95	6810	28.4	13.1	91	5689	29.3	10.9	94
MAGAZINES-RADIO: DUAL			37081	2427	23.5	6.5	106	4739	22.3	12.8	101	6064	25.3	16.4	114	4686	24.1	12.6	109
MAGAZINE IMPERATIVE			49747	2853	27.6	5.7	93	6187	29.1	12.4	98	7207	30.0	14.5	101	6066	31.3	12.2	105
RADIO IMPERATIVE			49208	3134	30.3	6.4	103	6258	29.4	12.7	100	7241	30.2	14.7	103	5594	28.8	11.4	98
MAGAZINES-TELEVISION: DUAL			33103	2098	20.3	6.3	103	4103	19.3	12.4	98	5060	21.1	15.3	107	4239	21.8	12.8	111
MAGAZINE IMPERATIVE			54575	3290	31.8	6.0	98	7033	33.1	12.9	102	8224	34.2	15.1	105	6758	34.8	12.4	107
TELEVISION IMPERATIVE			53249	3556	34.4	6.7	108	6746	31.7	12.7	100	7094	29.5	13.3	93	5549	28.6	10.4	90
NEWSPAPERS-OUTDOOR: DUAL			36255	2175	21.0	6.0	97	4476	21.0	12.3	97	5233	21.8	14.4	101	4599	23.7	12.7	110
NEWSPAPER IMPERATIVE			55591	3494	33.8	6.3	102	7288	34.3	13.1	103	7860	32.7	14.1	99	6485	33.4	11.7	101
OUTDOOR IMPERATIVE			48319	2953	28.5	6.1	99	5786	27.2	12.0	94	6713	28.0	13.9	97	5338	27.5	11.0	95
NEWSPAPERS-RADIO: DUAL			37242	2327	22.5	6.2	101	4613	21.7	12.4	98	5507	22.9	14.8	103	4900	25.2	13.2	114
NEWSPAPER IMPERATIVE			54423	3272	31.6	6.0	97	6927	32.6	12.7	100	7241	30.2	13.3	93	6209	32.0	11.4	99
RADIO IMPERATIVE			46650	2981	28.8	6.4	104	5936	27.9	12.7	100	7451	31.0	16.0	112	5342	27.5	11.5	99
NEWSPAPERS-TELEVISION: DUAL			35974	2254	21.8	6.3	102	4277	20.1	11.9	94	5123	21.3	14.2	99	4333	22.3	12.0	104
NEWSPAPER IMPERATIVE			56095	3504	33.9	6.2	101	7234	34.0	12.9	102	7928	33.0	14.1	99	6705	34.5	12.0	103
TELEVISION IMPERATIVE			47170	3037	29.4	6.4	104	6058	28.5	12.8	101	6981	29.1	14.8	103	5352	27.6	11.3	98
OUTDOOR-RADIO: DUAL																			

	TOTAL U.S. '000	TOY SIZE (UNDER 12 LBS.)				SMALL SIZE (12-25 LBS.)				MEDIUM SIZE (26-50 LBS.)				LARGE SIZE (OVER 50 LBS.)			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	10346	100.0	6.2	100	21272	100.0	12.7	100	24013	100.0	14.3	100	19407	100.0	11.6	100
ATLANTIC MONTHLY	867	**34	0.3	3.9	64	**68	0.3	7.8	62	**71	0.3	8.2	57	**96	0.5	11.1	96
BARRON'S	1580	**85	0.8	5.4	87	**152	0.7	9.6	76	**179	0.7	11.3	79	**265	1.4	16.8	145
BETTER HOMES & GARDENS	22203	1356	13.1	6.1	99	2947	13.9	13.3	105	3475	14.5	15.7	109	2905	15.0	13.1	113
BON APPETIT	3810	*303	2.9	8.0	129	543	2.6	14.3	112	614	2.6	16.1	113	534	2.8	14.0	121
BUSINESS WEEK	4663	*262	2.5	5.6	91	430	2.0	9.2	73	680	2.8	14.6	102	555	2.9	11.9	103
CAR AND DRIVER	3102	**95	0.9	3.1	50	327	1.5	10.5	83	342	1.4	11.0	77	433	2.2	14.0	121
CBS MAGAZINE NETWORK (GROSS)	7311	416	4.0	5.7	92	796	3.7	10.9	86	1288	5.4	17.6	123	1135	5.8	15.5	134
CHANGING TIMES	3400	**179	1.7	5.3	85	305	1.4	9.0	71	466	1.9	13.7	96	296	1.5	8.7	75
COLONIAL HOMES	1796	**92	0.9	5.1	83	*194	0.9	10.8	85	308	1.3	17.1	120	*135	0.7	7.5	65
CONDE NAST MAG. PKG. (GROSS)	19924	1088	10.5	5.5	89	2433	11.4	12.2	96	2915	12.1	14.6	102	2546	13.1	12.8	110
CONSUMERS DIGEST	3125	*138	1.3	4.4	72	371	1.7	11.9	94	455	1.9	14.6	102	410	2.1	13.1	113
COSMOPOLITAN	10577	413	4.0	3.9	63	1328	6.2	12.6	99	1755	7.3	16.6	116	1309	6.7	12.4	107
COUNTRY LIVING	3746	*164	1.6	4.4	71	562	2.6	15.0	118	645	2.7	17.2	120	464	2.4	12.4	107
CUISINE	2214	**75	0.7	3.4	55	*242	1.1	10.9	86	353	1.5	15.9	111	255	1.3	11.5	100
CYCLE WORLD	2394	**148	1.4	6.2	100	313	1.5	13.1	103	*358	1.5	15.0	104	462	2.4	19.3	167
DCI:CREATIVE IDEAS FOR LIV	3068	*154	1.5	5.0	81	338	1.6	11.0	87	574	2.4	18.7	131	300	1.5	9.8	85
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	407	3.9	4.3	69	1190	5.6	12.5	98	1697	7.1	17.8	124	930	4.8	9.7	84
DISCOVER	2277	*194	1.9	8.5	138	*294	1.4	12.9	102	312	1.3	13.7	96	*282	1.5	12.4	107
EBONY	7187	407	3.9	5.7	92	604	2.8	8.4	66	792	3.3	11.0	77	558	2.9	7.8	67
ESQUIRE	2560	**173	1.7	6.8	110	*219	1.0	8.6	67	365	1.5	14.3	100	*256	1.3	10.0	86
ESSENCE	3242	**193	1.9	6.0	97	*275	1.3	8.5	67	419	1.7	12.9	90	333	1.7	10.3	89
FAMILY CIRCLE	19639	1215	11.7	6.2	100	2560	12.0	13.0	103	3468	14.4	17.7	123	2484	12.8	12.6	109
THE FAMILY HANDYMAN	3540	*260	2.5	7.3	119	548	2.6	15.5	122	609	2.5	17.2	120	447	2.3	12.6	109
FAMILY WEEKLY	23924	1657	16.0	6.9	112	3318	15.6	13.9	109	4192	17.5	17.5	122	2853	14.7	11.9	103
FIELD & STREAM	9883	795	7.7	8.0	130	1352	6.4	13.7	108	2061	8.6	20.9	146	1677	8.6	17.0	147
FOOD & WINE	1030	**46	0.4	4.5	72	**88	0.4	8.5	67	*133	0.6	12.9	90	**140	0.7	13.6	117
FORBES	2679	*195	1.9	7.3	118	267	1.3	10.0	79	330	1.4	12.3	86	*285	1.5	10.6	92
FORTUNE	2931	**165	1.6	5.6	91	243	1.1	8.3	65	351	1.5	12.0	84	336	1.7	11.5	99
GENTLEMEN'S QUARTERLY	3481	*300	2.9	8.6	140	430	2.0	12.4	97	449	1.9	12.9	90	*448	2.3	12.9	111
GLAMOUR	7163	354	3.4	4.9	80	930	4.4	13.0	102	1063	4.4	14.8	104	1004	5.2	14.0	121
GOLF DIGEST	2355	*131	1.3	5.6	90	339	1.6	14.4	114	411	1.7	17.5	122	*171	0.9	7.3	63
GOLF DIGEST/TENNIS (GROSS)	3610	*195	1.9	5.4	88	503	2.4	13.9	110	549	2.3	15.2	106	268	1.4	7.4	64
GOLF MAGAZINE	2046	**44	0.4	2.2	35	*230	1.1	11.2	89	*328	1.4	16.0	102	*190	1.0	9.3	80
GOLF MAGAZINE/SKI (GROSS)	3547	**121	1.2	3.4	55	306	1.4	8.6	68	536	2.2	15.1	106	382	2.0	10.8	93
GOOD HOUSEKEEPING	20353	1279	12.4	6.3	102	2811	13.2	13.8	109	3284	13.7	16.1	113	2521	13.0	12.4	107
HARPER'S BAZAAR	3362	**137	1.3	4.1	66	*309	1.5	9.2	72	553	2.3	16.4	115	366	1.9	10.9	94
HEALTH	2987	**144	1.4	4.8	78	428	2.0	14.3	113	552	2.3	18.5	129	*323	1.7	10.8	93
HEARST MAG CORP. BUY (GROSS)	67928	4069	39.3	6.0	97	8683	40.8	12.8	101	10942	45.6	16.1	113	8506	43.8	12.5	108
HEARST MAN POWER (GROSS)	11282	969	9.4	8.6	139	1362	6.4	12.1	95	1948	8.1	17.3	121	1704	8.8	15.1	131
HEARST WOMAN POWER (GROSS)	40514	2353	22.7	5.8	94	5463	25.7	13.5	106	6463	26.9	16.0	111	5022	25.9	12.4	107
HOUSE BEAUTIFUL	4885	*266	2.6	5.4	88	618	2.9	12.7	100	757	3.2	15.5	108	579	3.0	11.9	102
INC.	1308	**103	1.0	7.9	128	**126	0.6	9.6	76	*188	0.8	14.4	100	*220	1.1	16.8	145
JET	6498	*381	3.7	5.9	95	600	2.8	9.2	73	855	3.6	13.2	92	655	3.4	10.1	87
LADIES' HOME JOURNAL	14797	867	8.4	5.9	95	2041	9.6	13.8	109	2452	10.2	16.6	116	1982	10.2	13.4	116
LHJ FAMILY GRP COMBO(GROSS)	21743	1227	11.9	5.6	91	3119	14.7	14.3	113	3546	14.8	16.3	114	2913	15.0	13.4	116
LIFE	9881	464	4.5	4.7	76	1302	6.1	13.2	104	1479	6.2	15.0	105	1142	5.9	11.6	100
L.A. TIMES HOME MAGAZINE	2775	*137	1.3	4.9	80	375	1.8	13.5	107	313	1.3	11.3	79	378	1.9	13.6	118
MADEMOISELLE	4219	*217	2.1	5.1	83	502	2.4	11.9	94	587	2.4	13.9	97	525	2.7	12.4	108
MC CALL'S	16422	1042	10.1	6.3	103	2315	10.9	14.1	111	2470	10.3	15.0	105	2265	11.7	13.8	119
MC CALL'S/WRK MOTHER (GROSS)	17919	1138	11.0	6.4	103	2458	11.6	13.7	108	2726	11.4	15.2	106	2525	13.0	14.1	122
MECHANIX ILLUSTRATED	4433	*378	3.7	8.5	138	703	3.3	15.9	125	732	3.0	16.5	115	644	3.3	14.5	126
METROPOLITAN HOME	1504	**84	0.8	5.6	91	*231	1.1	15.4	121	*149	0.6	9.9	69	**110	0.6	7.3	63
MONEY	4723	*254	2.5	5.4	87	462	2.2	9.8	77	598	2.5	12.7	88	644	3.3	13.6	118
MOTHER EARTH NEWS	2325	*70	0.7	3.0	49	362	1.7	15.6	123	491	2.0	21.1	148	382	2.0	16.4	142
MS.	1189	*35	0.3	2.9	48	*237	1.1	19.9	157	*272	1.1	22.9	160	**120	0.6	10.1	87
NATIONAL ENQUIRER	18892	1351	13.1	7.2	116	2712	12.7	14.4	113	3419	14.2	18.1	126	2072	10.7	11.0	95
NATIONAL GEOGRAPHIC	22129	1324	12.8	6.0	97	2956	13.9	13.4	105	3241	13.5	14.6	102	3139	16.2	14.2	123
NATIONAL SUNDAY MAGAZINE PKG	103750	6477	62.6	6.2	101	13245	62.3	12.8	101	14905	62.1	14.4	100	12394	63.9	11.9	103
NATURAL HISTORY	1379	**59	0.6	4.3	69	**147	0.7	10.7	84	*195	0.8	14.1	99	**155	0.8	11.2	97
NEW WOMAN	2289	**60	0.6	2.6	42	472	2.2	20.6	163	398	1.7	17.4	121	*226	1.2	9.9	85
NEW YORK INCLUDING CUE	1088	**9	0.1	0.8	13	**102	0.5	9.4	74	**102	0.4	9.4	65	**52	0.3	4.8	41
THE NEW YORKER	2459	*94	0.9	3.8	62	261	1.2	10.6	84	356	1.5	14.5	101	269	1.4	10.9	95
NEWSWEEK	16527	935	9.0	5.7	92	1986	9.3	12.0	95	2326	9.7	14.1	98	1962	10.1	11.9	103
THE N.Y. TIMES DAILY EDITION	2739	*57	0.6	2.1	34	230	1.1	8.4	66	276	1.1	10.1	70	273	1.4	10.0	86
THE N.Y. TIMES MAGAZINE	4443	*102	1.0	2.3	37	384	1.8	8.6	68	508	2.1	11.4	80	530	2.7	11.9	103
OMNI	2799	**236	2.3	8.4	137	315	1.5	11.3	89	402	1.7	14.4	100	339	1.7	12.1	105
ON CABLE	2209	*275	2.7	12.4	202	*202	0.9	9.1	72	*293	1.2	13.3	93	*306	1.6	13.9	120
1001 HOME IDEAS	3959	*216	2.1	5.5	88	650	3.1	16.4	129	542	2.3	13.7	96	608	3.1	15.4	133
ORGANIC GARDENING	3111	*218	2.1	7.0	114	518	2.4	16.7	131	591	2.5	19.0	133	569	2.9	18.3	158
OUTDOOR LIFE	5024	525	5.1	10.4	169	499	2.3	9.9	78	1179	4.9	23.5	164	809	4.2	16.1	139
PARADE MAGAZINE	51292	2983	28.8	5.8	94	6541	30.7	12.8	101	7288	30.4	14.2	99	6218	32.0	12.1	105

	TOTAL U.S. '000	TOY SIZE (UNDER 12 LBS.)				SMALL SIZE (12-25 LBS.)				MEDIUM SIZE (26-50 LBS.)				LARGE SIZE (OVER 50 LBS.)			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	10346	100.0	6.2	100	21272	100.0	12.7	100	24013	100.0	14.3	100	19407	100.0	11.6	100
PARENTS	5298	351	3.4	6.6	107	554	2.6	10.5	82	975	4.1	18.4	129	691	3.6	13.0	113
PENTHOUSE	5129	393	3.8	7.7	124	574	2.7	11.2	88	763	3.2	14.9	104	592	3.1	11.5	100
PEOPLE	21070	1375	13.3	6.5	106	2648	12.4	12.6	99	3391	14.1	16.1	112	2598	13.4	12.3	107
PLAYBOY	10562	781	7.5	7.4	120	1180	5.5	11.2	88	1532	6.4	14.5	101	1480	7.6	14.0	121
POPULAR HOT RODDING	2498	**107	1.0	4.3	69	*350	1.6	14.0	110	468	1.9	18.7	131	398	2.1	15.9	138
POPULAR MECHANICS	5887	530	5.1	9.0	146	729	3.4	12.4	98	827	3.4	14.0	98	844	4.3	14.3	124
POPULAR SCIENCE	4317	*286	2.8	6.6	107	536	2.5	12.4	98	673	2.8	15.6	109	537	2.8	12.4	108
PREVENTION	5792	*296	2.9	5.1	83	703	3.3	12.1	96	775	3.2	13.4	93	746	3.8	12.9	111
PSYCHOLOGY TODAY	3284	*246	2.4	7.5	121	351	1.7	10.7	84	591	2.5	18.0	126	495	2.6	15.1	130
READER'S DIGEST	40046	2528	24.4	6.3	102	5519	25.9	13.8	109	6106	25.4	15.2	107	4691	24.2	11.7	101
REDBOOK	9584	662	6.4	6.9	112	1324	6.2	13.8	109	1425	5.9	14.9	104	1193	6.1	12.4	108
ROAD & TRACK	2590	**141	1.4	5.4	88	*206	1.0	8.0	63	517	2.2	20.0	139	424	2.2	16.4	141
ROLLING STONE	3302	**131	1.3	4.0	64	*361	1.7	10.9	86	518	2.2	15.7	110	478	2.5	14.5	125
RUNNER'S WORLD	1229	**74	0.7	6.0	98	**75	0.4	6.1	48	**183	0.8	14.9	104	*197	1.0	16.0	139
SATURDAY EVENING POST	2110	**101	1.0	4.8	78	*280	1.3	13.3	105	213	0.9	10.1	71	*167	0.9	7.9	68
SCIENCE 84	1543	**64	0.6	4.1	67	*216	1.0	14.0	110	*181	0.8	11.7	82	*178	0.9	11.5	100
SCIENCE DIGEST	1747	**79	0.8	4.5	73	*152	0.7	8.7	69	*311	1.3	17.8	124	*169	0.9	9.7	84
SCIENTIFIC AMERICAN	1994	**114	1.1	5.7	93	*152	0.7	7.6	60	*286	1.2	14.3	100	*268	1.4	13.4	116
SELF	3119	*249	2.4	8.0	129	368	1.7	11.8	93	548	2.3	17.6	123	427	2.2	13.7	118
SEVENTEEN	3923	*267	2.6	6.8	110	609	2.9	15.5	122	752	3.1	19.2	134	419	2.2	10.7	92
SKI	1501	**77	0.7	5.1	83	**77	0.4	5.1	40	*208	0.9	13.9	97	*192	1.0	12.8	111
SMITHSONIAN	5976	402	3.9	6.7	109	738	3.5	12.3	97	747	3.1	12.5	87	693	3.6	11.6	100
SOAP OPERA DIGEST	4228	*290	2.8	6.9	111	521	2.4	12.3	97	717	3.0	17.0	118	541	2.8	12.8	111
SOUTHERN LIVING	6488	253	2.4	3.9	63	852	4.0	13.1	104	1123	4.7	17.3	121	630	3.2	9.7	84
SPORT	3500	*334	3.2	9.5	155	431	2.0	12.3	97	463	1.9	13.2	92	515	2.7	14.7	127
THE SPORTING NEWS	2456	**203	2.0	8.3	134	*271	1.3	11.0	87	420	1.7	17.1	119	340	1.8	13.8	120
SPORTS AFIELD	3648	*361	3.5	9.9	160	481	2.3	13.2	104	811	3.4	22.2	155	691	3.6	18.9	164
SPORTS ILLUSTRATED	14484	942	9.1	6.5	105	1722	8.1	11.9	94	2139	8.9	14.8	103	1927	9.9	13.3	115
STAR	12661	901	8.7	7.1	115	1611	7.6	12.7	100	2083	8.7	16.5	115	1409	7.3	11.1	96
SUNDAY	52799	3149	30.4	6.0	97	6587	31.0	12.5	98	6896	28.7	13.1	91	6065	31.3	11.5	99
SUNSET	3513	*186	1.8	5.3	86	536	2.5	15.3	120	455	1.9	13.0	90	473	2.4	13.5	116
TV GUIDE	42766	2861	27.7	6.7	108	5747	27.0	13.4	106	6541	27.2	15.3	107	4998	25.8	11.7	101
TENNIS	1254	**64	0.6	5.1	83	**165	0.8	13.2	104	**138	0.6	11.0	77	**98	0.5	7.8	68
TIME	22054	1211	11.7	5.5	89	2323	10.9	10.5	83	3359	14.0	15.2	106	2874	14.8	13.0	113
TOWN & COUNTRY	1555	**46	0.4	3.0	48	**84	0.4	5.4	43	*186	0.8	12.0	84	**111	0.6	7.1	62
TRAVEL & LEISURE	2173	*140	1.4	6.4	104	*174	0.8	8.0	63	295	1.2	13.6	95	*259	1.3	11.9	103
TRUE STORY	4636	473	4.6	10.2	165	674	3.2	14.5	115	856	3.6	18.5	129	574	3.0	12.4	107
U.S. NEWS & WORLD REPORT	10353	610	5.9	5.9	96	1265	5.9	12.2	96	1365	5.7	13.2	92	1379	7.1	13.3	115
USA TODAY	4994	*251	2.4	5.0	81	538	2.5	10.8	85	648	2.7	13.0	91	621	3.2	12.4	107
US	3528	*233	2.3	6.6	107	508	2.4	14.4	114	537	2.2	15.2	106	362	1.9	10.3	89
VOGUE	5424	*267	2.6	4.9	80	633	3.0	11.7	92	717	3.0	13.2	92	591	3.0	10.9	94
WALL STREET JOURNAL	6292	278	2.7	4.4	72	764	3.6	12.1	96	671	2.8	10.7	74	773	4.0	12.3	106
WEIGHT WATCHERS	2762	*181	1.7	6.6	106	422	2.0	15.3	120	385	1.6	13.9	97	480	2.5	17.4	150
WOMAN'S DAY	16320	922	8.9	5.6	92	2185	10.3	13.4	106	2913	12.1	17.8	125	2119	10.9	13.0	112
WORKING MOTHER	1496	**96	0.9	6.4	104	*144	0.7	9.6	76	*256	1.1	17.1	120	*260	1.3	17.4	150
WORKING WOMAN	1851	**100	1.0	5.4	88	*250	1.2	13.5	106	*188	0.8	10.2	71	*167	0.9	9.0	78
WORLD TENNIS	580	**37	0.4	6.4	103	**75	0.4	12.9	102	**77	0.3	13.3	93	**53	0.3	9.1	79
ZIFF-DAVIS MAG NETWK (GROSS)	12412	590	5.7	4.8	77	1560	7.3	12.6	99	1611	6.7	13.0	91	1671	8.6	13.5	116
BLAIR INSERTS	91671	5391	52.1	5.9	95	11257	52.9	12.3	97	12649	52.7	13.8	96	11021	56.8	12.0	104
DAILY NEWSPAPERS																	
READ ANY	109190	6946	67.1	6.4	103	13979	65.7	12.8	101	15492	64.5	14.2	99	12797	65.9	11.7	101
READ ONE	89587	5924	57.3	6.6	107	11618	54.6	13.0	102	12394	51.6	13.8	97	10557	54.4	11.8	102
READ TWO OR MORE	19602	1022	9.9	5.2	85	2361	11.1	12.0	95	3098	12.9	15.8	110	2240	11.5	11.4	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6717	64.9	6.1	99	13927	65.5	12.7	100	15618	65.0	14.2	99	13239	68.2	12.1	104
READ ONE	95074	5998	58.0	6.3	102	12070	56.7	12.7	100	13248	55.2	13.9	97	11323	58.3	11.9	103
READ TWO OR MORE	14588	719	6.9	4.9	80	1857	8.7	12.7	100	2370	9.9	16.2	113	1916	9.9	13.1	114
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	27.38				27.20				28.71				31.10			
30 DAY REACH	149706	9276	89.7	6.2	100	18940	89.0	12.7	100	21174	88.2	14.1	99	17262	88.9	11.5	100
50 SHWG - 30 DAY AV FREQ	15.16	14.11				14.28				15.15				16.22			
30 DAY REACH	142406	9023	87.2	6.3	103	18062	84.9	12.7	100	20092	83.7	14.1	99	16598	85.5	11.7	101
25 SHWG - 30 DAY AV FREQ	8.23	7.64				7.72				8.29				8.81			
30 DAY REACH	131152	8309	80.3	6.3	103	16650	78.3	12.7	100	18371	76.5	14.0	98	15286	78.8	11.7	101
CABLE TV: HOME WIRED	66879	4666	45.1	7.0	113	9212	43.3	13.8	109	9747	40.6	14.6	102	7981	41.1	11.9	103
HOME NOT WIRED	100848	5680	54.9	5.6	91	12061	56.7	12.0	94	14266	59.4	14.1	99	11425	58.9	11.3	98
HAVE PAY CABLE	35024	2709	26.2	7.7	125	5243	24.6	15.0	118	5610	23.4	16.0	112	5113	26.3	14.6	126

	TOTAL U.S. '000	TOY SIZE (UNDER 12 LBS.)				SMALL SIZE (12-25 LBS.)				MEDIUM SIZE (26-50 LBS.)				LARGE SIZE (OVER 50 LBS.)			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	10346	100.0	6.2	100	21272	100.0	12.7	100	24013	100.0	14.3	100	19407	100.0	11.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	6071	58.7	6.3	103	12430	58.4	13.0	102	14487	60.3	15.2	106	11729	60.4	12.3	106
10:00 AM - 3:00 PM	63599	4138	40.0	6.5	105	8154	38.3	12.8	101	9526	39.7	15.0	105	7621	39.3	12.0	104
3:00 PM - 7:00 PM	72097	4608	44.5	6.4	104	9329	43.9	12.9	102	10438	43.5	14.5	101	8811	45.4	12.2	106
7:00 PM - MIDNIGHT	36670	2275	22.0	6.2	101	4568	21.5	12.5	98	5459	22.7	14.9	104	4222	21.8	11.5	100
MIDNIGHT - 6:00 AM	21908	1529	14.8	7.0	113	2852	13.4	13.0	103	3526	14.7	16.1	112	2819	14.5	12.9	111
6:00 AM - MIDNIGHT	127571	8015	77.5	6.3	102	16362	76.9	12.8	101	18754	78.1	14.7	103	15357	79.1	12.0	104
ENTIRE DAY	129239	8086	78.2	6.3	101	16514	77.6	12.8	101	19004	79.1	14.7	103	15582	80.3	12.1	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2201	21.3	6.5	105	4176	19.6	12.3	97	5446	22.7	16.0	112	4142	21.3	12.2	105
ALL NEWS	6062	285	2.8	4.7	76	593	2.8	9.8	77	687	2.9	11.3	79	579	3.0	9.6	83
AOR/PROGRESSIVE	11884	727	7.0	6.1	99	1145	5.4	9.6	76	1766	7.4	14.9	104	1562	8.0	13.1	114
BEAUTIFUL MUSIC	11180	587	5.7	5.3	85	1424	6.7	12.7	100	1528	6.4	13.7	95	1304	6.7	11.7	101
BLACK	4538	*227	2.2	5.0	81	487	2.3	10.7	85	666	2.8	14.7	103	355	1.8	7.8	68
CLASSICAL	3857	*229	2.2	5.9	96	441	2.1	11.4	90	429	1.8	11.1	78	453	2.3	11.7	102
CHR/ROCK	21946	1140	11.0	5.2	84	3289	15.5	15.0	118	3738	15.6	17.0	119	2566	13.2	11.7	101
COUNTRY	27262	1974	19.1	7.2	117	4180	19.7	15.3	121	4434	18.5	16.3	114	3464	17.8	12.7	110
GOLDEN OLDIES	3339	*281	2.7	8.4	136	387	1.8	11.6	91	357	1.5	10.7	75	454	2.3	13.6	118
MOR/NOSTALGIA	10346	676	6.5	6.5	106	1222	5.7	11.8	93	1424	5.9	13.8	96	1370	7.1	13.2	114
NEWS/TALK	8929	501	4.8	5.6	91	933	4.4	10.4	82	1063	4.4	11.9	83	1111	5.7	12.4	108
RELIGIOUS	5488	*296	2.9	5.4	87	671	3.2	12.2	96	637	2.7	11.6	81	566	2.9	10.3	89
SOFT ROCK	1232	**74	0.7	6.0	97	*183	0.9	14.9	117	*185	0.8	15.0	105	*153	0.8	12.4	107
URBAN CONTEMPORARY	3184	**203	2.0	6.4	103	271	1.3	8.5	67	383	1.6	12.0	84	*259	1.3	8.1	70
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	510	4.9	7.4	120	908	4.3	13.1	104	1199	5.0	17.3	121	819	4.2	11.9	102
ABC DIRECTION	5212	372	3.6	7.1	116	674	3.2	12.9	102	738	3.1	14.2	99	632	3.3	12.1	105
ABC ENTERTAINMENT	10385	758	7.3	7.3	118	1121	5.3	10.8	85	1297	5.4	12.5	87	1541	7.9	14.8	128
ABC FM	4762	401	3.9	8.4	137	708	3.3	14.9	117	726	3.0	15.2	106	401	2.1	8.4	73
ABC INFORMATION	11339	810	7.8	7.1	116	1458	6.9	12.9	101	1564	6.5	13.8	96	1568	8.1	13.8	120
ABC ROCK	4878	*355	3.4	7.3	118	542	2.5	11.1	88	682	2.8	14.0	98	592	3.1	12.1	105
CBS	10709	519	5.0	4.8	79	1299	6.1	12.1	96	1494	6.2	14.0	97	1154	5.9	10.8	93
MUTUAL	10251	628	6.1	6.1	99	1104	5.2	10.8	85	1695	7.1	16.5	115	1196	6.2	11.7	101
NBC	12243	740	7.2	6.0	98	1680	7.9	13.7	108	1730	7.2	14.1	99	1402	7.2	11.5	99
RADIORADIO	4606	321	3.1	7.0	113	577	2.7	12.5	99	765	3.2	16.6	116	483	2.5	10.5	91
RKO ONE	5148	357	3.5	6.9	112	680	3.2	13.2	104	757	3.2	14.7	103	480	2.5	9.3	81
RKO TWO	7313	482	4.7	6.6	107	1011	4.8	13.8	109	1084	4.5	14.8	104	811	4.2	11.1	96
THE SOURCE	5981	*371	3.6	6.2	101	630	3.0	10.5	83	1049	4.4	17.5	123	686	3.5	11.5	99
NON-WIRED : BLAIR	19329	1346	13.0	7.0	113	2630	12.4	13.6	107	2897	12.1	15.0	105	2261	11.7	11.7	107
INTERNET	27139	1515	14.6	5.6	91	3471	16.3	12.8	101	4251	17.7	15.7	109	3132	16.1	11.5	100
KATZ RADIO GROUP	36319	2105	20.3	5.8	94	4402	20.7	12.1	96	5190	21.6	14.3	100	4720	24.3	13.0	112
SUPERNET	22361	1368	13.2	6.1	99	2881	13.5	12.9	102	3425	14.3	15.3	107	2389	12.3	10.7	92
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	839	8.1	5.8	94	1862	8.8	12.8	101	1989	8.3	13.7	96	1653	8.5	11.4	98
WKDAY 9:00 AM - 1:00 PM	18688	1176	11.4	6.3	102	2555	12.0	13.7	108	2507	10.4	13.4	94	2042	10.5	10.9	94
WKDAY 1:00 PM - 4:30 PM	24061	1570	15.2	6.5	106	3112	14.6	12.9	102	3390	14.1	14.1	98	2607	13.4	10.8	94
WKDAY 4:30 PM - 7:30 PM	44079	2620	25.3	5.9	96	5384	25.3	12.2	96	6100	25.4	13.8	97	4877	25.1	11.1	96
WKDAY 7:30 PM - 8:00 PM	61979	3873	37.4	6.2	101	7613	35.8	12.3	97	8669	36.1	14.0	98	6907	35.6	11.1	96
WKDAY 11:00 PM - 11:30 PM	49084	3129	30.2	6.4	103	6314	29.7	12.9	101	7050	29.4	14.4	100	5815	30.0	11.8	102
WKDAY 11:30 PM - 1:00 AM	16560	1174	11.3	7.1	115	2232	10.5	13.5	106	2477	10.3	15.0	104	1928	9.9	11.6	101
M-SAT 8-11 PM-SUN 7-11 PM	66967	4162	40.2	6.2	101	8617	40.5	12.9	101	9773	40.7	14.6	102	8010	41.3	12.0	103
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	633	6.1	6.8	111	1249	5.9	13.5	106	1519	6.3	16.4	114	1006	5.2	10.9	94
ANOTHER WORLD	N 6138	485	4.7	7.9	128	673	3.2	11.0	86	904	3.8	14.7	103	745	3.8	12.1	105
AS THE WORLD TURNS	C 7707	566	5.5	7.3	119	1080	5.1	14.0	110	994	4.1	12.9	90	890	4.6	11.5	100
CAPITOL	C 4688	338	3.3	7.2	117	653	3.1	13.9	110	583	2.4	12.4	87	504	2.6	10.8	93
CBS MORN. NEWS 1	C 2792	166	1.6	5.9	96	472	2.2	16.9	133	332	1.4	11.9	83	338	1.7	12.1	105
CBS MORN. NEWS 2	C 2071	*137	1.3	6.6	107	356	1.7	17.2	136	284	1.2	13.7	96	285	1.5	13.8	119
DAYS OF OUR LIVES	N 8018	615	5.9	7.7	124	976	4.6	12.2	96	1154	4.8	14.4	101	888	4.6	11.1	96
FACTS OF LIFE - DAYTIME	N 3487	158	1.5	4.5	73	492	2.3	14.1	111	465	1.9	13.3	93	280	1.4	8.0	69
FAMILY FEUD	A 4817	316	3.1	6.6	106	628	3.0	13.0	103	500	2.1	10.4	73	579	3.0	12.0	104
GENERAL HOSPITAL	A 8333	450	4.3	5.4	88	1035	4.9	12.4	98	1276	5.3	15.3	107	793	4.1	9.5	82
GOOD MORNING, AMERICA-730	A 5472	297	2.9	5.4	88	744	3.5	13.6	107	707	2.9	12.9	90	630	3.2	11.5	100
GOOD MORNING, AMERICA-830	A 3965	226	2.2	5.7	92	626	2.9	15.8	124	577	2.4	14.6	102	448	2.3	11.3	98
GUILDING LIGHT	C 7542	593	5.7	7.9	127	986	4.6	13.1	103	990	4.1	13.1	92	894	4.6	11.9	102
ONE LIFE TO LIVE	A 6018	424	4.1	7.0	114	823	3.9	13.7	108	915	3.8	15.2	106	572	2.9	9.5	82
PRESS YOUR LUCK	C 3589	25															

	TOTAL U.S. '000	TOY SIZE (UNDER 12 LBS.)				SMALL SIZE (12-25 LBS.)				MEDIUM SIZE (26-50 LBS.)				LARGE SIZE (OVER 50 LBS.)			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	10346	100.0	6.2	100	21272	100.0	12.7	100	24013	100.0	14.3	100	19407	100.0	11.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	3223	31.2	6.2	100	6482	30.5	12.4	98	6976	29.1	13.3	93	5703	29.4	10.9	94
NETWORK AFFILIATES - LATE	39164	2519	24.3	6.4	104	5001	23.5	12.8	101	5739	23.9	14.7	102	4700	24.2	12.0	104
INDEPENDENTS - LATE	5133	240	2.3	4.7	76	626	2.9	12.2	96	574	2.4	11.2	78	555	2.9	10.8	93
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	1370	13.2	6.0	97	3126	14.7	13.7	108	3467	14.4	15.2	106	2799	14.4	12.3	106
ABC MONDAY NIGHT MOVIE	A 11258	651	6.3	5.8	94	1462	6.9	13.0	102	1488	6.2	13.2	92	1355	7.0	12.0	104
ABC SUNDAY NIGHT MOVIE	A 23600	1366	13.2	5.8	94	3110	14.6	13.2	104	3441	14.3	14.6	102	2849	14.7	12.1	104
ABC WORLD NEWS TONIGHT	A 12801	801	7.7	6.3	101	1505	7.1	11.8	93	1666	6.9	13.0	91	1501	7.7	11.7	101
AFTERMASH	C 10966	699	6.8	6.4	103	1357	6.4	12.4	98	1662	6.9	15.2	106	1095	5.6	10.0	86
ALICE	C 17050	1122	10.8	6.6	107	2274	10.7	13.3	105	2348	9.8	13.8	96	1870	9.6	11.0	95
AMERICAN PARADE	C 11998	782	7.6	6.5	106	1593	7.5	13.3	105	1475	6.1	12.3	86	1527	7.9	12.7	110
BENSON	A 19258	1306	12.6	6.8	110	2254	10.6	11.7	92	2665	11.1	13.8	97	2054	10.6	10.7	92
BLUE THUNDER	A 11478	706	6.8	6.2	100	1329	6.2	11.6	91	1733	7.2	15.1	105	1355	7.0	11.8	102
CAGNEY & LACEY	C 18263	1185	11.5	6.5	105	2541	11.9	13.9	110	2578	10.7	14.1	99	2327	12.0	12.7	110
CBS EVENING NEWS-DEAN	C 7733	391	3.8	5.1	82	875	4.1	11.3	89	1031	4.3	13.3	93	850	4.4	11.0	95
CBS EVENING NEWS-RATHER	C 15653	1029	9.9	6.6	107	1962	9.2	12.5	99	2069	8.6	13.2	92	1676	8.6	10.7	93
CBS SAT. NEWS-SCHIEFFER	C 8744	459	4.4	5.2	85	1123	5.3	12.8	101	1080	4.5	12.4	86	851	4.4	9.7	84
CBS SATURDAY NIGHT MOVIE	C 12000	739	7.1	6.2	100	1380	6.5	11.5	91	1794	7.5	14.9	104	1516	7.8	12.6	109
CBS WEDNESDAY NIGHT MOVIE	C 11522	923	8.9	8.0	130	1554	7.3	13.5	106	1750	7.3	15.2	106	1442	7.4	12.5	108
CHEERS	N 16818	1093	10.6	6.5	105	2155	10.1	12.8	101	2567	10.7	15.3	107	1908	9.8	11.3	98
DALLAS	C 37510	2155	20.8	5.7	93	4893	23.0	13.0	103	5484	22.8	14.6	102	4282	22.1	11.4	99
DIFF'RENT STROKES	N 11258	726	7.0	6.4	105	1508	7.1	13.4	106	1739	7.2	15.4	108	1375	7.1	12.2	106
DOUBLE TROUBLE	N 12248	723	7.0	5.9	96	1503	7.1	12.3	97	1978	8.2	16.1	113	1313	6.8	10.7	93
DUCK FACTORY	N 11100	669	6.5	6.0	98	1344	6.3	12.1	95	1747	7.3	15.7	110	1296	6.7	11.7	101
DUKES OF HAZZARD	C 12353	874	8.4	7.1	115	1800	8.5	14.6	115	1757	7.3	14.2	99	1598	8.2	12.9	112
DYNASTY	A 33279	1951	18.9	5.9	95	4362	20.5	13.1	103	4977	20.7	15.0	104	3568	18.4	10.7	93
FACTS OF LIFE	N 13410	792	7.7	5.9	96	1654	7.8	12.3	97	2212	9.2	16.5	115	1598	8.2	11.9	103
FALCON CREST	C 31093	1806	17.5	5.8	94	3819	18.0	12.3	97	4814	20.0	15.5	108	3614	18.6	11.6	100
FALL GUY	A 18649	1146	11.1	6.1	100	2376	11.2	12.7	100	2844	11.8	15.3	107	2122	10.9	11.4	98
FAMILY TIES	N 13101	609	5.9	4.6	75	1783	8.4	13.6	107	1986	8.3	15.2	106	1258	6.5	9.6	83
FANTASY ISLAND	A 13069	760	7.3	5.8	94	1512	7.1	11.6	91	1928	8.0	14.8	103	1570	8.1	12.0	104
FOULUPS, BLEEPs & BLUNDERS	A 16588	1228	11.9	7.4	120	2258	10.6	13.6	107	2423	10.1	14.6	102	1885	9.7	11.4	98
FOUR SEASONS	C 9302	603	5.8	6.5	105	1115	5.2	12.0	95	1374	5.7	14.8	103	972	5.0	10.4	90
GIMME A BREAK	N 13955	730	7.1	5.2	85	1716	8.1	12.3	97	1935	8.1	13.9	97	1209	6.2	8.7	75
HART TO HART	A 15735	958	9.3	6.1	99	2185	10.3	13.9	109	2448	10.2	15.6	109	1697	8.7	10.8	93
HILL STREET BLUES	N 18257	1120	10.8	6.1	99	2168	10.2	11.9	94	2963	12.3	16.2	113	2274	11.7	12.5	108
HOTEL	A 24236	1461	14.1	6.0	98	3404	16.0	14.0	111	3916	16.3	16.2	113	2792	14.4	11.5	100
JEFFERSONS	C 17010	1069	10.3	6.3	102	2237	10.5	13.2	104	2233	9.3	13.1	92	1932	10.0	11.4	98
JENNIFER SLEPT HERE	N 9397	631	6.1	6.7	109	1372	6.4	14.6	115	1479	6.2	15.7	110	1123	5.8	12.0	103
KATE & ALLIE	C 16762	1067	10.3	6.4	103	2239	10.5	13.4	105	2712	11.3	16.2	113	2178	11.2	13.0	112
KNIGHT RIDER	N 13164	947	9.2	7.2	117	1748	8.2	13.3	105	1905	7.9	14.5	101	1707	8.8	13.0	112
LOVE BOAT	A 20400	1271	12.3	6.2	101	2759	13.0	13.5	107	2983	12.4	14.6	102	2430	12.5	11.9	103
MAGNUM PI	C 22543	1783	17.2	7.9	128	3100	14.6	13.8	108	3474	14.5	15.4	108	2938	15.1	13.0	113
MAMA'S FAMILY	N 9852	607	5.9	6.2	100	1353	6.4	13.7	108	1627	6.8	16.5	115	1052	5.4	10.7	92
MASTER, THE	N 8082	575	5.6	7.1	115	933	4.4	11.5	91	1146	4.8	14.2	99	961	5.0	11.9	103
MATT HOUSTON	A 12881	908	8.8	7.0	114	1658	7.8	12.9	101	1832	7.6	14.2	99	1673	8.6	13.0	112
NBC MONDAY NIGHT MOVIE	N 23889	1413	13.7	5.9	96	3195	15.0	13.4	105	3607	15.0	15.1	105	3032	15.6	12.7	110
NBC NIGHTLY NEWS	N 11156	603	5.8	5.4	88	1245	5.9	11.2	88	1394	5.8	12.5	87	1085	5.6	9.7	84
NBC NIGHTLY NEWS-SAT	N 7363	425	4.1	5.8	94	831	3.9	11.3	89	859	3.6	11.7	81	680	3.5	9.2	80
NBC NIGHTLY NEWS-SUN	N 6214	366	3.5	5.9	95	658	3.1	10.6	83	849	3.5	13.7	95	585	3.0	9.4	81
NBC SUNDAY NIGHT MOVIE	N 17590	1119	10.8	6.4	103	2106	9.9	12.0	94	2728	11.4	15.5	108	2460	12.7	14.0	121
NEWMATH	C 16740	978	9.5	5.8	95	2285	10.7	13.6	108	2502	10.4	14.9	104	2042	10.5	12.2	105
ONE DAY AT A TIME	C 11820	827	8.0	7.0	113	1532	7.2	13.0	102	1531	6.4	13.0	90	1277	6.6	10.8	93
PEOPLE ARE FUNNY	N 9138	556	5.4	6.1	99	1208	5.7	13.2	104	1498	6.2	16.4	115	993	5.1	10.9	94
REAL PEOPLE	N 15979	1055	10.2	6.6	107	2216	10.4	13.9	109	2562	10.7	16.0	112	1736	8.9	10.9	94
REMINGTON STEELE	N 14395	1064	10.3	7.4	120	1809	8.5	12.6	99	2148	8.9	14.9	104	2019	10.4	14.0	121
RIPLEY'S BELIEVE IT - NOT	N 11362	882	8.5	7.8	126	1522	7.2	13.4	106	1742	7.3	15.3	107	1443	7.4	12.7	110
RIP TIDE	N 13920	779	7.5	5.6	91	2012	9.5	14.5	114	2287	9.5	16.4	115	1982	10.2	14.2	123
SCARECROW & MRS. KING	C 17571	1113	10.8	6.3	103	2264	10.6	12.9	102	2614	10.9	14.9	104	2161	11.1	12.3	106
SIMON & SIMON	C 20208	1383	13.4	6.8	111	2870	13.5	14.2	112	3257	13.6	16.1	113	2431	12.5	12.0	104
60 MINUTES	C 27668	1627	15.7	5.9	95	3344	15.7	12.1	95	3852	16.0	13.9	97	2891	14.9	10.4	90
ST. ELSEWHERE	N 13699	785</															

	TOTAL U.S. '000	OWN DOG(S) LESS THAN 12 MONTHS OLD				1 - 3 YEARS				4 - 6 YEARS				7 YEARS OR MORE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	10493	100.0	6.3	100	26124	100.0	15.6	100	18868	100.0	11.2	100	21272	100.0	12.7	100
MALES	79263	5051	48.1	6.4	102	12376	47.4	15.6	100	8614	45.7	10.9	97	9920	46.6	12.5	99
FEMALES	88464	5442	51.9	6.2	98	13748	52.6	15.5	100	10254	54.3	11.6	103	11352	53.4	12.8	101
18 - 24	28671	2191	20.9	7.6	122	4726	18.1	16.5	106	3394	18.0	11.8	105	3263	15.3	11.4	90
25 - 34	39536	3030	28.9	7.7	123	6846	26.2	17.3	111	4287	22.7	10.8	96	3724	17.5	9.4	74
35 - 44	28978	2381	22.7	8.2	131	5840	22.4	20.2	129	3923	20.8	13.5	120	4424	20.8	15.3	120
45 - 54	22345	1212	11.6	5.4	87	3886	14.9	17.4	112	3037	16.1	13.6	121	3812	17.9	17.1	135
55 - 64	22224	823	7.8	3.7	59	2626	10.1	11.8	76	2403	12.7	10.8	96	3587	16.9	16.1	127
65 OR OLDER	25973	856	8.2	3.3	53	2200	8.4	8.5	54	1824	9.7	7.0	62	2463	11.6	9.5	75
18 - 34	68207	5221	49.8	7.7	122	11572	44.3	17.0	109	7681	40.7	11.3	100	6987	32.8	10.2	81
18 - 49	108058	8246	78.6	7.6	122	19461	74.5	18.0	116	13248	70.2	12.3	109	13350	62.8	12.4	97
25 - 54	90859	6623	63.1	7.3	117	16571	63.4	18.2	117	11247	59.6	12.4	110	11960	56.2	13.2	104
35 - 49	39851	3025	28.8	7.6	121	7889	30.2	19.8	127	5567	29.5	14.0	124	6363	29.9	16.0	126
50 OR OLDER	59669	2247	21.4	3.8	60	6663	25.5	11.2	72	5620	29.8	9.4	84	7921	37.2	13.3	105
GRADUATED COLLEGE	28091	1273	12.1	4.5	72	3469	13.3	12.3	79	2577	13.7	9.2	82	3632	17.1	12.9	102
ATTENDED COLLEGE	28938	1624	15.5	5.6	90	4278	16.4	14.8	95	3827	20.3	13.2	118	4174	19.6	14.4	114
GRADUATED HIGH SCHOOL	65503	4786	45.6	7.3	117	11567	44.3	17.7	113	8004	42.4	12.2	109	9126	42.9	13.9	110
DID NOT GRADUATE HIGH SCHOOL	45195	2811	26.8	6.2	99	6811	26.1	15.1	97	4460	23.6	9.9	88	4340	20.4	9.6	76
EMPLOYED MALES	56429	3964	37.8	7.0	112	9408	36.0	16.7	107	6272	33.2	11.1	99	7028	33.0	12.5	98
EMPLOYED FEMALES	43971	2849	27.2	6.5	104	7373	28.2	16.8	108	5404	28.6	12.3	109	6082	28.6	13.8	109
EMPLOYED FULL-TIME	87773	5739	54.7	6.5	105	14700	56.3	16.7	108	10087	53.5	11.5	102	11350	53.4	12.9	102
EMPLOYED PART-TIME	12627	1074	10.2	8.5	136	2081	8.0	16.5	106	1588	8.4	12.6	112	1759	8.3	13.9	110
NOT EMPLOYED	67327	3680	35.1	5.5	87	9343	35.8	13.9	89	7193	38.1	10.7	95	8162	38.4	12.1	96
PROFESSIONAL/MANAGER	25845	1133	10.8	4.4	70	3512	13.4	13.6	87	2543	13.5	9.8	87	3252	15.3	12.6	99
TECH/CLERICAL/SALES	30895	2031	19.4	6.6	105	4728	18.1	15.3	98	4495	23.8	14.5	129	4491	21.1	14.5	115
PRECISION/CRAFT	12629	949	9.0	7.5	120	2556	9.8	20.2	130	1270	6.7	10.1	89	1610	7.6	12.7	101
OTHER EMPLOYED	31031	2700	25.7	8.7	139	5984	22.9	19.3	124	3368	17.9	10.9	96	3756	17.7	12.1	95
SINGLE	35557	1903	18.1	5.4	86	4836	18.5	13.6	87	3796	20.1	10.7	95	4116	19.3	11.6	91
MARRIED	103585	7242	69.0	7.0	112	18045	69.1	17.4	112	12944	68.6	12.5	111	14326	67.3	13.8	109
DIVORCED/SEPARATED/WIDOWED	28585	1348	12.8	4.7	75	3243	12.4	11.3	73	2128	11.3	7.4	66	2830	13.3	9.9	78
PARENTS	59295	4992	47.6	8.4	135	12086	46.3	20.4	131	7722	40.9	13.0	116	7614	35.8	12.8	101
WHITE	146081	9520	90.7	6.5	104	23078	88.3	15.8	101	17257	91.5	11.8	105	19870	93.4	13.6	107
BLACK	17974	793	7.6	4.4	71	2411	9.2	13.4	86	1201	6.4	6.7	59	1063	5.0	5.9	47
OTHER	3672	**181	1.7	4.9	79	*635	2.4	17.3	111	**410	2.2	11.2	99	**338	1.6	9.2	73
NORTHEAST-CENSUS	37005	1422	13.6	3.8	61	3544	13.6	9.6	61	4226	22.4	11.4	102	4626	21.7	12.5	99
NORTH CENTRAL	42642	2859	27.2	6.7	107	7238	27.7	17.0	109	4902	26.0	11.5	102	6352	29.9	14.9	117
SOUTH	56777	4306	41.0	7.6	121	10421	39.9	18.4	118	5961	31.6	10.5	93	5631	26.5	9.9	78
WEST	31303	1907	18.2	6.1	97	4921	18.8	15.7	101	3778	20.0	12.1	107	4663	21.9	14.9	117
NORTHEAST-MKTG.	38125	1281	12.2	3.4	54	4039	15.5	10.6	68	4129	21.9	10.8	96	4343	20.4	11.4	90
EAST CENTRAL	24794	1715	16.3	6.9	111	4033	15.4	16.3	104	2779	14.7	11.2	100	3664	17.2	14.8	117
WEST CENTRAL	28511	1942	18.5	6.8	109	4814	18.4	16.9	108	3568	18.9	12.5	111	4296	20.2	15.1	119
SOUTH	48953	4037	38.5	8.2	132	9043	34.6	18.5	119	5284	28.0	10.8	96	5083	23.9	10.4	82
PACIFIC	27344	1519	14.5	5.6	89	4196	16.1	15.3	99	3107	16.5	11.4	101	3886	18.3	14.2	112
COUNTY SIZE A	69301	3173	30.2	4.6	73	8437	32.3	12.2	78	7204	38.2	10.4	92	9003	42.3	13.0	102
COUNTY SIZE B	50633	3388	32.3	6.7	107	8273	31.7	16.3	105	5407	28.7	10.7	95	6705	31.5	13.2	104
COUNTY SIZE C	26259	2117	20.2	8.1	129	4846	18.5	18.5	118	3308	17.5	12.6	112	3304	15.5	12.6	99
COUNTY SIZE D	21534	1816	17.3	8.4	135	4568	17.5	21.2	136	2948	15.6	13.7	122	2260	10.6	10.5	83
METRO CENTRAL CITY	50014	2649	25.2	5.3	85	6092	23.3	12.2	78	4548	24.1	9.1	81	5103	24.0	10.2	80
METRO SUBURBAN	76832	4394	41.9	5.7	91	11736	44.9	15.3	98	9233	48.9	12.0	107	11567	54.4	15.1	119
NON METRO	40881	3450	32.9	8.4	135	8296	31.8	20.3	130	5087	27.0	12.4	111	4602	21.6	11.3	89
TOP 5 ADI'S	39550	1408	13.4	3.6	57	4129	15.8	10.4	67	4417	23.4	11.2	99	4795	22.5	12.1	96
TOP 10 ADI'S	54877	2198	20.9	4.0	64	6326	24.2	11.5	74	5922	31.4	10.8	96	6500	30.6	11.8	93
TOP 20 ADI'S	77516	3446	32.8	4.4	71	9793	37.5	12.6	81	8623	45.7	11.1	99	9730	45.7	12.6	99
HSHLD INC. \$50,000 OR MORE	17257	883	8.4	5.1	82	3035	11.6	17.6	113	2674	14.2	15.5	138	2865	13.5	16.6	131
\$40,000 OR MORE	33235	1827	17.4	5.5	88	5688	21.8	17.1	110	4610	24.4	13.9	123	5567	26.2	16.8	132
\$30,000 OR MORE	59693	3500	33.4	5.9	94	10375	39.7	17.4	112	8352	44.3	14.0	124	9570	45.0	16.0	126
\$25,000 OR MORE	76275	4524	43.1	5.9	95	13005	49.8	17.1	109	10401	55.1	13.6	121	11865	55.8	15.6	123
\$20,000 - \$24,999	18607	1416	13.5	7.6	122	3315	12.7	17.8	114	1964	10.4	10.6	94	2173	10.2	11.7	92
\$15,000 - \$19,999	17175	1153	11.0	6.7	107	2247	8.6	13.1	84	1756	9.3	10.2	91	2232	10.5	13.0	102
\$10,000 - \$14,999	24569	1593	15.2	6.5	104	3585	13.7	14.6	94	2465	13.1	10.0	89	2719	12.8	11.1	87
UNDER \$10,000	31101	1808	17.2	5.8	93	3972	15.2	12.8	82	2282	12.1	7.3	65	2283	10.		

		OWN DOG(S) LESS THAN 12 MONTHS OLD				1 - 3 YEARS				4 - 6 YEARS				7 YEARS OR MORE				
		TOTAL U.S. '000	A '000	B DOWN	C ACROSS % INDX	A '000	B DOWN	C ACROSS % INDX	A '000	B DOWN	C ACROSS % INDX	A '000	B DOWN	C ACROSS % INDX				
TOTAL ADULTS		167727	10493	100.0	6.3	100	26124	100.0	15.6	100	18868	100.0	11.2	100	21272	100.0	12.7	100
MAGAZINES	QUINTILE 1	34022	2230	21.3	6.6	105	5643	21.6	16.6	106	3891	20.6	11.4	102	4953	23.3	14.6	115
	QUINTILE 2	34800	2068	19.7	5.9	95	5093	19.5	14.6	94	4209	22.3	12.1	108	4916	23.1	14.1	111
	QUINTILE 3	30514	1898	18.1	6.2	99	5057	19.4	16.6	106	3335	17.7	10.9	97	3837	18.0	12.6	99
	QUINTILE 4	33324	2323	22.1	7.0	111	5472	20.9	16.4	105	4089	21.7	12.3	109	4187	19.7	12.6	99
	QUINTILE 5	35066	1975	18.8	5.6	90	4859	18.6	13.9	89	3345	17.7	9.5	85	3380	15.9	9.6	76
NEWSPAPERS	QUINTILE 1	29107	1396	13.3	4.8	77	3928	15.0	13.5	87	3627	19.2	12.5	111	4480	21.1	15.4	121
	QUINTILE 2	49095	2827	26.9	5.8	92	7090	27.1	14.4	93	5631	29.8	11.5	102	6768	31.8	13.8	109
	QUINTILE 3	23107	1620	15.4	7.0	112	3901	14.9	16.9	108	2908	15.4	12.6	112	2867	13.5	12.4	98
	QUINTILE 4	33956	2235	21.3	6.7	106	5427	20.8	16.2	104	3178	16.8	9.5	84	4278	20.1	12.7	101
	QUINTILE 5	32863	2414	23.0	7.3	117	5777	22.1	17.6	113	3525	18.7	10.7	95	2879	13.5	8.8	69
OUTDOOR	QUINTILE 1	33431	2017	19.2	6.0	96	5145	19.7	15.4	99	4009	21.2	12.0	107	4594	21.6	13.7	108
	QUINTILE 2	33478	2176	20.7	6.5	104	4912	18.8	14.7	94	3803	20.2	11.4	101	4162	19.6	12.4	98
	QUINTILE 3	33574	1874	17.9	5.6	89	5175	19.8	15.4	99	3564	18.9	10.6	94	4099	19.3	12.2	96
	QUINTILE 4	33935	2491	23.7	7.3	117	5533	21.2	16.3	105	3944	20.9	11.6	103	4235	19.9	12.5	98
	QUINTILE 5	33310	1935	18.4	5.8	93	5359	20.5	16.1	103	3548	18.8	10.7	95	4182	19.7	12.6	99
RADIO-DRIVE TIME	QUINTILE 1	33136	2254	21.5	6.8	109	5686	21.8	17.2	110	4151	22.0	12.5	111	4038	19.0	12.2	96
	QUINTILE 2	31458	2240	21.3	7.1	113	4919	18.8	15.5	100	3331	17.7	10.5	94	4121	19.4	13.0	103
	QUINTILE 3	32541	1746	16.6	5.4	86	4777	18.3	14.7	94	4237	22.5	13.0	116	4324	20.3	13.3	105
	QUINTILE 4	34247	2167	20.7	6.3	101	5570	21.3	16.3	104	3510	18.6	10.2	91	4479	21.1	13.1	103
	QUINTILE 5	36144	2087	19.9	5.8	92	5171	19.8	14.3	92	3639	19.3	10.1	89	4310	20.3	11.9	94
RADIO-MID- DAY	TERCILE 1	45037	2822	26.9	6.3	100	7560	28.9	16.8	108	5219	27.7	11.6	103	5610	26.4	12.5	98
	TERCILE 2	44819	2944	28.1	6.6	105	6957	26.6	15.5	100	4704	24.9	10.5	93	5582	26.2	12.5	98
	TERCILE 3	77872	4727	45.0	6.1	97	11608	44.4	14.9	96	8945	47.4	11.5	102	10079	47.4	12.9	102
RADIO-TOTAL	QUINTILE 1	33763	2317	22.1	6.9	110	5846	22.4	17.3	111	4129	21.9	12.2	109	4311	20.3	12.8	101
	QUINTILE 2	33240	1860	17.7	5.6	89	5225	20.0	15.7	101	3511	18.6	10.6	94	4353	20.5	13.1	103
	QUINTILE 3	33408	2397	22.8	7.2	115	4946	18.9	14.8	95	4020	21.3	12.0	107	4289	20.2	12.8	101
	QUINTILE 4	34792	1986	18.9	5.7	91	5336	20.4	15.3	98	3869	20.5	11.1	99	4351	20.5	12.5	99
	QUINTILE 5	32524	1933	18.4	5.9	95	4771	18.3	14.7	94	3339	17.7	10.3	91	3968	18.7	12.2	96
TV-PRIME TIME	QUINTILE 1	33090	1929	18.4	5.8	93	5045	19.3	15.2	98	3594	19.0	10.9	97	4466	21.0	13.5	106
	QUINTILE 2	33357	2314	22.1	6.9	111	5132	19.6	15.4	99	4112	21.8	12.3	110	4612	21.7	13.8	109
	QUINTILE 3	33980	2187	20.8	6.4	103	6170	23.6	18.2	117	3900	20.7	11.5	102	4451	20.9	13.1	103
	QUINTILE 4	33854	2080	19.8	6.1	98	4775	18.3	14.1	91	3710	19.7	11.0	97	3974	18.7	11.7	93
	QUINTILE 5	33444	1983	18.9	5.9	95	5002	19.1	15.0	96	3553	18.8	10.6	94	3769	17.7	11.3	89
TV-DAYTIME	TERCILE 1	49121	3283	31.3	6.7	107	7662	29.3	15.6	100	5342	28.3	10.9	97	5638	26.5	11.5	91
	TERCILE 2	48823	3105	29.6	6.4	102	7337	28.1	15.0	96	5551	29.4	11.4	101	6171	29.0	12.6	100
	TERCILE 3	69782	4105	39.1	5.9	94	11125	42.6	15.9	102	7974	42.3	11.4	102	9462	44.5	13.6	107
	QUINTILE 1	33584	2198	20.9	6.5	105	5134	19.7	15.3	98	3705	19.6	11.0	98	3730	17.5	11.1	88
TV-TOTAL	QUINTILE 2	33441	1867	17.8	5.6	89	5413	20.7	16.2	104	3902	20.7	11.7	104	4963	23.3	14.8	117
	QUINTILE 3	33505	2209	21.1	6.6	105	4938	18.9	14.7	95	3341	17.7	10.0	89	4469	21.0	13.3	105
	QUINTILE 4	33466	2120	20.2	6.3	101	5290	19.9	15.5	100	4124	21.9	12.3	110	3986	18.7	11.9	94
	QUINTILE 5	33731	2099	20.0	6.2	99	5439	20.8	16.1	104	3797	20.1	11.3	100	4124	19.4	12.2	96
	QUINTILE 2	33090	1929	18.4	5.8	93	5045	19.3	15.2	98	3594	19.0	10.9	97	4466	21.0	13.5	106
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE	QUINTILE 1	44503	2447	23.3	5.5	88	6339	24.3	14.2	91	5383	28.5	12.1	108	6538	32.1	15.4	121
	QUINTILE 2	39363	3009	28.7	7.6	122	7029	26.9	17.9	115	4281	22.7	10.9	97	4814	22.6	12.2	96
	QUINTILE 3	46441	2551	24.3	5.5	88	6755	25.9	14.5	93	5395	28.6	11.6	103	6007	28.2	12.9	102
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	33726	1916	18.3	5.7	91	5244	20.1	15.5	100	4205	22.3	12.5	111	4716	22.2	14.0	110
	QUINTILE 2	52846	3440	32.8	6.5	104	8568	32.8	16.2	104	5839	30.9	11.0	98	7416	34.9	14.0	111
	QUINTILE 3	52140	3309	31.5	6.3	101	7761	29.7	14.9	96	5548	29.4	10.6	95	6156	28.9	11.8	93
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	37081	2445	23.3	6.6	106	6156	23.6	16.6	107	4444	23.6	12.0	107	5094	23.9	13.7	108
	QUINTILE 2	49747	2859	27.2	5.7	92	7590	29.1	15.3	98	5689	30.2	11.4	102	6854	32.2	13.8	109
	QUINTILE 3	49208	3228	30.8	6.6	105	7924	30.3	16.1	103	5663	30.0	11.5	102	5833	27.4	11.9	93
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	33103	2045	19.5	6.2	99	5513	21.1	16.7	107	3458	18.3	10.4	93	4714	22.2	14.2	112
	QUINTILE 2	54575	3397	32.4	6.2	99	8415	32.2	15.4	99	6478	34.3	11.9	106	7524	35.4	13.8	109
	QUINTILE 3	53249	3427	32.7	6.4	103	7958	30.5	14.9	96	5758	30.5	10.8	96	6335	29.8	11.9	94
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	36255	2384	22.7	6.6	105	5111	19.6	14.1	91	4450	23.6	12.3	109	5107	24.0	14.1	111
	QUINTILE 2	55591	2878	27.4	5.2	83	8347	32.0	15.0	96	6485	34.4	11.7	104	7746	36.4	13.9	110
	QUINTILE 3	48319	3016	28.7	6.2	100	7819	29.9	16.2	104	5231	27.7	10.8	96	5460	25.7	11.3	89
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	37242	2320	22.1	6.2	100	5453	20.9	14.6	94	4332	23.0	11.6	103	5326	25.0	14.3	113
	QUINTILE 2	54423	2947	28.1	5.4	87	7637	29.2	14.0	90	6407	34.0	11.8	105	7570	35.6	13.9	110
	QUINTILE 3	46650	3271	31.2	7.0	112	8248	31.6	17.7	114	5262	27.9	11.3	100	5159	24.3	11.1	87
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	35974	2057	19.6	5.7	91	4655	18.6	13.5	87	4333	23.0	12.0	107	5093	23.9	14.2	112
	QUINTILE 2	56095	3296	31.4	5.9	94	8399	32.2	15.0	96	6697							

	OWN DOG(S) LESS THAN																
	TOTAL U.S. '000	12 MONTHS OLD				1 - 3 YEARS				4 - 6 YEARS				7 YEARS OR MORE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	10493	100.0	6.3	100	26124	100.0	15.6	100	18868	100.0	11.2	100	21272	100.0	12.7	100
ATLANTIC MONTHLY	867	**23	0.2	2.7	42	**84	0.3	9.7	62	**97	0.5	11.2	99	**57	0.3	6.6	52
BARRON'S	1580	**109	1.0	6.9	110	*224	0.9	14.2	91	**133	0.7	8.4	75	*264	1.2	16.7	132
BETTER HOMES & GARDENS	22203	1377	13.1	6.2	99	3472	13.3	15.6	100	2619	13.9	11.8	105	3446	16.2	15.5	122
BON APPETIT	3810	*161	1.5	4.2	68	797	3.1	20.9	134	468	2.5	12.3	109	580	2.7	15.2	120
BUSINESS WEEK	4663	*295	2.8	6.3	101	613	2.3	13.1	84	429	2.3	9.2	82	686	3.2	14.7	116
CAR AND DRIVER	3102	**106	1.0	3.4	55	446	1.7	14.4	92	*350	1.9	11.3	100	304	1.4	9.8	77
CBS MAGAZINE NETWORK (GROSS)	7311	590	5.6	8.1	129	1370	5.2	18.7	120	798	4.2	10.9	97	896	4.2	12.3	97
CHANGING TIMES	3400	*206	2.0	6.1	97	380	1.5	11.2	72	*252	1.3	7.4	66	486	2.3	14.3	113
COLONIAL HOMES	1796	**143	1.4	8.0	127	244	0.9	13.6	87	*218	1.2	12.1	108	*168	0.8	9.4	74
CONDE NAST MAG. PKG. (GROSS)	19924	1179	11.2	5.9	95	3112	11.9	15.6	100	2460	13.0	12.3	110	2512	11.8	12.6	99
CONSUMERS DIGEST	3125	*169	1.6	5.4	86	483	1.8	15.5	99	332	1.8	10.6	94	525	2.5	16.8	132
COSMOPOLITAN	10577	727	6.9	6.9	110	1669	6.4	15.8	101	1251	6.6	11.8	105	1398	6.6	13.2	104
COUNTRY LIVING	3746	*258	2.5	6.9	110	684	2.6	18.3	117	494	2.6	13.2	117	505	2.4	13.5	106
CUISINE	2214	**115	1.1	5.2	83	349	1.3	15.8	101	*218	1.2	9.8	88	274	1.3	12.4	98
CYCLE WORLD	2394	*226	2.2	9.4	151	514	2.0	21.5	138	*297	1.6	12.4	110	*273	1.3	11.4	90
DCI:CREATIVE IDEAS FOR LIV	3068	*230	2.2	7.5	120	491	1.9	16.0	103	*326	1.7	10.6	94	353	1.7	11.5	91
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	543	5.2	5.7	91	1631	6.2	17.1	110	1057	5.6	11.1	98	1140	5.4	11.9	94
DISCOVER	2277	**131	1.2	5.8	92	374	1.4	16.4	105	*210	1.1	9.2	82	404	1.9	17.7	140
EBONY	7187	349	3.3	4.9	78	798	3.1	11.1	71	533	2.8	7.4	66	579	2.7	8.1	64
ESQUIRE	2560	*183	1.7	7.1	114	310	1.2	12.1	78	*135	0.7	5.3	47	332	1.6	13.0	102
ESSENCE	3242	*232	2.2	7.2	114	441	1.7	13.6	87	*302	1.6	9.3	83	*190	0.9	5.9	46
FAMILY CIRCLE	19639	1238	11.8	6.3	101	3466	13.3	17.6	113	2450	13.0	12.5	111	2922	13.7	14.9	117
THE FAMILY HANDYMAN	3540	*233	2.2	6.6	105	619	2.4	17.5	112	400	2.1	11.3	100	640	3.0	18.1	143
FAMILY WEEKLY	23924	1817	17.3	7.6	121	4136	15.8	17.3	111	3235	17.1	13.5	120	3184	15.0	13.3	105
FIELD & STREAM	9883	1035	9.9	10.5	167	2133	8.2	21.6	139	1424	7.5	14.4	128	1367	6.4	13.8	109
FOOD & WINE	1030	**43	0.4	4.2	67	*194	0.7	18.8	121	**81	0.4	7.9	70	*115	0.5	11.2	88
FORBES	2679	**117	1.1	4.4	70	349	1.3	13.0	84	*190	1.0	7.1	63	455	2.1	17.0	134
FORTUNE	2931	*194	1.8	6.6	106	346	1.3	11.8	76	*135	0.7	4.6	41	484	2.3	16.5	130
GENTLEMEN'S QUARTERLY	3481	*226	2.2	6.5	104	465	1.8	13.4	86	*427	2.3	12.3	109	419	2.0	12.0	95
GLAMOUR	7163	387	3.7	5.4	86	1244	4.8	17.4	112	906	4.8	12.6	112	910	4.3	12.7	100
GOLF DIGEST	2355	**118	1.1	5.0	80	304	1.2	12.9	83	*248	1.3	10.5	94	333	1.6	14.1	111
GOLF DIGEST/TENNIS (GROSS)	3610	*168	1.6	4.7	74	508	1.9	14.1	90	305	1.6	8.4	75	479	2.3	13.3	105
GOLF MAGAZINE	2046	**94	0.9	4.6	73	*237	0.9	11.6	74	*268	1.4	13.1	116	*177	0.8	8.7	68
GOLF MAGAZINE/SKI (GROSS)	3547	*166	1.6	4.7	75	455	1.7	12.8	82	375	2.0	10.6	94	344	1.6	9.7	76
GOOD HOUSEKEEPING	20353	1293	12.3	6.4	102	3298	12.6	16.2	104	2528	13.4	12.4	110	2981	14.0	14.6	115
HARPER'S BAZAAR	3362	*202	1.9	6.0	96	436	1.7	13.0	83	*375	2.0	11.2	99	428	2.0	12.7	100
HEALTH	2987	*151	1.4	5.1	81	603	2.3	20.2	130	313	1.7	10.5	93	347	1.6	11.6	92
HEARST MAG CORP. BUY (GROSS)	67928	4612	44.0	6.8	109	11295	43.2	16.6	107	7874	41.7	11.6	103	9326	43.8	13.7	108
HEARST MAN POWER (GROSS)	11282	1006	9.6	8.9	143	2127	8.1	18.9	121	1227	6.5	10.9	97	1656	7.8	14.7	116
HEARST WOMAN POWER (GROSS)	40514	2552	24.3	6.3	101	6778	25.9	16.7	107	4937	26.2	12.2	108	5677	26.7	14.0	110
HOUSE BEAUTIFUL	4885	*336	3.2	6.9	110	798	3.1	16.3	105	461	2.4	9.4	84	679	3.2	13.9	110
INC.	1308	**116	1.1	8.9	142	*212	0.8	16.2	104	*122	0.6	9.3	83	*192	0.9	14.7	116
JET	6498	473	4.5	7.3	116	800	3.1	12.3	79	595	3.2	9.2	81	577	2.7	8.9	70
LADIES' HOME JOURNAL	14797	942	9.0	6.4	102	2596	9.9	17.5	113	1765	9.4	11.9	106	2273	10.7	15.4	121
LHJ FAMILY GRP COMBO(GROSS)	21743	1475	14.1	6.8	108	3896	14.9	17.9	115	2546	13.5	11.7	104	3186	15.0	14.7	116
LIFE	9881	689	6.6	7.0	111	1342	5.1	13.6	87	1149	6.1	11.6	103	1307	6.1	13.2	104
L.A. TIMES HOME MAGAZINE	2775	**120	1.1	4.3	69	382	1.5	13.8	88	394	2.1	14.2	126	378	1.8	13.6	107
MADMOISELLE	4219	*184	1.8	4.4	70	689	2.6	16.3	105	514	2.7	12.2	108	523	2.5	12.4	98
MC CALL'S	16422	1080	10.3	6.6	105	2595	9.9	15.8	101	2160	11.4	13.2	117	2488	11.7	15.2	119
MC CALL'S/WRK MOTHER (GROSS)	17919	1177	11.2	6.6	105	2868	11.0	16.0	103	2268	12.0	12.7	113	2782	13.1	15.5	122
MECHANIX ILLUSTRATED	4433	329	3.1	7.4	119	895	3.4	20.2	130	531	2.8	12.0	106	730	3.4	16.5	130
METROPOLITAN HOME	1504	**50	0.5	3.3	53	*164	0.6	10.9	70	*142	0.8	9.4	84	*190	0.9	12.6	100
MONEY	4723	*267	2.5	5.7	90	701	2.7	14.8	95	471	2.5	10.0	89	569	2.7	12.0	95
MOTHER EARTH NEWS	2325	*131	1.2	5.6	90	493	1.9	21.2	136	337	1.8	14.5	129	342	1.6	14.7	116
MS.	1189	*76	0.7	6.4	102	*281	1.1	23.6	152	*140	0.7	11.8	105	*128	0.6	10.8	85
NATIONAL ENQUIRER	18892	1384	13.2	7.3	117	3178	12.2	16.8	108	2514	13.3	13.3	118	2428	11.4	12.9	101
NATIONAL GEOGRAPHIC	22129	1515	14.4	6.8	109	3318	12.7	15.0	96	2596	13.8	11.7	104	3254	15.3	14.7	116
NATIONAL SUNDAY MAGAZINE PKG	103750	6036	57.5	5.8	93	15480	59.3	14.9	96	12120	64.2	11.7	104	14266	67.1	13.8	108
NATURAL HISTORY	1379	**156	1.5	11.3	181	*100	0.4	7.3	47	*128	0.7	9.3	83	*180	0.8	13.1	103
NEW WOMAN	2289	**126	1.2	5.5	88	*395	1.5	17.3	111	*231	1.2	10.1	90	445	2.1	19.4	153
NEW YORK INCLUDING CUE	1088	**22	0.2	2.0	32	**85	0.3	7.8	50	**63	0.3	5.8	51	**100	0.5	9.2	72
THE NEW YORKER	2459	*104	1.0	4.2	68	324	1.2	13.2	85	*221	1.2	9.0	80	319	1.5	13.0	102
NEWSWEEK	16527	1029	9.8	6.2	100	2167	8.3	13.1	84	1887	10.0	11.4	101	2253	10.6	13.6	107
THE N.Y. TIMES DAILY EDITION	2739	**91	0.9	3.3	53	204	0.8	7.4	48	*170	0.9	6.2	55	392	1.8	14.3	113
THE N.Y. TIMES MAGAZINE	4443	*169	1.6	3.8	61	419	1.6	9.4	61	405	2.1	9.1	81	519	2.4	11.7	92
OMNI	2799	*182	1.7	6.5	104	438	1.7	15.6	100	*191	1.0	6.8	61	472	2.2	16.9	133
ON CABLE	2209	**108	1.0	4.9	78	373	1.4	16.9	108	*220	1.2	10.0	89	317			

	TOTAL U.S. '000	OWN DOG(S) LESS THAN 12 MONTHS OLD				1 - 3 YEARS				4 - 6 YEARS				7 YEARS OR MORE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	10493	100.0	6.3	100	26124	100.0	15.6	100	18868	100.0	11.2	100	21272	100.0	12.7	100
PARENTS	5298	478	4.6	9.0	144	831	3.2	15.7	101	711	3.8	13.4	119	556	2.6	10.5	83
PENTHOUSE	5129	460	4.4	9.0	143	684	2.6	13.3	86	619	3.3	12.1	107	622	2.9	12.1	96
PEOPLE	21070	1327	12.6	6.3	101	3114	11.9	14.8	95	2593	13.7	12.3	109	3315	15.6	15.7	124
PLAYBOY	10562	793	7.6	5.5	120	1517	5.8	14.4	92	1205	6.4	11.4	101	1412	6.6	13.4	105
POPULAR HOT RODDING	2498	*226	2.2	9.0	145	610	2.3	24.4	157	*301	1.6	12.0	107	*244	1.1	9.8	77
POPULAR MECHANICS	5887	526	5.0	8.9	143	907	3.5	15.4	99	641	3.4	10.9	97	861	4.0	14.6	115
POPULAR SCIENCE	4317	*264	2.5	6.1	98	636	2.4	14.7	95	475	2.5	11.0	98	714	3.4	16.5	130
PREVENTION	5792	*289	2.8	5.0	80	669	2.6	11.6	74	573	3.0	9.9	88	956	4.5	16.5	130
PSYCHOLOGY TODAY	3284	*213	2.0	6.5	104	497	1.9	15.1	97	429	2.3	13.1	116	516	2.4	15.7	124
READER'S DIGEST	40046	2369	22.6	5.9	95	6543	25.0	16.3	105	4683	24.8	11.7	104	5669	26.7	14.2	112
REDBOOK	9584	533	5.1	5.6	89	1811	6.9	18.9	121	1157	6.1	12.1	107	1298	6.1	13.5	107
ROAD & TRACK	2590	*177	1.7	6.8	109	498	1.9	19.2	123	*339	1.8	13.1	116	297	1.4	11.5	90
ROLLING STONE	3302	*129	1.2	3.9	62	547	2.1	16.6	106	*359	1.9	10.9	97	440	2.1	13.3	105
RUNNER'S WORLD	1229	*70	0.7	5.7	91	*194	0.7	15.8	101	*90	0.5	7.3	65	*192	0.9	15.6	123
SATURDAY EVENING POST	2110	**121	1.2	5.7	92	317	1.2	15.0	96	*191	1.0	9.1	80	*191	0.9	9.1	71
SCIENCE 84	1543	**80	0.8	5.2	83	*158	0.6	10.2	66	*166	0.9	10.8	96	*298	1.4	19.3	152
SCIENCE DIGEST	1747	*65	0.6	3.7	59	*303	1.2	17.3	111	*117	0.6	6.7	60	*187	0.9	10.7	84
SCIENTIFIC AMERICAN	1994	**58	0.6	2.9	46	*228	0.9	11.4	73	*221	1.2	11.1	99	372	1.7	18.7	147
SELF	3119	*298	2.8	9.6	153	488	1.9	15.6	100	*360	1.9	11.5	103	477	2.2	15.3	121
SEVENTEEN	3923	*200	1.9	5.1	81	698	2.7	17.8	114	758	4.0	19.3	172	497	2.3	12.7	100
SKI	1501	**72	0.7	4.8	77	*219	0.8	14.6	94	*108	0.6	7.2	64	*166	0.8	11.1	87
SMITHSONIAN	5976	254	2.4	4.3	68	758	2.9	12.7	81	768	4.1	12.9	114	779	3.7	13.0	103
SOAP OPERA DIGEST	4228	382	3.6	9.0	144	558	2.1	13.2	85	555	2.9	13.1	117	504	2.4	11.9	94
SOUTHERN LIVING	6488	*312	3.0	4.8	77	1140	4.4	17.6	113	731	3.9	11.3	100	788	3.7	12.1	96
SPORT	3500	*307	2.9	8.8	140	598	2.3	17.1	110	*350	1.9	10.0	89	461	2.2	13.2	104
THE SPORTING NEWS	2456	*238	2.3	9.7	155	411	1.6	16.7	107	*339	1.8	13.8	123	*351	1.7	14.3	113
SPORTS AFIELD	3648	416	4.0	11.4	182	916	3.5	25.1	161	470	2.5	12.9	115	607	2.9	16.6	131
SPORTS ILLUSTRATED	14484	957	9.1	6.6	106	2204	8.4	15.2	98	1476	7.8	10.2	91	2099	9.9	14.5	114
STAR	12661	940	9.0	7.4	119	2027	7.8	16.0	103	1575	8.3	12.4	111	1471	6.9	11.6	92
SUNDAY	52799	2539	24.2	4.8	77	7362	28.2	13.9	90	5655	30.0	10.7	95	7344	34.5	13.9	110
SUNSET	3513	**102	1.0	2.9	46	594	2.3	16.9	109	356	1.9	10.1	90	686	3.2	19.5	154
TV GUIDE	42766	2617	24.9	6.1	98	6811	26.1	15.9	102	5477	29.0	12.8	114	5814	27.3	13.6	107
TENNIS	1254	**50	0.5	4.0	64	*204	0.8	16.3	104	*57	0.3	4.5	40	**147	0.7	11.7	92
TIME	22054	1211	11.5	5.5	88	3358	12.9	15.2	98	2454	13.0	11.1	99	2953	13.9	13.4	106
TOWN & COUNTRY	1555	**39	0.4	2.5	40	*147	0.6	9.5	61	*101	0.5	6.5	58	*123	0.6	7.9	62
TRAVEL & LEISURE	2173	**85	0.8	3.9	63	276	1.1	12.7	82	*187	1.0	8.6	76	323	1.5	14.9	117
TRUE STORY	4636	457	4.4	9.9	158	911	3.5	19.7	126	630	3.3	13.6	121	560	2.6	12.1	95
U.S. NEWS & WORLD REPORT	10353	560	5.3	5.4	86	1606	6.1	15.5	100	1099	5.8	10.6	94	1456	6.8	14.1	111
USA TODAY	4994	238	2.3	4.8	76	705	2.7	14.1	91	431	2.3	8.6	77	702	3.3	14.1	111
US	3528	*272	2.6	7.7	123	561	2.1	15.9	102	307	1.6	8.7	77	502	2.4	14.2	112
VOGUE	5424	*310	3.0	5.7	91	691	2.6	12.7	82	679	3.6	12.5	111	602	2.8	11.1	88
WALL STREET JOURNAL	6292	343	3.3	5.5	87	781	3.0	12.4	80	674	3.6	10.7	95	828	3.9	13.2	104
WEIGHT WATCHERS	2762	*191	1.8	6.9	111	493	1.9	17.8	115	423	2.2	15.3	136	366	1.7	13.3	104
WOMAN'S DAY	16320	1016	9.7	6.2	100	2625	10.0	16.1	103	2030	10.8	12.4	111	2479	11.7	15.2	120
WORKING MOTHER	1496	**97	0.9	6.5	104	*273	1.0	18.2	117	*108	0.6	7.2	64	*294	1.4	19.7	155
WORKING WOMAN	1851	*141	1.3	7.6	122	*207	0.8	11.2	72	*196	1.0	10.6	94	*198	0.9	10.7	84
WORLD TENNIS	580	**49	0.5	8.4	135	*121	0.5	20.9	134	*26	0.1	4.5	40	**49	0.2	8.4	67
ZIFF-DAVIS MAG NETWK (GROSS)	12412	726	6.9	5.8	93	1939	7.4	15.6	100	1145	6.1	9.2	82	1646	7.7	13.3	105
BLAIR INSERTS	91671	4925	46.9	5.4	86	13063	50.0	14.2	91	10345	54.8	11.3	100	12515	58.8	13.7	108
DAILY NEWSPAPERS																	
READ ANY	109190	6373	60.7	5.8	93	15979	61.2	14.6	94	12831	68.0	11.8	104	15104	71.0	13.8	109
READ ONE	89587	5455	52.0	6.1	97	13235	50.7	14.8	95	10476	55.5	11.7	104	12213	57.4	13.6	107
READ TWO OR MORE	19602	917	8.7	4.7	75	2744	10.5	14.0	90	2355	12.5	12.0	107	2892	13.6	14.8	116
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6421	61.2	5.9	94	16226	62.1	14.8	95	12635	67.0	11.5	102	15096	71.0	13.8	109
READ ONE	95074	5671	54.0	6.0	95	14177	54.3	14.9	96	10512	55.7	11.1	98	12988	61.1	13.7	108
READ TWO OR MORE	14588	751	7.2	5.1	82	2049	7.8	14.0	90	2123	11.3	14.6	129	2108	9.9	14.5	114
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.36				29.40				28.68				30.07			
30 DAY REACH	149706	9243	88.1	6.2	99	22958	87.9	15.3	98	16925	89.7	11.3	101	19145	90.0	12.8	101
50 SHWG - 30 DAY AV FREQ	15.16	14.66				15.44				14.94				15.87			
30 DAY REACH	142406	8967	85.5	6.3	101	21893	83.8	15.4	99	16295	86.4	11.4	102	18163	85.4	12.8	101
25 SHWG - 30 DAY AV FREQ	8.23	7.80				8.32				8.10				8.73			
30 DAY REACH	131152	8417	80.2	6.4	103	20284	77.6	15.5	99	14982	79.4	11.4	102	16523	77.7	12.6	99
CABLE TV: HOME WIRED	66879	3927	37.4	5.9	94	10585	40.5	15.8	102	8335	44.2	12.5	111	9470	44.5	14.2	112
HOME NOT WIRED	100848	6566	62.6	6.5	104	15539	59.5	15.4	99	10533	55.8	10.4	93	11802	55.5	11.7	92
HAVE PAY CABLE	35024	2473	23.6	7.1	113	6178	23.6	17.6	113	4905	26.0	14.0	124	5356	25.2	15.3	121

	TOTAL U.S. '000	OWN DOG(S) LESS THAN 12 MONTHS OLD				1 - 3 YEARS				4 - 6 YEARS				7 YEARS OR MORE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	10493	100.0	6.3	100	26124	100.0	15.6	100	11856	100.0	11.2	100	21272	100.0	12.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	6230	59.4	6.5	104	15359	58.8	16.1	103	11489	60.9	12.0	107	12656	59.5	13.2	104
10:00 AM - 3:00 PM	63599	4222	40.2	6.6	106	10514	40.2	16.5	106	7161	38.0	11.3	100	8075	38.0	12.7	100
3:00 PM - 7:00 PM	72097	4557	43.4	6.3	101	11579	44.3	16.1	103	8466	44.9	11.7	104	9009	42.4	12.5	99
7:00 PM - MIDNIGHT	36670	2468	23.5	6.7	108	5948	22.8	16.2	104	3821	20.3	10.4	93	4568	21.5	12.5	98
MIDNIGHT - 6:00 AM	21908	1534	14.6	7.0	112	3800	14.5	17.3	111	2613	13.8	11.9	106	3041	14.3	13.9	109
6:00 AM - MIDNIGHT	127571	8308	79.2	6.5	104	20441	78.2	16.0	103	14725	78.0	11.5	103	16397	77.1	12.9	101
ENTIRE DAY	129239	8395	80.0	6.5	104	20603	78.9	15.9	102	14968	79.3	11.6	103	16604	78.1	12.8	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2263	21.6	6.7	106	5537	21.2	16.3	105	4080	21.6	12.0	107	4758	22.4	14.0	110
ALL NEWS	6062	*191	1.8	3.2	50	510	2.0	8.4	54	606	3.2	10.0	89	928	4.4	15.3	121
AOR/PROGRESSIVE	11884	503	7.7	6.8	108	1866	7.1	15.7	101	1244	6.6	10.5	93	1195	5.6	10.1	79
BEAUTIFUL MUSIC	11180	650	6.2	5.8	93	1753	6.7	15.7	101	1238	6.6	11.1	98	1502	7.1	13.4	106
BLACK	4538	*225	2.1	5.0	79	715	2.7	15.8	101	421	2.2	9.3	82	351	1.7	7.7	61
CLASSICAL	3857	*200	1.9	5.2	83	563	2.2	14.6	94	441	2.3	11.4	102	457	2.1	11.8	93
CHR/ROCK	21946	1699	16.2	7.7	124	3909	15.0	17.8	114	2937	15.6	13.4	119	2635	12.4	12.0	95
COUNTRY	27262	2284	21.8	8.4	134	4868	18.6	17.9	115	3374	17.9	12.4	110	3765	17.7	13.8	109
GOLDEN OLDIES	3339	*215	2.0	6.4	103	469	1.8	14.0	90	430	2.3	12.9	114	359	1.7	10.8	85
MOR/NOSTALGIA	10346	559	5.3	5.4	86	1670	6.4	16.1	104	1178	6.2	11.4	101	1472	6.9	14.2	112
NEWS/TALK	8929	426	4.1	4.8	76	978	3.7	11.0	70	836	4.4	9.4	83	1380	6.5	15.5	122
RELIGIOUS	5488	304	2.9	5.5	89	870	3.3	15.9	102	471	2.5	8.6	76	502	2.4	9.1	72
SOFT ROCK	1232	**68	0.6	5.5	88	*259	1.0	21.0	135	**116	0.6	9.4	84	**134	0.6	10.9	86
URBAN CONTEMPORARY	3184	*128	1.2	4.0	64	403	1.5	12.7	81	*280	1.5	8.8	78	*287	1.3	9.0	71
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	408	3.9	5.9	94	1453	5.6	21.0	135	855	4.5	12.4	110	863	4.1	12.5	98
ABC DIRECTION	5212	408	3.9	7.8	125	705	2.7	13.5	87	736	3.9	14.1	126	700	3.3	13.4	106
ABC ENTERTAINMENT	10385	634	6.0	6.1	98	1531	5.9	14.7	95	1425	7.6	13.7	122	1393	6.5	13.4	106
ABC FM	4762	326	3.1	6.8	109	882	3.4	18.5	119	570	3.0	12.0	106	539	2.5	11.3	89
ABC INFORMATION	11339	708	6.7	6.2	100	1708	6.5	15.1	97	1268	6.7	11.2	99	1718	8.1	15.2	119
ABC ROCK	4878	*250	2.4	5.1	82	749	2.9	15.4	99	484	2.6	9.9	88	682	3.2	14.0	110
CBS	10709	479	4.6	4.5	71	1425	5.5	13.3	85	1116	5.9	10.4	93	1567	7.4	14.6	115
MUTUAL	10251	614	5.9	6.0	96	1774	6.8	17.3	111	1046	5.5	10.2	91	1388	6.5	13.5	107
NBC	12243	759	7.2	6.2	99	1808	6.9	14.8	95	1354	7.2	11.1	98	1764	8.3	14.4	114
RADIO/RADIO	4606	316	3.0	6.9	110	723	2.8	15.7	101	537	2.8	11.7	104	635	3.0	13.8	109
RKO ONE	5148	484	4.6	9.4	150	862	3.3	16.7	108	465	2.5	9.0	80	497	2.3	9.7	76
RKO TWO	7313	625	6.0	8.5	137	1126	4.3	15.4	99	832	4.4	11.4	101	991	4.7	13.6	107
THE SOURCE	5981	502	4.8	8.4	134	947	3.6	15.8	102	736	3.9	12.3	109	632	3.0	10.6	83
NON-WIRED : BLAIR	19329	1365	13.0	7.1	113	2952	11.3	15.3	98	2275	12.1	11.8	105	2694	12.7	13.9	110
INTERNET	27139	1667	15.9	6.1	98	4613	17.7	17.0	109	3035	11.1	11.2	99	3308	15.6	12.2	96
KATZ RADIO GROUP	36319	2318	22.1	6.4	102	5583	21.4	15.4	99	4148	22.0	11.4	102	4964	23.3	13.7	108
SUPERNET	22361	1608	15.3	7.2	115	3644	13.9	16.3	105	2361	12.5	10.6	94	2815	13.2	12.6	99
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	836	8.0	5.8	92	2236	8.6	15.4	99	1456	7.7	10.0	89	1837	8.6	12.6	100
WKDAY 9:00 AM - 1:00 PM	18688	1286	12.3	6.9	110	3040	11.6	16.3	104	2034	10.8	10.9	97	2017	9.5	10.8	85
WKDAY 1:00 PM - 4:30 PM	24061	1708	16.3	7.1	113	3845	14.7	16.0	103	2590	13.7	10.8	96	2696	12.7	11.2	88
WKDAY 4:30 PM - 7:30 PM	44079	2612	24.9	5.9	95	6584	25.2	14.9	96	4726	25.0	10.7	95	5535	26.0	12.6	99
WKDAY 7:30 PM - 8:00 PM	61979	3646	34.7	5.9	94	9192	35.2	14.8	95	6941	36.8	11.2	100	7899	37.1	12.7	100
WKDAY 11:00 PM - 11:30 PM	49084	2935	28.0	6.0	96	7746	29.7	15.8	101	5166	27.4	10.5	94	6762	31.8	13.8	109
WKDAY 11:30 PM - 1:00 AM	16560	1133	10.8	6.8	109	2698	10.3	16.3	105	1824	9.7	11.0	98	2263	10.6	13.7	108
M-SAT 8-11 PM-SUN 7-11 PM	66967	4267	40.7	6.4	102	10457	40.0	15.6	100	7727	41.0	11.5	103	8869	41.7	13.2	104
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	759	7.2	8.2	131	1631	6.2	17.6	113	1170	6.2	12.6	112	881	4.1	9.5	75
ANOTHER WORLD	N 6138	544	5.2	8.9	142	1108	4.2	18.1	116	607	3.2	9.9	88	538	2.5	8.8	69
AS THE WORLD TURNS	C 7707	524	5.0	6.8	109	1187	4.5	15.4	99	911	4.8	11.8	105	971	4.6	12.6	99
CAPITOL	C 4688	326	3.1	7.0	111	768	2.9	16.4	105	437	2.3	9.3	83	554	2.6	11.8	93
CBS MORN. NEWS 1	C 2792	215	2.0	7.7	123	393	1.5	14.1	90	303	1.6	10.9	96	409	1.9	14.6	116
CBS MORN. NEWS 2	C 2071	155	1.5	7.5	120	369	1.4	17.8	114	200	1.1	9.7	86	315	1.5	15.2	120
DAYS OF OUR LIVES	N 8018	645	6.1	8.0	129	1350	5.2	16.8	108	747	4.0	9.3	83	885	4.2	11.0	87
FACTS OF LIFE - DAYTIME	N 3487	204	1.9	5.9	94	590	2.3	16.9	109	292	1.5	8.4	74	275	1.3	7.9	62
FAMILY FEUD	A 4817	274	2.6	5.7	91	700	2.7	14.5	93	536	2.8	11.1	99	455	2.1	9.4	74
GENERAL HOSPITAL	A 8333	590	5.6	7.1	113	1290	4.9	15.5	99	904	4.8	10.8	96	799	3.8	9.6	76
GOOD MORNING, AMERICA-730A	A 5472	289	2.8	5.3	84	800	3.1	14.6	94	582	3.1	10.6	95	676	3.2	12.4	97
GOOD MORNING, AMERICA-830A	A 3965	237	2.3	6.0	96	655	2.5	16.5	106	468	2.5	11.8	105	525	2.5	13.2	104
GUIDING LIGHT	C 7542	488	4.7	6.5	103	1180	4.5	15.6									

	TOTAL U.S. '000	OWN DOG(S) LESS THAN 12 MONTHS OLD				1 - 3 YEARS				4 - 6 YEARS				7 YEARS OR MORE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	10493	100.0	6.3	100	26124	100.0	15.6	100	18868	100.0	11.2	100	21272	100.0	12.7	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	3001	28.6	5.7	92	7460	28.6	14.3	92	5585	29.6	10.7	95	6835	32.1	13.1	103
NETWORK AFFILIATES - LATE	39164	2359	22.5	6.0	96	6277	24.0	16.0	103	4101	21.7	10.5	93	5446	25.6	13.9	110
INDEPENDENTS - LATE	5133	232	2.2	4.5	72	633	2.4	12.3	79	455	2.4	8.9	79	698	3.3	13.6	107
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	1539	14.7	6.7	108	3924	15.0	17.2	110	2526	13.4	11.1	98	2984	14.0	13.1	103
ABC MONDAY NIGHT MOVIE	A 11258	734	7.0	6.5	104	1557	6.0	13.8	89	1281	6.8	11.4	101	1502	7.1	13.3	105
ABC SUNDAY NIGHT MOVIE	A 23600	1493	14.2	6.3	101	3882	14.9	16.4	106	2705	14.3	11.5	102	3011	14.2	12.8	101
ABC WORLD NEWS TONIGHT	A 12801	669	6.4	5.2	84	1932	7.4	15.1	97	1400	7.4	10.9	97	1727	8.1	13.5	106
AFTERMASH	C 10966	702	6.7	6.4	102	1567	6.0	14.3	92	1201	6.4	11.0	97	1436	6.8	13.1	103
ALICE	C 17050	1094	10.4	6.4	103	2439	9.3	14.3	92	1863	9.9	10.9	97	2206	10.4	12.9	102
AMERICAN PARADE	C 11998	683	6.5	5.7	91	1794	6.9	15.0	96	1370	7.3	11.4	102	1667	7.8	13.9	110
BENSON	A 19258	977	9.3	5.1	81	2949	11.3	15.3	98	2104	11.2	10.9	97	2448	11.5	12.7	100
BLUE THUNDER	A 11478	620	5.9	5.4	86	1841	7.0	16.0	103	1252	6.6	10.9	97	1450	6.8	12.6	100
CAGNEY & LACEY	C 18263	1289	12.3	7.1	113	2743	10.5	15.0	96	2122	11.2	11.6	103	2588	12.2	14.2	112
CBS EVENING NEWS-DEAN	C 7733	387	3.7	5.0	80	982	3.8	12.7	82	854	4.5	11.0	98	967	4.5	12.5	99
CBS EVENING NEWS-RATHER	C 15653	1028	9.8	6.6	105	2182	8.4	13.9	89	1677	8.9	10.7	95	2049	9.6	13.1	103
CBS SAT. NEWS-SCHIEFFER	C 8744	471	4.5	5.4	86	1230	4.7	14.1	90	732	3.9	8.4	74	1262	5.9	14.4	114
CBS SATURDAY NIGHT MOVIE	C 12000	745	7.1	6.2	99	1960	7.5	16.3	105	1348	7.1	11.2	100	1533	7.2	12.8	101
CBS WEDNESDAY NIGHT MOVIE	C 11522	954	9.1	8.3	132	1644	6.3	14.3	92	1543	8.2	13.4	119	1532	7.2	13.3	105
CHEERS	N 16818	983	9.4	5.8	93	2626	10.1	15.6	100	2103	11.1	12.5	111	2245	10.6	13.3	105
DALLAS	C 37510	2578	24.6	6.9	110	5870	22.5	15.6	100	4220	22.4	11.3	100	4445	20.9	11.9	93
DIFF'RENT STROKES	N 11258	830	7.9	7.4	118	1882	7.2	16.7	107	1190	6.3	10.6	94	1361	6.4	12.1	95
DOUBLE TROUBLE	N 12248	723	6.9	5.9	94	2121	8.1	17.3	111	1400	7.4	11.4	102	1683	7.9	13.7	108
DUCK FACTORY	N 11100	670	6.4	6.0	96	1589	6.1	14.3	92	1442	7.6	13.0	115	1553	7.3	14.0	110
DUKES OF HAZZARD	C 12353	835	8.0	6.8	108	1996	7.6	16.2	104	1679	8.9	13.6	121	1629	7.7	13.2	104
DYNASTY	A 33279	2162	20.6	6.5	104	5534	21.2	16.6	107	3553	18.8	10.7	95	3971	18.7	11.9	94
FACTS OF LIFE	N 13410	825	7.9	6.2	98	2366	9.1	17.6	113	1625	8.6	12.1	108	1776	8.3	13.2	104
FALCON CREST	C 31093	2179	20.8	7.0	112	4719	18.1	15.2	97	3503	18.6	11.3	100	3702	17.4	11.9	94
FALL GUY	A 18649	1198	11.4	6.4	103	3121	11.9	16.7	107	2140	11.3	11.5	102	2243	10.5	12.0	95
FAMILY TIES	N 13101	736	7.0	5.6	90	1988	7.6	15.2	97	1530	8.1	11.7	104	1550	7.3	11.8	93
FANTASY ISLAND	A 13069	853	8.1	6.5	104	1846	7.1	14.1	91	1513	8.0	11.6	103	1603	7.5	12.3	97
FOULUPS,BLEEPS & BLUNDERS	A 16588	1138	10.8	6.9	110	2604	10.0	15.7	101	2070	11.0	12.5	111	2003	9.4	12.1	95
FOUR SEASONS	C 9302	566	5.4	6.1	97	1354	5.2	14.6	93	1105	5.9	11.9	106	1110	5.2	11.9	94
GIMME A BREAK	N 13955	813	7.7	5.8	93	1882	7.2	13.5	87	1479	7.8	10.6	94	1486	7.0	10.6	84
HART TO HART	A 15735	1139	10.9	7.2	116	2710	10.4	17.2	111	1677	8.9	10.7	95	2004	9.4	12.7	100
HILL STREET BLUES	N 18257	1184	11.3	6.5	104	2967	11.4	16.3	104	2205	11.7	12.1	107	2408	11.3	13.2	104
HOTEL	A 24236	1709	16.3	7.1	113	4400	16.8	18.2	117	2774	14.7	11.4	102	3059	14.4	12.6	100
JEFFERSONS	C 17010	1111	10.6	6.5	104	2610	10.0	15.3	99	1791	9.5	10.5	94	2028	9.5	11.9	94
JENNIFER SLEPT HERE	N 9397	761	7.3	8.1	129	1585	6.1	16.9	108	1040	5.5	11.1	98	1144	5.4	12.2	96
KATE & ALLIE	C 16762	1199	11.4	7.2	114	2742	10.5	16.4	105	2308	12.2	13.8	122	2254	10.6	13.4	106
KNIGHT RIDER	N 13164	960	9.1	7.3	117	2122	8.1	16.1	103	1632	8.6	12.4	110	1689	7.9	12.8	101
LOVE BOAT	A 20400	1416	13.5	6.9	111	2971	11.4	14.6	94	2423	12.8	11.9	106	2684	12.6	13.2	104
MAGNUM PI	C 22543	1632	15.6	7.2	116	3664	14.0	16.3	104	2792	14.8	12.4	110	3418	16.1	15.2	120
MAMA'S FAMILY	N 9852	564	5.4	5.7	92	1492	5.7	15.1	97	1236	6.6	12.5	112	1487	7.0	15.1	119
MASTER, THE	N 8082	605	5.8	7.5	120	1250	4.8	15.5	99	970	5.1	12.0	107	951	4.5	11.8	93
MATT HOUSTON	A 12881	727	6.9	5.6	90	1988	7.6	15.4	99	1558	8.3	12.1	108	1919	9.0	14.9	117
NBC MONDAY NIGHT MOVIE	N 23889	1587	15.1	6.6	106	4189	16.0	17.5	113	2801	14.8	11.7	104	2957	13.9	12.4	98
NBC NIGHTLY NEWS	N 11156	460	4.4	4.1	66	1476	5.6	13.2	85	1081	5.7	9.7	86	1379	6.5	12.4	97
NBC NIGHTLY NEWS-SAT	N 7363	387	3.7	5.3	84	862	3.3	11.7	75	727	3.9	9.9	88	781	3.7	10.6	84
NBC NIGHTLY NEWS-SUN	N 6214	*233	2.2	3.7	60	744	2.8	12.0	77	623	3.3	10.0	89	880	4.1	14.2	112
NBC SUNDAY NIGHT MOVIE	N 17590	1144	10.9	6.5	104	2962	11.3	16.8	108	2082	11.0	11.8	105	2503	11.8	14.2	112
NEWHART	C 16740	1128	10.8	6.7	108	2508	9.6	15.0	96	2155	11.4	12.9	114	2249	10.6	13.4	106
ONE DAY AT A TIME	C 11820	821	7.8	6.9	111	1585	6.1	13.4	86	1341	7.1	11.3	101	1458	6.9	12.3	97
PEOPLE ARE FUNNY	N 9138	578	5.5	6.3	101	1518	5.8	16.6	107	1002	5.3	11.0	97	1294	6.1	14.2	112
REAL PEOPLE	N 15979	1060	10.1	6.6	106	2683	10.3	16.8	108	2154	11.4	13.5	120	2006	9.4	12.6	99
REMINGTON STEELE	N 14395	870	8.3	6.0	97	2554	9.8	17.7	114	1785	9.5	12.4	110	1952	9.2	13.6	107
RIPLEY'S BELIEVE IT - NOT	A 11362	734	7.0	6.5	103	1855	7.1	16.3	105	1418	7.5	12.5	111	1605	7.5	14.1	111
RIPTIDE	N 13920	939	8.9	6.7	108	2682	10.3	19.3	124	1878	10.0	13.5	120	1711	8.0	12.3	97
SCARECROW & MRS. KING	C 17571	1252	11.9	7.1	114	2519	9.6	14.3	92	2067	11.0	11.8	105	2511	11.8	14.3	113
SIMON & SIMON	C 20208	1454	13.9	7.2	115	3484	13.3	17.2	111	2015	10.7	10.0	89	2964	13.9	14.7	116
60 MINUTES	C 27668	1455	13.9	5.3	84	3758	14.4	13.6	87	2993	15.9	10.8	96	3940	18.5	14.2	112
ST. ELSEWHERE	N 13699	748	7.1	5.5													

	TOTAL U.S. '000	EVER USE TABLE SCRAPS				USED TABLE SCRAPS LAST 30 DAYS				EVER USE OTHER FOOD				USED OTHER FOOD LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	51731	100.0	30.8	100	49700	100.0	29.6	100	33907	100.0	20.2	100	31971	100.0	19.1	100
MALES	79263	24130	46.6	30.4	99	23276	46.8	29.4	99	16094	47.5	20.3	100	14968	46.8	18.9	99
FEMALES	88464	27601	53.4	31.2	101	26424	53.2	29.9	101	17813	52.5	20.1	100	17002	53.2	19.2	101
18 - 24	28671	9094	17.6	31.7	103	8703	17.5	30.4	102	6120	18.0	21.3	106	5820	18.2	20.3	106
25 - 34	39536	12460	24.1	31.5	102	12036	24.2	30.4	103	7875	23.2	19.9	99	7376	23.1	18.7	98
35 - 44	28978	10989	21.2	37.9	123	10426	21.0	36.0	121	7185	21.2	24.8	123	6794	21.3	23.4	123
45 - 54	27345	7815	15.1	35.0	113	7568	15.2	33.9	114	5422	16.0	24.3	120	5070	15.9	22.7	119
55 - 64	22224	6555	12.7	29.5	96	6432	12.9	28.9	98	4178	12.3	18.8	93	3976	12.4	17.9	94
65 OR OLDER	25973	4819	9.3	18.6	60	4534	9.1	17.5	59	3127	9.2	12.0	60	2935	9.2	11.3	59
18 - 34	68207	21554	41.7	31.6	102	20739	41.7	30.4	103	13995	41.3	20.5	101	13196	41.3	19.3	101
18 - 49	108058	36644	70.9	33.9	110	35175	70.8	32.6	110	23985	70.7	22.2	110	22617	70.7	20.9	110
25 - 54	90859	31263	60.4	34.4	112	30031	60.4	33.1	112	20482	60.4	22.5	112	19240	60.2	21.2	111
35 - 49	39851	15110	29.2	37.9	123	14436	29.0	36.2	122	9990	29.5	25.1	124	9420	29.5	23.6	124
50 OR OLDER	59669	15067	29.1	25.3	82	14525	29.2	24.3	82	9923	29.3	16.6	82	9354	29.3	15.7	82
GRADUATED COLLEGE	28091	7102	13.7	25.3	82	6816	13.7	24.3	82	4708	13.9	16.8	83	4399	13.8	15.7	82
ATTENDED COLLEGE	28538	9364	18.1	32.4	105	9013	18.1	31.1	105	6278	18.5	21.7	107	5919	18.5	20.5	107
GRADUATED HIGH SCHOOL	65503	22670	43.8	34.6	112	21726	43.7	33.2	112	14823	43.7	22.6	112	14152	44.3	21.6	113
DID NOT GRADUATE HIGH SCHOOL	45195	12595	24.3	27.9	90	12145	24.4	26.9	91	8097	23.9	17.9	89	7501	23.5	16.6	87
EMPLOYED MALES	56429	17946	34.7	31.8	103	17326	34.9	30.7	104	11861	35.0	21.0	104	11035	34.5	19.6	103
EMPLOYED FEMALES	43971	14666	28.4	33.4	108	14099	28.4	32.1	108	9289	27.4	21.1	104	8857	27.7	20.1	106
EMPLOYED FULL-TIME	87773	28003	54.1	31.9	103	26999	54.3	30.8	104	18345	54.1	20.9	103	17237	53.9	19.6	103
EMPLOYED PART-TIME	12627	4609	8.9	36.5	118	4426	8.9	35.1	118	2805	8.3	22.2	110	2654	8.3	21.0	110
NOT EMPLOYED	67327	19119	37.0	28.4	92	18275	36.8	27.1	92	12757	37.6	18.9	94	12079	37.8	17.9	94
PROFESSIONAL/MANAGER	25845	6955	13.4	26.9	87	6709	13.5	26.0	88	4783	14.1	18.5	92	4468	14.0	17.3	91
TECH/CLERICAL/SALES	30895	10337	20.0	33.5	108	9991	20.1	32.3	109	6699	19.8	21.7	107	6393	20.0	20.7	109
PRECISION/CRAFT	12629	4606	8.9	36.5	118	4410	8.9	34.9	118	2815	8.3	22.3	110	2630	8.2	20.8	109
OTHER EMPLOYED	31031	10714	20.7	34.5	112	10315	20.8	33.2	112	6853	20.2	22.1	109	6401	20.0	20.6	108
SINGLE	35557	9716	18.8	27.3	89	9280	18.7	26.1	88	6958	20.5	19.6	97	6662	20.8	18.7	98
MARRIED	103585	35828	69.3	34.6	112	34627	69.7	33.4	113	23002	67.8	22.2	110	21600	67.6	20.9	109
DIVORCED/SEPARATED/WIDOWED	28585	6187	12.0	21.6	70	5793	11.7	20.3	68	3947	11.6	13.8	68	3709	11.6	13.0	68
PARENTS	59295	22507	43.5	38.0	123	21585	43.4	36.4	123	14061	41.5	23.7	117	13291	41.6	22.4	118
WHITE	146081	46760	90.4	32.0	104	44886	90.3	30.7	104	30459	89.8	20.9	103	28663	89.7	19.6	103
BLACK	17974	3983	7.7	22.2	72	3871	7.8	21.5	73	2817	8.3	15.7	78	2677	8.4	14.9	78
OTHER	3672	988	1.9	26.9	87	943	1.9	25.7	87	631	1.9	17.2	85	631	2.0	17.2	90
NORTHEAST-CENSUS	37005	9738	18.8	26.3	85	9333	18.8	25.2	85	6637	19.6	17.9	89	6237	19.5	16.9	88
NORTH CENTRAL	42642	14109	27.3	33.1	107	13693	27.6	32.1	108	9261	27.3	21.7	107	8609	26.9	20.2	106
SOUTH	56777	18231	35.2	32.1	104	17527	35.3	30.9	104	11541	34.0	20.3	101	10999	34.4	19.4	102
WEST	31303	9654	18.7	30.8	100	9147	18.4	29.2	99	6469	19.1	20.7	102	6126	19.2	19.6	103
NORTHEAST-MKTG.	38125	9497	18.4	24.9	81	8987	18.1	23.6	80	6367	18.8	16.7	83	6032	18.9	15.8	83
EAST CENTRAL	24794	8168	15.8	32.9	107	7951	16.0	32.1	108	5397	15.9	21.8	108	5089	15.9	20.5	108
WEST CENTRAL	28511	9929	19.2	34.8	113	9622	19.4	33.7	114	6548	19.3	23.0	114	6073	19.0	21.3	112
SOUTH	48953	16207	31.3	33.1	107	15665	31.5	32.0	108	10180	30.0	20.8	103	9668	30.2	19.7	104
PACIFIC	27344	7930	15.3	29.0	94	7474	15.0	27.3	92	5415	16.0	19.8	98	5110	16.0	18.7	98
COUNTY SIZE A	69301	18302	35.4	26.4	86	17437	35.1	25.2	85	12552	37.0	18.1	90	11979	37.5	17.3	91
COUNTY SIZE B	50633	16068	31.1	31.7	103	15534	31.3	30.7	104	10270	30.3	20.3	100	9566	29.9	18.9	99
COUNTY SIZE C	26259	9497	18.4	36.2	117	9074	18.3	34.6	117	6206	18.3	23.6	117	5851	18.3	22.3	117
COUNTY SIZE D	21534	7864	15.2	36.5	118	7655	15.4	35.5	120	4879	14.4	22.7	112	4576	14.3	21.3	111
METRO CENTRAL CITY	50014	11975	23.1	23.9	78	11438	23.0	22.9	77	7920	23.4	15.8	78	7489	23.4	15.0	79
METRO SUBURBAN	76832	24982	48.3	32.5	105	23972	48.2	31.2	105	16764	49.4	21.8	108	15784	49.4	20.5	108
NON METRO	40881	14774	28.6	36.1	117	14289	28.8	35.0	118	9223	27.2	22.6	112	8698	27.2	21.3	112
TOP 5 ADI'S	39550	10006	19.3	25.3	82	9651	19.4	24.4	82	7068	20.8	17.9	88	6842	21.4	17.3	91
TOP 10 ADI'S	54877	13947	27.0	25.4	82	13401	27.0	24.4	82	9791	28.9	17.8	88	9491	29.7	17.3	91
TOP 20 ADI'S	77516	21165	40.9	27.3	89	20220	40.7	26.1	88	14427	42.5	18.6	92	13831	43.3	17.8	94
HSJLD INC. \$50,000 OR MORE	17257	6156	11.9	35.7	116	5931	11.9	34.4	116	4005	11.8	23.2	115	3876	12.1	22.5	118
\$40,000 OR MORE	33235	11484	22.2	34.6	112	11026	22.2	33.2	112	7552	22.3	22.7	112	7190	22.5	21.6	113
\$30,000 OR MORE	59693	21133	40.9	35.4	115	20177	40.6	33.8	114	13852	40.9	23.2	115	13105	41.0	22.0	115
\$25,000 OR MORE	76275	26574	51.4	34.8	113	25482	51.3	33.4	113	17484	51.6	22.9	113	16567	51.8	21.7	114
\$20,000 - \$24,999	18607	6069	11.7	32.6	106	5899	11.9	31.7	107	3783	11.2	20.3	101	3629	11.4	19.5	102
\$15,000 - \$19,999	17175	5051	9.8	29.4	95	4796	9.6	27.9	94	3336	9.8	19.4	96	3153	9.9	18.4	96
\$10,000 - \$14,999	24569	6730	13.0	27.4	89	6528	13.1	26.6	90	4596	13.6						

		EVER USE TABLE SCRAPS				USED TABLE SCRAPS				EVER USE OTHER FOOD				USED OTHER FOOD				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	LAST 30 DAYS				A '000	B % DOWN	C % ACROSS	D % INDX	LAST 30 DAYS			
							A	B	C	D					A	B	C	D
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL ADULTS		167727	51731	100.0	30.8	100	49700	100.0	29.6	100	33907	100.0	20.2	100	31971	100.0	19.1	100
MAGAZINES	QUINTILE 1	34022	11090	21.4	32.6	106	10494	21.1	30.8	104	7076	20.9	20.8	103	6661	20.8	19.6	103
	QUINTILE 2	34800	11564	22.4	33.2	108	11215	22.6	32.2	109	7679	22.6	22.1	109	7380	23.1	21.2	111
	QUINTILE 3	30514	9195	17.8	30.1	98	8882	17.9	29.1	98	6120	18.0	20.1	99	5712	17.9	18.7	98
	QUINTILE 4	33324	10788	20.9	32.4	105	10296	20.7	30.9	104	7099	20.9	21.3	105	6651	20.8	20.0	105
	QUINTILE 5	35066	9094	17.6	25.9	84	8813	17.7	25.1	85	5934	17.5	16.9	84	5567	17.4	15.9	83
NEWSPAPERS	QUINTILE 1	29107	9244	17.9	31.8	103	8953	18.0	30.8	104	6372	18.8	21.9	108	6077	19.0	20.9	110
	QUINTILE 2	49095	14354	27.7	29.2	95	13765	27.7	28.0	95	9438	27.8	19.2	95	8869	27.7	18.1	95
	QUINTILE 3	23107	7629	14.7	33.0	107	7355	14.8	31.8	107	4885	14.4	21.1	105	4634	14.5	20.1	105
	QUINTILE 4	33556	10295	19.9	30.7	99	9777	19.7	29.1	98	6881	20.3	20.5	101	6507	20.4	19.4	102
	QUINTILE 5	32863	10207	19.7	31.1	101	9850	19.8	30.0	101	6331	18.7	19.3	95	5884	18.4	17.9	94
OUTDOOR	QUINTILE 1	33431	10938	21.1	32.7	106	10507	21.1	31.4	106	7012	20.7	21.0	104	6643	20.8	19.9	104
	QUINTILE 2	33478	10073	19.5	30.1	98	9733	19.6	29.1	98	6851	20.2	20.5	101	6397	20.0	19.1	100
	QUINTILE 3	33574	9788	18.9	29.2	95	9430	19.0	28.1	95	6441	19.0	19.2	95	6047	18.9	18.0	94
	QUINTILE 4	33935	10855	21.0	32.0	104	10406	20.9	30.7	103	7131	21.0	21.0	104	6714	21.0	19.8	104
	QUINTILE 5	33310	10077	19.5	30.3	98	9625	19.4	28.9	98	6472	19.1	19.4	96	6170	19.3	18.5	97
RADIO-DRIVE TIME	QUINTILE 1	33136	10735	20.8	32.4	105	10276	20.7	31.0	105	7069	20.8	21.3	106	6643	20.8	20.0	105
	QUINTILE 2	31658	10068	19.5	31.8	103	9717	19.6	30.7	104	6452	19.0	20.4	101	6130	19.2	19.4	102
	QUINTILE 3	32541	10285	19.9	31.6	102	9944	20.0	30.6	103	7037	20.8	21.6	107	6712	21.0	20.6	108
	QUINTILE 4	34247	10682	20.6	31.2	101	10196	20.5	29.8	100	6836	20.2	20.0	99	6455	20.2	18.8	99
	QUINTILE 5	36144	9961	19.3	27.6	89	9567	19.2	26.5	89	6513	19.2	18.0	89	6031	18.9	16.7	88
RADIO-MID- DAY	TERCILE 1	45037	14350	27.7	31.9	103	13827	27.8	30.7	104	9324	27.5	20.7	102	8688	27.2	19.3	101
	TERCILE 2	44819	13866	26.8	30.9	100	13258	26.7	29.6	100	9218	27.2	20.6	102	8661	27.1	19.3	101
	TERCILE 3	77872	23515	45.5	30.2	98	22615	45.5	29.0	98	15366	45.3	19.7	98	14623	45.7	18.8	99
RADIO-TOTAL	QUINTILE 1	33763	11002	21.3	32.6	106	10584	21.3	31.3	106	7400	21.8	21.9	108	6988	21.9	20.7	109
	QUINTILE 2	33240	10556	20.4	31.8	103	10123	20.4	30.5	103	6923	20.4	20.8	103	6363	19.9	19.1	100
	QUINTILE 3	33408	10371	20.0	31.0	101	9953	20.0	29.8	101	6701	19.8	20.1	99	6346	19.8	19.0	100
	QUINTILE 4	34792	10669	20.6	30.7	99	10256	20.6	29.5	99	7012	20.7	20.2	100	6733	21.1	19.4	102
	QUINTILE 5	32524	9134	17.7	28.1	91	8785	17.7	27.0	91	5872	17.3	18.1	89	5540	17.3	17.0	89
TV-PRIME TIME	QUINTILE 1	33090	10043	19.4	30.4	98	9598	19.3	29.0	98	6902	20.4	20.9	103	6496	20.3	19.6	103
	QUINTILE 2	33357	10755	20.8	32.2	105	10348	20.8	31.0	105	6892	20.3	20.7	102	6551	20.5	19.6	103
	QUINTILE 3	33980	11261	21.8	33.1	107	10874	21.9	32.0	108	7198	21.2	21.2	105	6809	21.3	20.0	105
	QUINTILE 4	33854	10056	19.4	29.7	96	9693	19.5	28.6	97	6561	19.3	19.4	96	6195	19.4	18.3	96
	QUINTILE 5	33444	9615	18.6	28.7	93	9188	18.5	27.5	93	6354	18.7	19.0	94	5920	18.5	17.7	93
TV-DAYTIME	TERCILE 1	49121	14644	28.3	29.8	97	14109	28.4	28.7	97	9455	27.9	19.2	95	8828	27.6	18.0	94
	TERCILE 2	48823	15104	29.2	30.9	100	14520	29.2	29.7	100	9850	29.1	20.2	100	9237	28.9	18.9	99
	TERCILE 3	69782	21982	42.5	31.5	102	21070	42.4	30.2	102	14602	43.1	20.9	104	13906	43.5	19.9	105
TV-TOTAL	QUINTILE 1	33584	9711	18.8	28.9	94	9296	18.7	27.7	93	6522	19.2	19.4	96	6036	18.9	18.0	94
	QUINTILE 2	33441	10979	21.2	32.8	106	10712	21.6	32.0	108	7318	21.6	21.9	108	7033	22.0	21.0	110
	QUINTILE 3	33505	9936	19.2	29.7	96	9501	19.1	28.4	96	6440	19.0	19.2	95	6137	19.2	18.3	96
	QUINTILE 4	33466	10583	20.5	31.6	103	10136	20.4	30.3	102	6720	19.8	20.1	99	6311	19.7	18.9	99
	QUINTILE 5	33731	10522	20.3	31.2	101	10056	20.2	29.8	101	6907	20.4	20.5	101	6454	20.2	19.1	100
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		44503	14167	27.4	31.8	103	13672	27.5	30.7	104	9071	26.8	20.4	101	8638	27.0	19.4	102
		39363	13166	25.5	33.4	108	12569	25.3	31.9	108	8674	25.6	22.0	109	8181	25.6	20.8	109
		46441	13493	26.1	29.1	94	13003	26.2	28.0	94	9269	27.3	20.0	99	8735	27.3	18.8	99
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		33726	10867	21.0	32.2	104	10509	21.1	31.2	105	7157	21.1	21.2	105	6725	21.0	19.9	105
		52846	17017	32.9	32.2	104	16293	32.8	30.8	104	11046	32.6	20.9	103	10547	33.0	20.0	105
		52140	15360	29.7	29.5	96	14802	29.8	28.4	96	10247	30.2	19.7	97	9544	29.9	18.3	96
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		37081	12309	23.8	33.2	108	11801	23.7	31.8	107	7925	23.4	21.4	106	7491	23.4	20.2	106
		49747	15621	30.2	31.4	102	15050	30.3	30.3	102	10270	30.3	20.6	102	9848	30.8	19.8	104
		49208	15310	29.6	31.1	101	14754	29.7	30.0	101	10192	30.1	20.7	102	9439	29.5	19.2	101
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		33103	10708	20.7	32.3	105	10300	20.7	31.1	105	7192	21.2	21.7	107	6751	21.1	20.4	107
		54575	17569	34.0	32.2	104	16789	33.8	30.8	104	11125	32.8	20.4	101	10580	33.1	19.4	102
		53249	15322	29.6	28.8	93	14862	29.9	27.9	94	10260	30.3	19.3	95	9701	30.3	18.2	96
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		36255	11228	21.7	31.0	100	10863	21.9	30.0	101	7541	22.2	20.8	103	7143	22.3	19.7	103
		55591	16783	32.4	30.2	98	16106	32.4	29.0	98	11086	32.7	19.9	99	10531	32.9	18.9	99
		48319	14931	28.9	30.9	100	14365	28.9	29.7	100	9796	28.9	20.3	100	9167	28.7	19.0	100
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		37242	11602	22.4	31.2	101	11158	22.5	30.0	101	7776	22.9	20.9	103	7392	23.1	19.8	104
		54423	16238	31.4	29.8	97	15617	31.4	28.7	97	10728	31.6	19.7	98	10148	31.7	18.6	98
		46650	15159	29.3	32.5	105	14582	29.3	31.3	105	9861	29.1	21.1	105	9186	28.7	19.7	103
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		35974	10804	20.9	30.0	97	10419	21.0	29.0	98	7215	21.3	20.1	99	6749	21.1	18.8	98
		56095	17298	33.4	30.8	100	16604	33.4	29.6	100	11249	33.2</						

	TOTAL U.S. '000	EVER USE TABLE SCRAPS				USED TABLE SCRAPS LAST 30 DAYS				EVER USE OTHER FOOD				USED OTHER FOOD LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	51731	100.0	30.8	100	49700	100.0	29.6	100	33907	100.0	20.2	100	31971	100.0	19.1	100
ATLANTIC MONTHLY	567	*156	0.3	18.0	58	*148	0.3	17.1	58	**137	0.4	15.8	78	**131	0.4	15.1	79
BARRON'S	1580	444	0.9	28.1	91	437	0.9	27.7	93	348	1.0	22.0	109	*290	0.9	18.4	96
BETTER HOMES & GARDENS	22203	7510	14.5	33.8	110	7159	14.4	32.2	109	4694	13.8	21.1	105	4392	13.7	19.8	104
BON APPETIT	3810	1221	2.4	32.0	104	1181	2.4	31.0	105	771	2.3	20.2	100	697	2.2	18.3	96
BUSINESS WEEK	4663	1391	2.7	29.8	97	1308	2.6	28.1	95	905	2.7	19.4	96	876	2.7	18.8	99
CAR AND DRIVER	3102	849	1.6	27.4	89	821	1.7	26.5	89	551	1.6	17.8	88	529	1.7	17.1	89
CBS MAGAZINE NETWORK (GROSS)	7311	2319	4.5	31.7	103	2181	4.4	29.8	101	1556	4.6	21.3	105	1484	4.6	20.3	106
CHANGING TIMES	3400	841	1.6	24.7	80	799	1.6	23.5	79	640	1.9	18.8	93	616	1.9	18.1	95
COLONIAL HOMES	1796	486	0.9	27.1	88	464	0.9	25.8	87	336	1.0	18.7	93	310	1.0	17.3	91
CONDE NAST MAG. PKG. (GROSS)	19924	5993	11.6	30.1	98	5526	11.1	27.7	94	4355	12.8	21.9	108	4096	12.8	20.6	108
CONSUMERS DIGEST	3125	981	1.9	31.4	102	973	2.0	31.1	105	702	2.1	22.5	111	670	2.1	21.4	112
COSMOPOLITAN	10577	3443	6.7	32.6	106	3198	6.4	30.2	102	2234	6.6	21.1	104	2113	6.6	20.0	105
COUNTRY LIVING	3746	1348	2.6	36.0	117	1312	2.6	35.0	118	920	2.7	24.6	121	874	2.7	23.3	122
CUISINE	2214	606	1.2	27.4	89	592	1.2	26.7	90	412	1.2	18.6	92	412	1.3	18.6	98
CYCLE WORLD	2394	876	1.7	36.6	119	829	1.7	34.6	117	601	1.8	25.1	124	569	1.8	23.8	125
DCI:CREATIVE IDEAS FOR LIV	3068	995	1.9	32.4	105	962	1.9	31.4	106	615	1.8	20.0	99	590	1.8	19.2	101
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3040	5.9	31.8	103	2952	5.9	30.9	104	1879	5.5	19.7	97	1817	5.7	19.0	100
DISCOVER	2277	731	1.4	32.1	104	685	1.4	30.1	102	536	1.6	23.5	116	506	1.6	22.2	117
EBONY	7187	1608	3.1	22.4	73	1580	3.2	22.0	74	1121	3.3	15.6	77	1059	3.3	14.7	77
ESQUIRE	2560	720	1.4	28.1	91	708	1.4	27.7	93	465	1.4	18.2	90	458	1.4	17.9	94
ESSENCE	3242	746	1.4	23.0	75	737	1.5	22.7	77	440	1.3	13.6	67	413	1.3	12.7	67
FAMILY CIRCLE	19639	6795	13.1	34.6	112	6381	12.8	32.5	110	4380	12.9	22.3	110	4184	13.1	21.3	112
THE FAMILY HANDYMAN	3540	1320	2.6	37.3	121	1265	2.5	35.7	121	924	2.7	26.1	129	879	2.7	24.8	130
FAMILY WEEKLY	23924	8421	16.3	35.2	114	7970	16.0	33.3	112	5607	16.5	23.4	116	5326	16.7	22.3	117
FIELD & STREAM	9883	3974	7.7	40.2	130	3902	7.9	39.5	133	2609	7.7	26.4	131	2469	7.7	25.0	131
FOOD & WINE	1030	288	0.6	28.0	91	283	0.6	27.5	93	*145	0.4	14.1	70	*117	0.4	11.4	60
FORBES	2679	748	1.4	27.9	91	697	1.4	26.0	88	537	1.6	20.0	99	495	1.5	18.5	97
FORTUNE	2931	795	1.5	27.1	88	771	1.6	26.3	89	459	1.4	15.7	77	443	1.4	15.1	79
GENTLEMEN'S QUARTERLY	3481	1026	2.0	29.5	96	998	2.0	28.7	97	730	2.2	21.0	104	698	2.2	20.1	105
GLAMOUR	7163	2207	4.3	30.8	100	2035	4.1	28.4	96	1722	5.1	24.0	119	1617	5.1	22.6	118
GOLF DIGEST	2355	705	1.4	29.9	97	674	1.4	28.6	97	438	1.3	18.6	92	402	1.3	17.1	90
GOLF DIGEST/TENNIS (GROSS)	3610	1037	2.0	28.7	93	986	2.0	27.3	92	589	1.7	16.3	81	553	1.7	15.3	80
GOLF MAGAZINE	2046	545	1.1	26.6	86	520	1.0	25.4	86	360	1.1	17.6	87	332	1.0	16.2	85
GOLF MAGAZINE/SKI (GROSS)	3547	905	1.7	25.5	83	866	1.7	24.4	82	622	1.8	17.5	87	579	1.8	16.3	86
GOOD HOUSEKEEPING	20353	7068	13.7	34.7	113	6729	13.5	33.1	112	4421	13.0	21.7	107	4233	13.2	20.8	109
HARPER'S BAZAAR	3362	982	1.9	29.2	95	887	1.8	26.4	89	750	2.2	22.3	110	681	2.1	20.3	106
HEALTH	2987	970	1.9	32.5	105	944	1.9	31.6	107	663	2.0	22.2	110	632	2.0	21.2	111
HEARST MAG CORP. BUY (GROSS)	67928	22639	43.8	33.3	108	21588	43.4	31.8	107	14815	43.7	21.8	108	14026	43.9	20.6	108
HEARST MAN POWER (GROSS)	11282	3956	7.6	35.1	114	3899	7.8	34.6	117	2701	8.0	23.9	118	2540	7.9	22.5	118
HEARST WOMAN POWER (GROSS)	40514	13758	26.6	34.0	110	12994	26.1	32.1	108	8734	25.8	21.6	107	8338	26.1	20.6	108
HOUSE BEAUTIFUL	4885	1585	3.1	32.4	105	1520	3.1	31.1	105	1078	3.2	22.1	109	997	3.1	20.4	107
INC.	1308	376	0.7	28.7	93	336	0.7	25.7	87	*246	0.7	18.8	93	*231	0.7	17.7	93
JET	6498	1673	3.2	25.7	83	1651	3.3	25.4	86	1131	3.3	17.4	86	1073	3.4	16.5	87
LADIES' HOME JOURNAL	14797	5107	9.9	34.5	112	4897	9.9	33.1	112	3249	9.6	22.0	109	3135	9.8	21.2	111
LHJ FAMILY GRP COMBO(GROSS)	21743	7495	14.5	34.5	112	7210	14.5	33.2	112	4825	14.2	22.2	110	4616	14.4	21.2	111
LIFE	9881	3113	6.0	31.5	102	2945	5.9	29.8	101	2134	6.3	21.6	107	2009	6.3	20.3	107
L.A. TIMES HOME MAGAZINE	2775	785	1.5	28.3	92	722	1.5	26.0	88	579	1.7	20.9	103	529	1.7	19.1	100
MADEMOISELLE	4219	1285	2.5	30.5	99	1192	2.4	28.3	95	1003	3.0	23.8	118	949	3.0	22.5	118
MC CALL'S	16422	5566	10.8	33.9	110	5333	10.7	32.5	110	3453	10.2	21.0	104	3203	10.0	19.5	102
MC CALL'S/WRK MOTHER (GROSS)	17919	6005	11.6	33.5	109	5770	11.6	32.2	109	3694	10.9	20.6	102	3427	10.7	19.1	100
MECHANIX ILLUSTRATED	4433	1879	3.6	42.4	137	1818	3.7	41.0	138	1371	4.0	30.9	153	1354	4.2	30.5	160
METROPOLITAN HOME	1504	341	0.7	22.7	74	334	0.7	22.2	75	*295	0.9	19.6	97	*290	0.9	19.3	101
MONEY	4723	1271	2.5	26.9	87	1231	2.5	26.1	88	874	2.6	18.5	92	839	2.6	17.8	93
MOTHER EARTH NEWS	2325	908	1.8	39.1	127	871	1.8	37.5	126	604	1.8	26.0	129	587	1.8	25.2	132
MS.	1189	425	0.8	35.7	116	381	0.8	32.0	108	*237	0.7	19.9	99	*231	0.7	19.4	102
NATIONAL ENQUIRER	18892	6556	12.7	34.7	113	6355	12.8	33.6	114	4494	13.3	23.8	118	4334	13.6	22.9	120
NATIONAL GEOGRAPHIC	22129	7032	13.6	31.8	103	6724	13.5	30.4	103	4628	13.6	20.9	103	4430	13.9	20.0	105
NATIONAL SUNDAY MAGAZINE PKG	103750	32055	62.0	30.9	100	30707	61.8	29.6	100	21318	62.9	20.5	102	20168	63.1	19.4	102
NATURAL HISTORY	1379	383	0.7	27.8	90	370	0.7	26.8	91	*277	0.8	20.1	99	*264	0.8	19.1	100
NEW WOMAN	2289	808	1.6	35.3	114	737	1.5	32.2	109	506	1.5	22.1	109	496	1.6	21.7	114
NEW YORK INCLUDING CUE	1088	*152	0.3	14.0	45	*128	0.3	11.8	40	**71	0.2	6.5	32	**70	0.2	6.4	34
THE NEW YORKER	2459	621	1.2	25.3	82	602	1.2	24.5	83	330	1.0	13.4	66	291	0.9	11.8	62
NEWSWEEK	16527	4878	9.4	29.5	96	4665	9.4	28.2	95	3328	9.8	20.1	100	3196	10.0	19.3	101
THE N.Y. TIMES DAILY EDITION	2739	565	1.1	20.6	67	537	1.1	19.6	66	376	1.1	13.7	68	339	1.1	12.4	65
THE N.Y. TIMES MAGAZINE	4443	1034	2.0	23.3	75	1000	2.0	22.5	76	705	2.1	15.9	78	612	1.9	13.8	72
OWNI	2799	839	1.6	30.0	97	764	1.5	27.3	92	625	1.8	22.3	110	600	1.9	21.4	112
ON CABLE	2209	711	1.4	32.2	104	694	1.4	31.4	106	528	1.6	23.9	118	488	1.5	22.1	116
1001 HOME IDEAS	3959	1418	2.7	35.8	116	1370	2.8	34.6	117	913	2.7	23.1	114	849	2.7	21.4	113
ORGANIC GARDENING	3111	1303	2.5	41.9	136	1284	2.6	41.3	139	797	2.4	25.6	127	763	2.4	24.5	129
OUTDOOR LIFE	5024	2007	3.9	39.9	130	1963	3.9	39.1	132	1343	4.0	26.7	132	1244	3.9	24.8	130
PARADE MAGAZINE	51292	15868	30.7	30.9	100	15323	30.8	29.9	101	10573	31.2	20.6	102	10082	31.5	19.7	103

	TOTAL U.S. '000	EVER USE TABLE SCRAPS				USED TABLE SCRAPS LAST 30 DAYS				EVER USE OTHER FOOD				USED OTHER FOOD LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	51731	100.0	30.8	100	49700	100.0	29.6	100	33907	100.0	20.2	100	31971	100.0	19.1	100
PARENTS	5298	1714	3.3	32.4	105	1658	3.3	31.3	106	922	2.7	17.4	86	882	2.8	16.6	87
PENTHOUSE	5129	1544	3.0	30.1	98	1497	3.0	29.2	98	1007	3.0	19.6	97	936	2.9	18.2	96
PEOPLE	21070	6765	13.1	32.1	104	6360	12.8	30.2	102	4442	13.1	21.1	104	4253	13.3	20.2	106
PLAYBOY	10562	3297	6.4	31.2	101	3150	6.3	29.8	101	2289	6.8	21.7	107	2143	6.7	20.3	106
POPULAR HOT RODDING	2498	911	1.8	36.5	118	910	1.8	36.4	123	658	1.9	26.3	130	629	2.0	25.2	132
POPULAR MECHANICS	5887	2026	3.9	34.4	112	2003	4.0	34.0	115	1474	4.3	25.0	124	1358	4.2	23.1	121
POPULAR SCIENCE	4317	1459	2.8	33.8	110	1402	2.8	32.5	110	919	2.7	21.3	105	893	2.8	20.7	109
PREVENTION	5792	1856	3.6	32.0	104	1807	3.6	31.2	105	1130	3.3	19.5	97	1092	3.4	18.9	99
PSYCHOLOGY TODAY	3284	930	1.8	28.3	92	882	1.8	26.9	91	677	2.0	20.6	102	631	2.0	19.2	101
READER'S DIGEST	40046	12847	24.8	32.1	104	12420	25.0	31.0	105	8373	24.7	20.9	103	8042	25.2	20.1	105
REDBOOK	9584	3248	6.3	33.9	110	3068	6.2	32.0	108	2079	6.1	21.7	107	1992	6.2	20.8	109
ROAD & TRACK	2590	812	1.6	31.4	102	757	1.5	29.2	99	506	1.5	19.5	97	482	1.5	18.6	98
ROLLING STONE	3302	1082	2.1	32.8	106	1020	2.1	30.9	104	827	2.4	25.0	124	794	2.5	24.0	126
RUNNER'S WORLD	1229	362	0.7	29.5	96	348	0.7	28.3	96	*291	0.9	23.7	117	*291	0.9	23.7	124
SATURDAY EVENING POST	2110	473	0.9	22.4	73	457	0.9	21.7	73	281	0.8	13.3	66	277	0.9	13.1	69
SCIENCE 84	1543	526	1.0	34.1	111	457	0.9	29.6	100	309	0.9	20.0	99	288	0.9	18.7	98
SCIENCE DIGEST	1747	418	0.8	23.9	78	394	0.8	22.6	76	*309	0.9	17.7	87	*309	1.0	17.7	93
SCIENTIFIC AMERICAN	1994	601	1.2	30.1	98	573	1.2	28.7	97	364	1.1	18.3	90	356	1.1	17.9	94
SELF	3119	1028	2.0	33.0	107	944	1.9	30.3	102	606	1.8	19.4	96	586	1.8	18.8	99
SEVENTEEN	3923	1464	2.8	37.3	121	1398	2.8	35.6	120	1097	3.2	28.0	138	1087	3.4	27.7	145
SKI	1501	360	0.7	24.0	78	346	0.7	23.1	78	*261	0.8	17.4	86	*248	0.8	16.5	87
SMITHSONIAN	5976	1579	3.1	26.4	86	1521	3.1	25.5	86	989	2.9	16.5	82	920	2.9	15.4	81
SOAP OPERA DIGEST	4228	1369	2.6	32.4	105	1345	2.7	31.8	107	903	2.7	21.4	106	886	2.8	21.0	110
SOUTHERN LIVING	6488	2045	4.0	31.5	102	1989	4.0	30.7	103	1264	3.7	19.5	96	1227	3.8	18.9	99
SPORT	3500	1002	1.9	28.6	93	992	2.0	28.3	96	599	1.8	17.1	85	584	1.8	16.7	88
THE SPORTING NEWS	2456	824	1.6	33.6	109	808	1.6	32.9	111	595	1.8	24.2	120	577	1.8	23.5	123
SPORTS AFIELD	3648	1513	2.9	41.5	134	1502	3.0	41.2	139	918	2.7	25.2	124	873	2.7	23.9	126
SPORTS ILLUSTRATED	14484	4509	8.7	31.1	101	4349	8.8	30.0	101	2964	8.7	20.5	101	2903	9.1	20.0	105
STAR	12661	4215	8.1	33.3	108	3995	8.0	31.6	106	2881	8.5	22.8	113	2757	8.6	21.8	114
SUNDAY	52799	15045	29.1	28.5	92	14477	29.1	27.4	93	10060	29.7	19.1	94	9455	29.6	17.9	94
SUNSET	3513	1176	2.3	33.5	109	1104	2.2	31.4	106	723	2.1	20.6	102	711	2.2	20.2	106
TV GUIDE	42766	13910	26.9	32.5	105	13391	26.9	31.3	106	9224	27.2	21.6	107	8636	27.0	20.2	106
TENNIS	1254	332	0.6	26.5	86	312	0.6	24.9	84	*151	0.4	12.0	60	*151	0.5	12.0	63
TIME	22054	6365	12.3	28.9	94	6107	12.3	27.7	93	4533	13.4	20.6	102	4391	13.7	19.9	104
TOWN & COUNTRY	1555	302	0.6	19.4	63	296	0.6	19.0	64	*172	0.5	11.1	55	*164	0.5	10.5	55
TRAVEL & LEISURE	2173	575	1.1	26.5	86	550	1.1	25.3	85	374	1.1	17.2	85	339	1.1	15.6	82
TRUE STORY	4636	1799	3.5	38.8	126	1749	3.5	37.7	127	1175	3.5	25.3	125	1161	3.6	25.0	131
U.S. NEWS & WORLD REPORT	10353	2848	5.5	27.5	89	2756	5.5	26.6	90	1767	5.2	17.1	84	1661	5.2	16.0	84
USA TODAY	4994	1352	2.6	27.1	88	1287	2.6	25.8	87	889	2.6	17.8	88	806	2.5	16.1	85
US	3528	1073	2.1	30.4	99	1033	2.1	29.3	99	694	2.0	19.7	97	666	2.1	18.9	99
VOGUE	5424	1474	2.8	27.2	88	1354	2.7	25.0	84	1024	3.0	18.9	93	945	3.0	17.4	91
MALL STREET JOURNAL	6292	1707	3.3	27.1	88	1664	3.3	26.4	89	1189	3.5	18.9	93	1065	3.3	16.9	89
WEIGHT WATCHERS	2762	967	1.9	35.0	114	918	1.8	33.2	112	572	1.7	20.7	102	569	1.8	20.6	108
WOMAN'S DAY	16320	5728	11.1	35.1	114	5547	11.2	34.0	115	3665	10.8	22.5	111	3518	11.0	21.6	113
WORKING MOTHER	1496	439	0.8	29.3	95	437	0.9	29.2	99	*241	0.7	16.1	80	*225	0.7	15.0	79
WORKING WOMAN	1851	464	0.9	25.1	81	432	0.9	23.3	79	310	0.9	16.7	83	*304	1.0	16.4	86
WORLD TENNIS	580	*161	0.3	27.8	90	**146	0.3	25.2	85	**99	0.3	17.1	84	**97	0.3	16.7	88
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3623	7.0	29.2	95	3484	7.0	28.1	95	2278	6.7	18.4	91	2164	6.8	17.4	91
BLAIR INSERTS	91671	27445	53.1	29.9	97	26375	53.1	28.8	97	18406	54.3	20.1	99	17397	54.4	19.0	100
DAILY NEWSPAPERS																	
READ ANY	109190	33267	64.3	30.5	99	32044	64.5	29.3	99	22212	65.5	20.3	101	21050	65.8	19.3	101
READ ONE	89587	27039	52.3	30.2	98	26009	52.3	29.0	98	17806	52.5	19.9	98	16862	52.7	18.8	99
READ TWO OR MORE	19602	6228	12.0	31.8	103	6035	12.1	30.8	104	4407	13.0	22.5	111	4188	13.1	21.4	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	33671	65.1	30.7	100	32306	65.0	29.5	99	22351	65.9	20.4	101	21089	66.0	19.2	101
READ ONE	95074	28692	55.5	30.2	98	27476	55.3	28.9	98	18961	55.9	19.9	99	17819	55.7	18.7	98
READ TWO OR MORE	14588	4978	9.6	34.1	111	4830	9.7	33.1	112	3389	10.0	23.2	115	3270	10.2	22.4	118
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	29.63				29.56				28.96				29.08			
30 DAY REACH	149706	46153	89.2	30.8	100	44343	89.2	29.6	100	30445	89.8	20.3	101	28629	89.5	19.1	100
50 SHMG - 30 DAY AV FREQ	15.16	15.55				15.52				15.20				15.28			
30 DAY REACH	142406	44043	85.1	30.9	100	42327	85.2	29.7	100	29056	85.7	20.4	101	27286	85.3	19.2	101
25 SHMG - 30 DAY AV FREQ	8.23	8.44				8.41				8.28				8.32			
30 DAY REACH	131152	40541	78.4	30.9	100	39013	78.5	29.7	100	26639	78.6	20.3	100	25009	78.2	19.1	100
CABLE TV: HOME WIRED	66879	21927	42.4	32.8	106	21084	42.4	31.5	106	14034	41.4	21.0	104	13335	41.7	19.9	105
HOME NOT WIRED	100848	29804	57.6	29.6	96	28616	57.6	28.4	96	19874	58.6	19.7	97	18636	58.3	18.5	97
HAVE PAY CABLE	35024	12859	24.9	36.7	119	12354	24.9	35.3	119	7998	23.6	22.8	113	7565	23.7	21.6	113

	TOTAL U.S. '000	EVER USE TABLE SCRAPS				USED TABLE SCRAPS LAST 30 DAYS				EVER USE OTHER FOOD				USED OTHER FOOD LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	51731	100.0	30.8	100	49700	100.0	29.6	100	33907	100.0	20.2	100	31971	100.0	19.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	30744	59.4	32.2	104	29518	59.4	30.9	104	20465	60.4	21.4	106	19351	60.5	20.2	106
10:00 AM - 3:00 PM	63599	20344	39.3	32.0	104	19451	39.1	30.6	103	13305	39.2	20.9	103	12427	38.9	19.5	103
3:00 PM - 7:00 PM	72097	22733	43.9	31.5	102	21904	44.1	30.4	103	14857	43.8	20.6	102	14113	44.1	19.6	103
7:00 PM - MIDNIGHT	36670	11381	22.0	31.0	101	10892	21.9	29.7	100	7694	22.7	21.0	104	7147	22.4	19.5	102
MIDNIGHT - 6:00 AM	21908	7358	14.2	33.6	109	6964	14.0	31.8	107	4975	14.7	22.7	112	4636	14.5	21.2	111
6:00 AM - MIDNIGHT	127571	40412	78.1	31.7	103	38768	78.0	30.4	103	26733	78.8	21.0	104	25202	78.8	19.8	104
ENTIRE DAY	129239	40910	79.1	31.7	103	39257	79.0	30.4	103	27006	79.6	20.9	103	25457	79.6	19.7	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	11302	21.8	33.2	108	10859	21.8	31.9	108	7375	21.8	21.7	107	6969	21.8	20.5	108
ALL NEWS	6062	1508	2.9	24.9	81	1419	2.9	23.4	79	1099	3.2	18.1	90	1029	3.2	17.0	89
AOR/PROGRESSIVE	11884	3534	6.8	29.7	96	3381	6.8	28.5	96	2340	6.9	19.7	97	2165	6.8	18.2	96
BEAUTIFUL MUSIC	11180	3475	6.7	31.1	101	3270	6.6	29.2	99	2242	6.6	20.1	99	2153	6.7	19.3	101
BLACK	4538	1143	2.2	25.2	82	1121	2.3	24.7	83	757	2.2	16.7	83	714	2.2	15.7	83
CLASSICAL	3857	997	1.9	25.8	84	950	1.9	24.6	83	668	2.0	17.3	86	649	2.0	16.8	88
CHR/ROCK	21946	7602	14.7	34.6	112	7312	14.7	33.3	112	5096	15.0	23.2	115	4838	15.1	22.0	116
COUNTRY	27262	9891	19.1	36.3	118	9585	19.3	35.2	119	6458	19.0	23.7	117	6040	18.9	22.2	116
GOLDEN OLDIES	3339	1007	1.9	30.2	98	971	2.0	29.1	98	625	1.8	18.7	93	613	1.9	18.4	96
MOR/OSTALGIA	10346	3214	6.2	31.1	101	3057	6.2	29.5	100	2133	6.3	20.6	102	2011	6.3	19.4	102
NEWS/TALK	8929	2428	4.7	27.2	88	2298	4.6	25.7	87	1611	4.8	18.0	89	1531	4.8	17.1	90
RELIGIOUS	5488	1535	3.0	28.0	91	1525	3.1	27.8	94	944	2.8	17.2	85	923	2.9	16.8	88
SOFT ROCK	1232	442	0.9	35.9	116	433	0.9	35.1	119	*192	0.6	15.6	77	*169	0.5	13.7	72
URBAN CONTEMPORARY	3184	734	1.4	23.1	75	703	1.4	22.1	75	580	1.7	18.2	90	543	1.7	17.1	89
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2388	4.6	34.6	112	2290	4.6	33.1	112	1562	4.6	22.6	112	1514	4.7	21.9	115
ABC DIRECTION	5212	1679	3.2	32.2	104	1647	3.3	31.6	107	1173	3.5	22.5	111	1115	3.5	21.4	112
ABC ENTERTAINMENT	10385	3308	6.4	31.9	103	3122	6.3	30.1	101	2142	6.3	20.6	102	2029	6.3	19.5	102
ABC FM	4762	1728	3.3	36.3	118	1654	3.3	34.7	117	1093	3.2	23.0	114	1014	3.2	21.3	112
ABC INFORMATION	11339	3747	7.2	33.0	107	3642	7.3	32.1	108	2473	7.3	21.8	108	2345	7.3	20.7	108
ABC ROCK	4878	1636	3.2	33.5	109	1523	3.1	31.2	105	1012	3.0	20.7	103	950	3.0	19.5	102
CBS	10709	2993	5.8	27.9	91	2857	5.7	26.7	90	1957	5.8	18.3	90	1810	5.7	16.9	89
MUTUAL	10251	3312	6.4	32.3	105	3170	6.4	30.9	104	2270	6.7	22.1	110	2169	6.8	21.2	111
NBC	12243	3788	7.3	30.9	100	3678	7.4	30.0	101	2607	7.7	21.3	105	2460	7.7	20.1	105
RADIORADIO	4606	1451	2.8	31.5	102	1400	2.8	30.4	103	1036	3.1	22.5	111	967	3.0	21.0	110
RKO ONE	5148	1597	3.1	31.0	101	1581	3.2	30.7	104	997	2.9	19.4	96	921	2.9	17.9	94
RKO TWO	7313	2347	4.5	32.1	104	2222	4.5	30.4	103	1466	4.3	20.0	99	1390	4.3	19.0	100
THE SOURCE	5981	1874	3.6	31.3	102	1807	3.6	30.2	102	1259	3.7	21.0	104	1199	3.8	20.0	105
NON-WIRED : BLAIR	19329	6542	12.6	33.8	110	6282	12.6	32.5	110	4157	12.3	21.5	106	3891	12.2	20.1	106
INTERNET	27139	8531	16.5	31.4	102	8211	16.5	30.3	102	5687	16.8	21.0	104	5364	16.8	19.8	104
KATZ RADIO GROUP	36319	11291	21.8	31.1	101	10748	21.6	29.6	100	7498	22.1	20.6	102	7016	21.9	19.3	101
SUPERNET	22361	7028	13.6	31.4	102	6750	13.6	30.2	102	4679	13.8	20.9	104	4396	13.7	19.7	103
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	4384	8.5	30.2	98	4150	8.4	28.6	96	2916	8.6	20.1	99	2692	8.4	18.5	97
MKDAY 9:00 AM - 1:00 PM	18688	5582	10.8	29.9	97	5372	10.8	28.7	97	3604	10.6	19.3	95	3342	10.5	17.9	94
MKDAY 1:00 PM - 4:30 PM	24061	7293	14.1	30.3	98	7009	14.1	29.1	98	4640	13.7	19.3	95	4377	13.7	18.2	95
MKDAY 4:30 PM - 7:30 PM	44079	12854	24.8	29.2	95	12362	24.9	28.0	95	8604	25.4	19.5	97	8134	25.4	18.5	97
MKDAY 7:30 PM - 8:00 PM	61979	18343	35.5	29.6	96	17589	35.4	28.4	96	12200	36.0	19.7	97	11495	36.0	18.5	97
MKDAY 11:00 PM - 11:30 PM	49084	15410	29.8	31.4	102	14894	30.0	30.3	102	10423	30.7	21.2	105	9832	30.8	20.0	105
MKDAY 11:30 PM - 1:00 AM	16560	5301	10.2	32.0	104	5101	10.3	30.8	104	3644	10.7	22.0	109	3484	10.9	21.0	110
M-SAT 8-11 PM+SUN 7-11 PM	66967	21023	40.6	31.4	102	20176	40.6	30.1	102	13824	40.8	20.6	102	13076	40.9	19.5	102
MKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	2922	5.6	31.5	102	2783	5.6	30.0	101	2012	5.9	21.7	107	1883	5.9	20.3	107
ANOTHER WORLD	N 6138	1826	3.5	29.7	96	1780	3.6	29.0	98	1207	3.6	19.7	97	1140	3.6	18.6	97
AS THE WORLD TURNS	C 7707	2418	4.7	31.4	102	2310	4.6	30.0	101	1524	4.5	19.8	98	1433	4.5	18.6	98
CAPITOL	C 4688	1458	2.8	31.1	101	1395	2.8	29.8	100	1025	3.0	21.9	108	970	3.0	20.7	109
CBS MORN. NEWS 1	C 2792	886	1.7	31.7	103	809	1.6	29.0	98	618	1.8	22.1	109	564	1.8	20.2	106
CBS MORN. NEWS 2	C 2071	672	1.3	32.4	105	624	1.3	30.1	102	458	1.4	22.1	109	429	1.3	20.7	109
DAYS OF OUR LIVES	N 8018	2410	4.7	30.1	97	2323	4.7	29.0	98	1475	4.4	18.4	91	1402	4.4	17.5	92
FACTS OF LIFE - DAYTIME	N 3487	993	1.9	28.5	92	946	1.9	27.1	92	669	2.0	19.2	95	606	1.9	17.4	91
FAMILY FEUD	A 4817	1358	2.6	28.2	91	1312	2.6	27.2	92	856	2.5	17.8	88	818	2.6	17.0	89
GENERAL HOSPITAL	A 8333	2455	4.7	29.5	96	2364	4.8	28.4	96	1542	4.5	18.5	92	1490	4.7	17.9	94
GOOD MORNING, AMERICA-730 A	A 5472	1645	3.2	30.1	97	1550	3.1	28.3	96	1145	3.4	20.9	104	1051	3.3	19.2	101
GOOD MORNING, AMERICA-830 A	A 3965	1279	2.5	32.3	105	1189	2.4	30.0	101	878	2.6	22.1	110	816	2.6	20.6	108
GUIDING LIGHT	C 7542	2396	4.6	31.8	103	2276	4.6	30.2	102	1550	4.6	20.6	102	1453	4.5	19.3	101
ONE LIFE TO LIVE	A 6018	1834	3.5	30.5	99	1764											

		EVER USE TABLE SCRAPS				USED TABLE SCRAPS LAST 30 DAYS				EVER USE OTHER FOOD				USED OTHER FOOD LAST 30 DAYS				
		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	DOWN	%	ACROSS % INDX	'000	DOWN	%	ACROSS % INDX	'000	DOWN	%	ACROSS % INDX	'000	DOWN	%	ACROSS % INDX
TOTAL ADULTS		167727	51731	100.0	30.8	100	49700	100.0	29.6	100	33907	100.0	20.2	100	31971	100.0	19.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	15018	29.0	28.7	93	14493	29.2	27.7	94	9998	29.5	19.1	95	9461	29.6	18.1	95
NETWORK AFFILIATES - LATE		39164	12359	23.9	31.6	102	11952	24.0	30.5	103	8372	24.7	21.4	106	7907	24.7	20.2	106
INDEPENDENTS - LATE		5133	1359	2.6	26.5	86	1312	2.6	25.6	86	918	2.7	17.9	88	885	2.8	17.2	90
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 22825	7598	14.7	33.3	108	7319	14.7	32.1	108	4893	14.4	21.4	106	4616	14.4	20.2	106
ABC MONDAY NIGHT MOVIE		A 11258	3512	6.8	31.2	101	3369	6.8	29.9	101	2380	7.0	21.1	105	2279	7.1	20.2	106
ABC SUNDAY NIGHT MOVIE		A 23600	7543	14.6	32.0	104	7229	14.5	30.6	103	4876	14.4	20.7	102	4603	14.4	19.5	102
ABC WORLD NEWS TONIGHT		A 12801	3554	6.9	27.8	90	3370	6.8	26.3	89	2370	7.0	18.5	92	2244	7.0	17.5	92
AFTERMASH		C 10966	3311	6.4	30.2	98	3172	6.4	28.9	98	2028	6.0	18.5	91	1979	6.2	18.0	95
ALICE		C 17050	5118	9.9	30.0	97	4991	10.0	29.3	99	3525	10.4	20.7	102	3374	10.6	19.8	104
AMERICAN PARADE		C 11998	3593	6.9	29.9	97	3449	6.9	28.7	97	2390	7.0	19.9	99	2266	7.1	18.9	99
BENSON		A 19258	5373	10.4	27.9	90	5187	10.4	26.9	91	3527	10.4	18.3	91	3283	10.3	17.0	89
BLUE THUNDER		A 11478	3553	6.9	31.0	100	3384	6.8	29.5	99	2034	6.0	17.7	88	1990	6.2	17.3	91
CAGNEY & LACEY		C 18263	5975	11.6	32.7	106	5806	11.7	31.8	107	3988	11.8	21.8	108	3839	12.0	21.0	110
CBS EVENING NEWS-DEAN		C 7733	2126	4.1	27.5	89	2005	4.0	25.9	88	1444	4.3	18.7	92	1389	4.3	18.0	94
CBS EVENING NEWS-RATHER		C 15653	4469	8.6	28.6	93	4246	8.5	27.1	92	3087	9.1	19.7	98	2895	9.1	18.5	97
CBS SAT. NEWS-SCHIEFFER		C 8744	2476	4.8	28.3	92	2376	4.8	27.2	92	1579	4.7	18.1	89	1497	4.7	17.1	90
CBS SATURDAY NIGHT MOVIE		C 12000	3858	7.5	32.1	104	3694	7.4	30.8	104	2418	7.1	20.1	100	2322	7.3	19.3	102
CBS WEDNESDAY NIGHT MOVIE		C 11522	3694	7.1	32.1	104	3603	7.2	31.3	106	2506	7.4	21.7	108	2387	7.5	20.7	109
CHEERS		N 16818	5394	10.4	32.1	104	5137	10.3	30.5	103	3649	10.8	21.7	107	3471	10.9	20.6	108
DALLAS		C 37510	11624	22.5	31.0	100	11211	22.6	29.9	101	7341	21.7	19.6	97	7023	22.0	18.7	98
DIFF'RENT STROKES		N 11258	3598	7.0	32.0	104	3505	7.1	31.1	105	2300	6.8	20.4	101	2165	6.8	19.2	101
DOUBLE TROUBLE		N 12248	3839	7.4	31.3	102	3664	7.4	29.9	101	2717	8.0	22.2	110	2576	8.1	21.0	110
DUCK FACTORY		N 11100	3581	6.9	32.3	105	3387	6.8	30.5	103	2285	6.7	20.6	102	2160	6.8	19.5	102
DUKES OF HAZZARD		C 12353	4136	8.0	33.5	109	4006	8.1	32.4	109	2633	7.8	21.3	105	2548	8.0	20.6	108
DYNASTY		A 33279	10718	20.7	32.2	104	10191	20.5	30.6	103	6630	19.6	19.9	99	6308	19.7	19.0	99
FACTS OF LIFE		N 13410	4334	8.4	32.3	105	4129	8.3	30.8	104	2918	8.6	21.8	108	2824	8.8	21.1	110
FALCON CREST		C 31093	9801	18.9	31.5	102	9435	19.0	30.3	102	5975	17.6	19.2	95	5771	18.1	18.6	97
FALL GUY		A 18649	5985	11.6	32.1	104	5707	11.5	30.6	103	3820	11.3	20.5	101	3630	11.4	19.5	102
FAMILY TIES		N 13101	4060	7.8	31.0	100	3816	7.7	29.1	98	2648	7.8	20.2	100	2529	7.9	19.3	101
FANTASY ISLAND		A 13069	4087	7.9	31.3	101	3923	7.9	30.0	101	2584	7.6	19.8	98	2441	7.6	18.7	98
FOULUPS,BLEEPS & BLUNDERS		A 16588	5278	10.2	31.8	103	5082	10.2	30.6	103	3252	9.6	19.6	97	3072	9.6	18.5	97
FOUR SEASONS		C 9302	2763	5.3	29.7	96	2644	5.3	28.4	96	1854	5.5	19.9	99	1814	5.7	19.5	102
GIMME A BREAK		N 13955	3905	7.5	28.0	91	3707	7.5	26.6	90	2591	7.6	18.6	92	2433	7.6	17.4	91
HART TO HART		A 15735	4972	9.6	31.6	102	4765	9.6	30.3	102	3341	9.9	21.2	105	3172	9.9	20.2	106
HILL STREET BLUES		N 18257	5723	11.1	31.3	102	5457	11.0	29.9	101	3852	11.4	21.1	104	3569	11.2	19.5	103
HOTEL		A 24236	7979	15.4	32.9	107	7678	15.4	31.7	107	5052	14.9	20.8	103	4726	14.8	19.5	102
JEFFERSONS		C 17010	5039	9.7	29.6	96	4885	9.8	28.7	97	3425	10.1	20.1	100	3275	10.2	19.3	101
JENNIFER SLEPT HERE		N 9397	3118	6.0	33.2	108	3028	6.1	32.2	109	1970	5.8	21.0	104	1879	5.9	20.0	105
KATE & ALLIE		C 16762	5536	10.7	33.0	107	5269	10.6	31.4	106	3392	10.0	20.2	100	3253	10.2	19.4	102
KNIGHT RIDER		N 13164	4290	8.3	32.6	106	4146	8.3	31.5	106	2713	8.0	20.6	102	2606	8.2	19.8	104
LOVE BOAT		A 20400	6253	12.1	30.7	99	5991	12.1	29.4	99	4080	12.0	20.0	99	3891	12.2	19.1	100
MAGNUM PI		C 22543	7629	14.7	33.8	110	7314	14.7	32.4	109	5198	15.3	23.1	114	4997	15.6	22.2	116
MAMA'S FAMILY		N 9852	3245	6.3	32.9	107	3123	6.3	31.7	107	2218	6.5	22.5	111	2085	6.5	21.2	111
MASTER, THE		N 8082	2715	5.2	33.6	109	2627	5.3	32.5	110	1790	5.3	22.1	110	1723	5.4	21.3	112
MATT HOUSTON		A 12881	4158	8.0	32.3	105	4023	8.1	31.2	105	2592	7.6	20.1	100	2492	7.8	19.3	101
NBC MONDAY NIGHT MOVIE		N 23889	7837	15.1	32.8	106	7531	15.2	31.5	106	4859	14.3	20.3	101	4584	14.3	19.2	101
NBC NIGHTLY NEWS		N 11156	2970	5.7	26.6	86	2887	5.8	25.9	87	1975	5.8	17.7	88	1909	6.0	17.1	90
NBC NIGHTLY NEWS-SAT		N 7363	1793	3.5	24.4	79	1696	3.4	23.0	78	1164	3.4	15.8	78	1114	3.5	15.1	79
NBC NIGHTLY NEWS-SUN		N 6214	1638	3.2	26.4	85	1572	3.2	25.3	85	1057	3.1	17.0	84	1016	3.2	16.4	86
NBC SUNDAY NIGHT MOVIE		N 17590	5936	11.5	33.7	109	5684	11.4	32.3	109	3933	11.6	22.4	111	3607	11.3	20.5	108
NEWMART		C 16740	5434	10.5	32.5	105	5201	10.5	31.1	105	3437	10.1	20.5	102	3276	10.2	19.6	103
ONE DAY AT A TIME		C 11820	3397	6.6	28.7	93	3264	6.6	27.6	93	2347	6.9	19.9	98	2240	7.0	19.0	99
PEOPLE ARE FUNNY		N 9138	2804	5.4	30.7	99	2725	5.5	29.8	101	1951	5.8	21.4	106	1802	5.6	19.7	103
REAL PEOPLE		N 15979	5280	10.2	33.0	107	5028	10.1	31.5	106	3550	10.5	22.2	110	3355	10.5	21.0	110
REMINGTON STEELE		N 14395	4921	9.5	34.2	111	4714	9.5	32.7	111	3102	9.1	21.5	107	2959	9.3	20.6	108
RIPLEY'S BELIEVE IT - NOT		A 11362	3663	7.1	32.2	105	3486	7.0	30.7	104	2429	7.2	21.4	106	2321	7.3	20.4	107
RIPTIDE		N 13920	5078	9.8	36.5	118	4837	9.7	34.7	117	3431	10.1	24.6	122	3283	10.3	23.6	124
SCARECROW & MRS. KING		C 17571	5578	10.8	31.7	103	5385	10.8	30.6	103	3766	11.1	21.4	106	3560	11.1	20.3	106
SIMON & SIMON		C 20208	6409	12.4	31.7	103	6104	12.3	30.2	102	4252	12.5	21.0	104	4080	12.8	20	

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANNED DOG FOOD

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-54

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT TO FEED YOUR DOG(S)?				
	YES	30545	18.2	3085
	NO	33476	20.0	3285

IF YES

23. WHO DECIDES WHICH BRANDS ARE USED?
(MARK AS MANY AS APPLY)

YOURSELF	18321	10.9	1886
YOUR HUSBAND/WIFE	9731	5.8	1021
OTHER MALE	3218	1.9	248
OTHER FEMALE	3693	2.2	293
DO NOT KNOW	1479	.9	158

	<u>ALL</u>		<u>SOLE</u>		<u>PRIMARY</u>		<u>SECONDARY</u>		<u>UNWEIGHTED</u>
	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	
2C. WHICH BRANDS ARE USED?									
ALPO	11408	6.8	3054	1.8	6429	3.8	1926	1.1	1146
BLUE MOUNTAIN	1161	.7	150	.1	590	.4	422	.3	88
CADILLAC	1051	.6	193	.1	510	.3	348	.2	113
CYCLE	3663	2.2	1003	.6	1939	1.2	721	.4	404
FRISKIES DINNER	1701	1.0	204	.1	1116	.7	381	.2	177
FRISKIES REGULAR	1223	.7	200	.1	672	.4	351	.2	105
GRAVY TRAIN	2949	1.8	372	.2	1663	1.0	914	.5	282
KAL KAN	7702	4.6	1729	1.0	4158	2.5	1815	1.1	757
KEN-L-RATION	4215	2.5	819	.5	2329	1.4	1067	.6	406
MIGHTY DOG	3779	2.3	1478	.9	1657	1.0	644	.4	424
RECIPE	1543	.9	192	.1	763	.5	588	.4	152
SKIPPY PREMIUM	1294	.8	142	.1	880	.5	272	.2	126
SKIPPY REGULAR	1432	.9	226	.1	744	.4	462	.3	141
STRONGHEART	763	.5	153	.1	407	.2	204	.1	78
TENDER CHUNKS DINNER	3524	2.1	376	.2	2117	1.3	1031	.6	333
VETS	2150	1.3	323	.2	1227	.7	600	.4	239
OTHER BRANDS	8802	5.2	4034	2.4	3086	1.8	1681	1.0	860
DO NOT KNOW	954	.6							88

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
2D. ABOUT HOW MANY CANS OF DOG FOOD WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?				
15 OR MORE	H	1619	1.0	172
10 - 14	H	2795	1.7	283
8 - 9	H	2090	1.2	210
6 - 7	H	7231	4.3	722
5	M	2935	1.7	284
4	M	2830	1.7	280
3	M	2731	1.6	299
2	L	2384	1.4	259
1	L	1119	.7	140
NONE	L	4812	2.9	436

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	30545	100.0	18.2	100	13735	100.0	8.2	100	8496	100.0	5.1	100	8314	100.0	5.0	100
MALES	79263	14153	46.3	17.9	98	6231	45.4	7.9	96	4089	48.1	5.2	102	3833	46.1	4.8	98
FEMALES	88464	16392	53.7	18.5	102	7503	54.6	8.5	104	4408	51.9	5.0	98	4481	53.9	5.1	102
18 - 24	28671	5015	16.4	17.5	96	2661	19.4	9.3	113	990	11.7	3.5	68	1364	16.4	4.8	96
25 - 34	39536	6456	21.1	16.3	90	2351	17.1	5.9	73	1762	20.7	4.5	88	2343	28.2	5.9	120
35 - 44	28978	6007	19.7	20.7	114	2380	17.3	8.2	100	1820	21.4	6.3	124	1806	21.7	6.2	120
45 - 54	22345	4874	16.0	21.8	120	2521	18.4	11.3	138	1345	15.8	6.0	119	1008	12.1	4.5	99
55 - 64	22224	4280	14.0	19.3	106	1928	14.0	8.7	106	1380	16.2	6.2	123	971	11.7	4.4	88
65 OR OLDER	25973	3914	12.8	15.1	83	1893	13.8	7.3	89	1199	14.1	4.6	91	821	9.9	3.2	64
18 - 34	68207	11471	37.6	16.8	92	5012	36.5	7.3	90	2752	32.4	4.0	80	3707	44.6	5.4	110
18 - 49	108058	20001	65.5	18.5	102	8608	62.7	8.0	97	5265	62.0	4.9	96	6128	73.7	5.7	114
25 - 54	90859	17337	56.8	19.1	105	7253	52.8	8.0	97	4927	58.0	5.4	107	5158	62.0	5.7	115
35 - 49	39851	8530	27.9	21.4	118	3596	26.2	9.0	110	2513	29.6	6.3	124	2421	29.1	6.1	123
50 OR OLDER	59669	10544	34.5	17.7	97	5127	37.3	8.6	105	3232	38.0	5.4	107	2186	26.3	3.7	74
GRADUATED COLLEGE	28091	4635	15.2	16.5	91	1906	13.9	6.8	83	1419	16.7	5.1	100	1310	15.8	4.7	94
ATTENDED COLLEGE	28938	5870	19.2	20.3	111	2845	20.7	9.8	120	1552	18.3	5.4	106	1473	17.7	5.1	103
GRADUATED HIGH SCHOOL	65503	12256	40.1	18.7	103	5517	40.2	8.4	103	3078	36.2	4.7	93	3662	44.0	5.6	113
DID NOT GRADUATE HIGH SCHOOL	45195	7783	25.5	17.2	95	3467	25.2	7.7	94	2447	28.8	5.4	107	1870	22.5	4.1	83
EMPLOYED MALES	56429	10140	33.2	18.0	99	4212	30.7	7.5	91	2821	33.2	5.0	99	3106	37.4	5.5	111
EMPLOYED FEMALES	43971	8556	28.0	19.5	107	3866	28.1	8.8	107	2272	26.7	5.2	102	2418	29.1	5.5	111
EMPLOYED FULL-TIME	87773	16228	53.1	18.5	102	6992	50.9	8.0	97	4472	52.6	5.1	101	4765	57.3	5.4	110
EMPLOYED PART-TIME	12627	2467	8.1	19.5	107	1087	7.9	8.6	105	*621	7.3	4.9	97	760	9.1	6.0	121
NOT EMPLOYED	67327	11850	38.8	17.6	97	5656	41.2	8.4	103	3403	40.1	5.1	100	2790	33.6	4.1	84
PROFESSIONAL/MANAGER	25845	4222	13.8	16.3	90	1994	14.5	7.7	94	1080	12.7	4.2	82	1148	13.8	4.4	90
TECH/CLERICAL/SALES	30895	6482	21.2	21.0	115	2862	20.8	9.3	113	1743	20.5	5.6	111	1877	22.6	6.1	123
PRECISION/CRAFT	12629	2366	7.7	18.7	103	960	7.0	7.6	93	714	8.4	5.7	112	691	8.3	5.5	110
OTHER EMPLOYED	31031	5626	18.4	18.1	100	2263	16.5	7.3	89	1556	18.3	5.0	99	1807	21.7	5.8	117
SINGLE	35557	6164	20.2	17.3	95	3081	22.4	8.7	106	1523	17.9	4.3	85	1561	18.8	4.4	89
MARRIED	103585	20102	65.8	19.4	107	8504	61.9	8.2	100	5859	69.0	5.7	112	5740	69.0	5.5	112
DIVORCED/SEPARATED/WIDOWED	28585	4279	14.0	15.0	82	2150	15.7	7.5	92	1115	13.1	3.9	77	1014	12.2	3.5	72
PARENTS	59295	10811	35.4	18.2	100	4418	32.2	7.5	91	2900	34.1	4.9	97	3494	42.0	5.9	119
WHITE	146081	27494	90.0	18.8	103	12065	87.8	8.3	101	7797	91.8	5.3	105	7632	91.8	5.2	105
BLACK	17974	2508	8.2	14.0	77	1410	10.3	7.8	96	561	6.6	3.1	62	537	6.5	3.0	60
OTHER	3672	*543	1.8	14.8	81	**260	1.9	7.1	86	**139	1.6	3.8	75	**145	1.7	3.9	80
NORTHEAST-CENSUS	37005	6681	21.9	18.1	99	3854	28.1	10.4	127	1453	17.1	3.9	78	1374	16.5	3.7	75
NORTH CENTRAL	42642	6077	19.9	14.3	78	2463	17.9	5.8	71	1685	19.8	4.0	78	1929	23.2	4.5	91
SOUTH	56777	11027	36.1	19.4	107	4825	35.1	8.5	104	2814	33.1	5.0	98	3388	40.8	6.0	120
WEST	31303	6761	22.1	21.6	119	2594	18.9	8.3	101	2544	29.9	8.1	160	1623	19.5	5.2	105
NORTHEAST-MKTG.	38125	6672	21.8	17.5	96	3679	26.8	9.6	118	1561	18.4	4.1	81	1432	17.2	3.8	76
EAST CENTRAL	24794	4237	13.9	17.1	94	1999	14.6	8.1	98	1024	12.1	4.1	82	1214	14.6	4.9	99
WEST CENTRAL	28511	3934	12.9	13.8	76	1472	10.7	5.2	63	1110	13.1	3.9	77	1352	16.3	4.7	96
SOUTH	48953	9833	32.2	20.1	110	4284	31.2	8.8	107	2482	29.2	5.1	100	3066	36.9	6.3	126
PACIFIC	27344	5870	19.2	21.5	118	2301	16.8	8.4	103	2319	27.3	8.5	167	1250	15.0	4.6	92
COUNTY SIZE A	69301	12610	41.3	18.2	100	6183	45.0	8.9	109	3400	40.0	4.9	97	3026	36.4	4.4	88
COUNTY SIZE B	50633	9466	31.0	18.7	103	4227	30.8	8.3	102	2457	28.9	4.9	96	2782	33.5	5.5	111
COUNTY SIZE C	26259	5222	17.1	19.9	109	2136	15.6	8.1	99	1710	20.1	6.5	129	1375	16.5	5.2	106
COUNTY SIZE D	21534	3248	10.6	15.1	83	1188	8.6	5.5	67	929	10.9	4.3	85	1131	13.6	5.3	106
METRO CENTRAL CITY	50014	8425	27.6	16.8	92	3725	27.1	7.4	91	2564	30.2	5.1	101	2136	25.7	4.3	86
METRO SUBURBAN	76832	15056	49.3	19.6	108	7264	52.9	9.5	115	4045	47.6	5.3	104	3746	45.1	4.9	98
NON METRO	40881	7064	23.1	17.3	95	2746	20.0	6.7	82	1887	22.2	4.6	91	2432	29.3	5.9	120
TOP 5 ADI'S	39550	7473	24.5	18.9	104	4077	29.7	10.3	126	1858	21.9	4.7	93	1538	18.5	3.9	78
TOP 10 ADI'S	54877	10138	33.2	18.5	101	5428	39.5	9.9	121	2552	30.0	4.7	92	2159	26.0	3.9	79
TOP 20 ADI'S	77516	14360	47.0	18.5	102	7015	51.1	9.0	111	3958	46.6	5.1	101	3388	40.8	4.4	88
HSGLD INC. \$50,000 OR MORE	17257	3832	12.5	22.2	122	1892	13.8	11.0	134	1096	12.9	6.4	125	844	10.2	4.9	99
\$40,000 OR MORE	33235	7042	23.1	21.2	116	3292	24.0	9.9	121	2071	24.4	6.2	123	1679	20.2	5.1	102
\$30,000 OR MORE	59693	12399	40.6	20.8	114	5619	40.9	9.4	115	3545	41.7	5.9	117	3235	38.9	5.4	109
\$25,000 OR MORE	76275	15619	51.1	20.5	112	7128	51.9	9.3	114	4491	52.9	5.9	116	3999	48.1	5.2	106
\$20,000 - \$24,999	18607	3415	11.2	18.4	101	1545	11.2	8.3	101	921	10.8	4.9	98	949	11.4	5.1	103
\$15,000 - \$19,999	17175	2985	9.8	17.4	95	1268	9.2	7.4	90	808	9.5	4.7	93	908	10.9	5.3	107
\$10,000 - \$14,999	24569	3848	12.6	15.7	86	1503	10.9	6.1	75	1047	12.3	4.3	84	1298	15.6	5.3	107
UNDER \$10,000	31101	4679	15.3	15.0	83	2290	16.7	7.4	90	1229	14.5	4.0	78	1160	14.0	3.7	75
HOUSEHOLD OF 1 PERSON	19441	2001	6.6	10.3	57	971	7.1	5.0	61	472	5.6	2.4	48	557	6.7	2.9	58
2 PEOPLE	51803	9242	30.3	17.8	98	3866	28.1	7.5	91	3105	36.5	6.0	118	2270	27.3	4.4	88
3 OR 4 PEOPLE	66933	13670	44.8	20.4	112	5945	43.3	8.9	108	3733	43.9	5.6	110	3993	48.0	6.0	120
5 OR MORE PEOPLE	29550	5633	18.4	19.1	105	2953	21.5	10.0	122	1186	14.0	4.0	79	1494	18.0	5.1	102
NO CHILD IN HSHLD	96587	17318	56.7	17.9	98	8074	58.8	8.4	102	5099	60.0	5.3	104	4145	49.9	4.3	87
CHILD(REN) UNDER 2 YRS	10844	1543	5.1	14.2	78	797	5.8	7.3	90	**306	3.6	2.8	56	**440	5.3	4.1	82
2 - 5 YEARS	26358	3714	12.2	14.1	77	1579	11.5	6.0	73	888	10.5	3.4	67	1247	15.0	4.7	95
6 - 11 YEARS	30453	5511	18.0	18.1	99	2452	17.9	8.1	98	1198	14.1	3.9	78	1862	22.4	6.1	123
12 - 17 YEARS	36575	8117	26.6	22.2	122	3477	25.3	9.5	116	2217	26.1	6.1	120	2423	29.1	6.6	134
RESIDENCE OWNED	117770	24408	79.9	20.7	114	10762	78.4	9.1	112	6970	82.0	5.9	117	6676	80.3	5.7	114
VALUE: \$50,000 OR MORE	70166	14792	48.4	21.1	116	6688	48.7	9.5	116	4282	50.4	6.1	120	3823	46.0	5.4	110
VALUE: UNDER \$50,000	47604	9616	31.5	20.2	111	4075	29.7	8.6	105	2688	31.6	5.6	111	2853	34.3	6.0	121

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	30545	100.0	18.2	100	13735	100.0	8.2	100	8496	100.0	5.1	100	8314	100.0	5.0	100
MAGAZINES	QUINTILE 1	34022	7490	24.5	22.0	121	3406	24.8	10.0	122	1983	23.3	5.8	115	2102	25.3	6.2	125
	QUINTILE 2	34800	6766	22.2	19.4	107	3118	22.7	9.0	109	1834	21.6	5.3	104	1814	21.8	5.2	105
	QUINTILE 3	30514	5306	17.4	17.4	95	2548	18.6	8.4	102	1274	15.0	4.2	82	1484	17.8	4.9	98
	QUINTILE 4	33324	5904	19.3	17.7	97	2392	17.4	7.2	88	1907	22.4	5.7	113	1605	19.3	4.8	97
	QUINTILE 5	35066	5079	16.6	14.5	80	2271	16.5	6.5	79	1498	17.6	4.3	84	1310	15.8	3.7	75
NEWSPAPERS	QUINTILE 1	29107	6150	20.1	21.1	116	2922	21.3	10.0	123	1716	20.2	5.9	116	1513	18.2	5.2	105
	QUINTILE 2	49095	8969	29.4	18.3	100	4140	30.1	8.4	103	2636	31.0	5.4	106	2193	26.4	4.5	90
	QUINTILE 3	23107	4951	16.2	21.4	118	2179	15.9	9.4	115	1448	17.0	6.3	124	1325	15.9	5.7	117
	QUINTILE 4	33556	5599	18.3	16.7	92	2458	17.9	7.3	89	1415	16.7	4.2	83	1726	20.8	5.1	104
	QUINTILE 5	32863	4876	16.0	14.8	81	2036	14.8	6.2	76	1283	15.1	3.9	77	1558	18.7	4.7	96
OUTDOOR	QUINTILE 1	33431	6135	20.1	18.4	101	2818	20.5	8.4	103	1816	21.4	5.4	107	1501	18.1	4.5	91
	QUINTILE 2	33478	5846	19.1	17.5	96	2438	17.8	7.3	89	1790	21.1	5.3	106	1618	19.5	4.8	98
	QUINTILE 3	33574	6102	20.0	18.2	100	2606	19.0	7.8	95	1734	20.4	5.2	102	1763	21.2	5.3	106
	QUINTILE 4	33935	6300	20.6	18.6	102	3000	21.8	8.8	108	1577	18.6	4.6	92	1723	20.7	5.1	102
	QUINTILE 5	33310	6162	20.2	18.5	102	2873	20.9	8.6	105	1579	18.6	4.7	94	1710	20.6	5.1	104
RADIO-DRIVE TIME	QUINTILE 1	33136	6412	21.0	19.4	106	2972	21.6	9.0	110	1537	18.1	4.6	92	1904	22.9	5.7	116
	QUINTILE 2	31658	5959	19.5	18.8	103	2839	20.7	9.0	110	1461	17.2	4.6	91	1659	20.0	5.2	106
	QUINTILE 3	32541	6125	20.1	18.8	103	2537	18.5	7.8	95	1817	21.4	5.6	110	1771	21.3	5.4	110
	QUINTILE 4	34247	6034	19.8	17.6	97	2456	17.9	7.2	88	1899	22.4	5.5	109	1678	20.2	4.9	99
	QUINTILE 5	36144	6015	19.7	16.6	91	2931	21.3	8.1	99	1783	21.0	4.9	97	1301	15.6	3.6	73
RADIO-MID- DAY	TERCILE 1	45037	8459	27.7	18.8	103	3780	27.5	8.4	102	2109	24.8	4.7	92	2570	30.9	5.7	115
	TERCILE 2	44819	7996	26.2	17.8	98	3526	25.7	7.9	96	2456	28.9	5.5	108	2013	24.2	4.5	91
	TERCILE 3	77872	14090	46.1	18.1	99	6429	46.8	8.3	101	3931	46.3	5.0	100	3730	44.9	4.8	97
RADIO-TOTAL	QUINTILE 1	33763	6364	20.8	18.8	104	2944	21.4	8.7	106	1610	19.0	4.8	94	1810	21.8	5.4	108
	QUINTILE 2	33240	6360	20.8	19.1	105	2842	20.7	8.5	104	1577	18.6	4.7	94	1940	23.3	5.8	118
	QUINTILE 3	33408	6032	19.7	18.1	99	2637	19.2	7.9	96	1797	21.2	5.4	106	1598	19.2	4.8	96
	QUINTILE 4	34792	6080	19.9	17.5	96	2566	18.7	7.4	90	1842	21.7	5.3	105	1672	20.1	4.8	97
	QUINTILE 5	32524	5710	18.7	17.6	96	2745	20.0	8.4	103	1670	19.7	5.1	101	1295	15.6	4.0	80
TV-PRIME TIME	QUINTILE 1	33090	6631	21.7	20.0	110	3415	24.9	10.3	126	1627	19.2	4.9	97	1588	19.1	4.8	97
	QUINTILE 2	33357	6769	22.2	20.3	111	3143	22.9	9.4	115	1847	21.7	5.5	109	1779	21.4	5.3	108
	QUINTILE 3	33980	6308	20.7	18.6	102	2802	20.4	8.2	101	1852	21.8	5.5	108	1655	19.9	4.9	98
	QUINTILE 4	33854	5680	18.6	16.8	92	2460	17.9	7.3	89	1608	18.9	4.7	94	1612	19.4	4.8	96
	QUINTILE 5	33444	5157	16.9	15.4	85	1915	13.9	5.7	70	1562	18.4	4.7	92	1680	20.2	5.0	101
TV-DAYTIME	TERCILE 1	49121	9111	29.8	18.5	102	4294	31.3	8.7	107	2503	29.5	5.1	101	2314	27.8	4.7	95
	TERCILE 2	48823	8783	28.8	18.0	99	4074	29.7	8.3	102	2081	24.5	4.3	84	2628	31.6	5.4	109
	TERCILE 3	69782	12652	41.4	18.1	100	5367	39.1	7.7	94	3913	46.1	5.6	111	3372	40.6	4.8	97
TV-TOTAL	QUINTILE 1	33584	6491	21.3	19.3	106	3250	23.7	9.7	118	1615	19.0	4.8	95	1627	19.6	4.8	98
	QUINTILE 2	33441	6811	22.3	20.4	112	3205	23.3	9.6	117	1902	22.4	5.7	112	1704	20.5	5.1	103
	QUINTILE 3	33505	6038	19.8	18.0	99	2845	20.7	8.5	104	1647	19.4	4.9	97	1545	18.6	4.6	93
	QUINTILE 4	33466	5722	18.7	17.1	94	2318	16.9	6.9	85	1551	18.3	4.6	91	1854	22.3	5.5	112
	QUINTILE 5	33731	5484	18.0	16.3	89	2117	15.4	6.3	77	1782	21.0	5.3	104	1584	19.1	4.7	95
MAGAZINES-NEWSPAPERS: DUAL		44503	9356	30.6	21.0	115	4477	32.6	10.1	123	2689	31.7	6.0	119	2190	26.3	4.9	99
MAGAZINE IMPERATIVE		39363	7427	24.3	18.9	104	3256	23.7	8.3	101	1694	19.9	4.3	85	2477	29.8	6.3	127
NEWSPAPER IMPERATIVE		46441	8405	27.5	18.1	99	3664	26.7	7.9	96	2513	29.6	5.4	107	2228	26.8	4.8	97
MAGAZINES-OUTDOOR: DUAL		33726	6756	22.1	20.0	110	3225	23.5	9.6	117	1866	22.0	5.5	109	1665	20.0	4.9	100
MAGAZINE IMPERATIVE		52846	10669	34.9	20.2	111	4949	36.0	9.4	114	2588	30.5	4.9	97	3132	37.7	5.9	120
OUTDOOR IMPERATIVE		52140	8445	27.6	16.2	89	3505	25.5	6.7	82	2659	31.3	5.1	101	2280	27.4	4.4	88
MAGAZINES-RADIO: DUAL		37081	8006	26.2	21.6	119	3496	25.5	9.4	115	1997	23.5	5.4	106	2513	30.2	6.8	137
MAGAZINE IMPERATIVE		49747	9363	30.7	18.8	103	4532	33.0	9.1	111	2525	29.7	5.1	100	2306	27.7	4.6	94
RADIO IMPERATIVE		49208	8097	26.5	16.5	90	3679	26.8	7.5	91	2201	25.9	4.5	88	2217	26.7	4.5	91
MAGAZINES-TELEVISION: DUAL		33103	7106	23.3	21.5	118	3620	26.4	10.9	134	1704	20.1	5.1	102	1782	21.4	5.4	109
MAGAZINE IMPERATIVE		54575	10206	33.4	18.7	103	4253	31.0	7.8	95	2919	34.4	5.3	106	3034	36.5	5.6	112
TELEVISION IMPERATIVE		53249	9411	30.8	17.7	97	4266	31.1	8.0	98	2719	32.0	5.1	101	2426	29.2	4.6	92
NEWSPAPERS-OUTDOOR: DUAL		36255	7065	23.1	19.5	107	3511	25.6	9.7	118	1913	22.5	5.3	104	1641	19.7	4.5	91
NEWSPAPER IMPERATIVE		55591	11029	36.1	19.8	109	4951	36.0	8.9	109	3139	36.9	5.6	111	2939	35.4	5.3	107
OUTDOOR IMPERATIVE		48319	7849	25.7	16.2	89	3177	23.1	6.6	80	2368	27.9	4.9	97	2304	27.7	4.8	96
NEWSPAPERS-RADIO: DUAL		37242	7298	23.9	19.6	108	3402	24.8	9.1	112	1903	22.4	5.1	101	1993	24.0	5.4	108
NEWSPAPER IMPERATIVE		54423	10519	34.4	19.3	106	4864	35.4	8.9	109	3239	38.1	6.0	117	2416	29.1	4.4	90
RADIO IMPERATIVE		46650	8105	26.5	17.4	95	3452	25.1	7.4	90	1991	23.4	4.3	84	2662	32.0	5.7	115
NEWSPAPERS-TELEVISION: DUAL		35974	7213	23.6	20.1	110	3496	25.5	9.7	119	2047	24.1	5.7	112	1670	20.1	4.6	94
NEWSPAPER IMPERATIVE		56095	10616	34.8	18.9	104	4711	34.3	8.4	103	3135	36.9	5.6	110	2770	33.3	4.9	100
TELEVISION IMPERATIVE		47170	8681	28.4	18.4	101	4100	29.9	8.7	106	2176	25.6	4.6	91	2405	28.9	5.1	103
OUTDOOR-RADIO: DUAL		33748	6101	20.0	18.1	99	2414	17.6	7.2	87	1874	22.1	5.6	110	1813	21.8	5.4	108
OUTDOOR IMPERATIVE																		

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	30545	100.0	18.2	100	13735	100.0	8.2	100	14494	100.0	5.1	100	8314	100.0	5.0	100
ATLANTIC MONTHLY	857	**104	0.3	12.0	66	**44	0.3	5.1	62	**28	0.3	3.2	64	**32	0.4	3.7	74
BARRON'S	1580	412	1.3	26.1	143	*239	1.7	15.1	185	**109	1.3	6.9	136	**64	0.8	4.1	82
BETTER HOMES & GARDENS	22203	4671	15.3	21.0	116	2113	15.4	9.5	116	1212	14.3	5.5	108	1346	16.2	6.1	122
BON APPETIT	3810	827	2.7	21.7	119	367	2.7	9.6	118	258	3.0	6.8	134	*201	2.4	5.3	104
BUSINESS WEEK	4663	942	3.1	20.2	111	393	2.9	8.4	103	*187	2.2	4.0	79	*361	4.3	7.7	155
CAR AND DRIVER	3102	562	1.8	18.1	99	*207	1.5	6.7	81	*201	2.4	6.5	128	**153	1.8	4.9	100
CBS MAGAZINE NETWORK (GROSS)	7311	1763	5.8	24.1	132	714	5.2	9.8	119	416	4.9	5.7	112	632	7.6	8.6	174
CHANGING TIMES	3400	621	2.0	18.3	100	*272	2.0	8.0	98	*169	2.0	5.0	98	**181	2.2	5.3	107
CONJOL HOMES	1796	374	1.2	20.8	114	*137	1.0	7.6	93	**110	1.3	6.1	121	**127	1.5	7.1	143
CONDE NAST MAG. PKG. (GROSS)	19924	3819	12.5	19.2	105	1921	14.0	9.6	118	825	9.7	4.1	82	1073	12.9	5.4	109
CONSUMERS DIGEST	3125	643	2.1	20.6	113	*325	2.4	10.4	127	*121	1.4	3.9	76	*198	2.4	6.3	128
COSMOPOLITAN	10577	2101	6.9	19.9	109	1082	7.9	10.2	125	508	6.0	4.8	95	511	6.1	4.8	97
COUNTRY LIVING	3746	818	2.7	21.8	120	375	2.7	10.0	122	*198	2.3	5.3	104	*244	2.9	6.5	131
CUISINE	2214	439	1.4	19.8	109	*182	1.3	8.2	100	*125	1.5	5.6	111	**132	1.6	6.0	120
CYCLE WORLD	2794	526	1.7	22.0	121	*203	1.5	8.5	104	**129	1.5	5.4	106	*194	2.3	8.1	163
DCI:CREATIVE IDEAS FOR LIV	3068	609	2.0	19.9	109	*228	1.7	7.4	91	**172	2.0	5.6	111	*208	2.5	6.8	137
DCI:CREAT.IDEA/SO.LIV(GROSS)	9554	1923	6.3	20.1	111	810	5.9	8.5	104	573	6.7	6.0	118	540	6.5	5.7	114
DISCOVER	2277	472	1.5	20.7	114	*273	2.0	12.0	146	**112	1.3	4.9	97	**87	1.0	3.8	77
EBONY	7187	1069	3.5	14.9	82	654	4.8	9.1	111	256	3.0	3.6	70	*159	1.9	2.2	45
ESQUIRE	2560	451	1.5	17.6	97	*193	1.4	7.5	92	*131	1.5	5.1	101	**127	1.5	5.0	100
ESSENCE	3242	456	1.5	14.1	77	*312	2.3	9.6	118	**81	1.0	2.5	49	**63	0.8	1.9	39
FAMILY CIRCLE	19639	3986	13.0	20.3	111	1996	14.5	10.2	124	918	10.8	4.7	92	1073	12.9	5.5	110
THE FAMILY HANDYMAN	3540	759	2.5	21.4	118	351	2.6	9.9	121	*168	2.0	4.7	94	*240	2.9	6.8	137
FAMILY WEEKLY	23924	4851	15.9	20.3	111	1841	13.4	7.7	94	1493	17.6	6.2	123	1516	18.2	6.3	128
FIELD & STREAM	9883	2413	7.9	24.4	134	913	6.6	9.2	113	675	7.9	6.8	135	825	9.9	8.3	168
FOOD & WINE	1030	*204	0.7	19.8	109	**85	0.6	8.3	101	**96	1.1	9.3	184	**23	0.3	2.2	45
FOREES	2679	591	1.9	22.1	121	*256	1.9	9.6	117	*186	2.2	6.9	137	**150	1.8	5.6	113
FORTUNE	2931	541	1.8	18.5	101	*220	1.6	7.5	92	**120	1.4	4.1	81	**201	2.4	6.9	138
GENTLEMEN'S QUARTERLY	3481	825	2.7	23.7	130	472	3.4	13.6	166	**190	2.2	5.5	108	**164	2.0	4.7	95
GLAMOUR	7163	1442	4.7	20.1	111	809	5.9	11.3	138	287	3.4	4.0	79	346	4.2	4.8	97
GOLF DIGEST	2355	580	1.9	24.6	135	*249	1.8	10.6	129	*153	1.8	6.5	128	**178	2.1	7.6	152
GOLF DIGEST/TENNIS (GROSS)	3610	872	2.9	24.2	133	341	2.5	9.4	115	*228	2.7	6.3	125	*303	3.6	8.4	169
GOLF MAGAZINE	2046	385	1.3	18.8	103	*229	1.7	11.2	137	**85	1.0	4.2	82	**71	0.9	3.5	70
GOLF MAGAZINE/SKI (GROSS)	3547	668	2.2	18.8	103	357	2.6	10.1	123	**154	1.8	4.3	86	**157	1.9	4.4	89
GOOD HOUSEKEEPING	20353	3917	12.8	19.2	106	1742	12.7	8.6	105	957	11.3	4.7	93	1217	14.6	6.0	121
HARPER'S BAZAAR	3362	642	2.1	19.1	105	*332	2.4	9.9	121	*170	2.0	5.1	100	**140	1.7	4.2	84
HEALTH	2987	706	2.3	23.6	130	*384	2.8	12.9	157	**127	1.5	4.3	84	*196	2.4	6.6	132
HEARST MAG CORP. BUY (GROSS)	67928	13534	44.3	19.9	109	6051	44.1	8.9	109	3295	38.8	4.9	96	4189	50.4	6.2	124
HEARST MAN POWER (GROSS)	11282	2641	8.6	23.4	129	940	6.8	8.3	102	687	8.1	6.1	120	1013	12.2	9.0	181
HEARST WOMAN POWER (GROSS)	40514	7701	25.2	19.0	104	3653	26.6	9.0	110	1817	21.4	4.5	89	2230	26.8	5.5	111
HOUSE BEAUTIFUL	4885	984	3.2	20.1	111	439	3.2	9.0	110	*205	2.4	4.2	83	341	4.1	7.0	141
INC.	1308	*228	0.7	17.4	96	**153	1.1	11.7	143	**11	0.1	0.8	17	**65	0.8	5.0	100
JET	6498	1169	3.8	18.0	99	673	4.9	10.4	126	*234	2.8	3.6	71	*262	3.2	4.0	81
LADIES' HOME JOURNAL	14797	3116	10.2	21.1	116	1579	11.5	10.7	130	586	6.9	4.0	78	950	11.4	6.4	130
LHJ FAMILY GRP COMBO(GROSS)	21743	4750	15.6	21.8	120	2427	17.7	11.2	136	913	10.7	4.2	83	1411	17.0	6.5	131
LIFE	9881	2168	7.1	21.9	120	1038	7.6	10.5	128	535	6.3	5.4	107	596	7.2	6.0	122
L.A. TIMES HOME MAGAZINE	2775	751	2.5	27.1	149	347	2.5	12.5	153	338	4.0	12.2	240	**66	0.8	2.4	48
MADMOISELLE	4219	791	2.6	18.7	103	*373	2.7	8.8	108	**127	1.5	3.0	59	*291	3.5	6.9	139
MC CALL'S	16422	3291	10.8	20.0	110	1627	11.8	9.9	121	789	9.3	4.8	95	875	10.5	5.3	107
MC CALL'S/WRK MOTHER (GROSS)	17919	3575	11.7	20.0	110	1801	13.1	10.1	123	818	9.6	4.6	90	956	11.5	5.3	108
MECHANIX ILLUSTRATED	4433	1021	3.3	23.0	126	354	2.6	8.0	98	*303	3.6	6.8	135	*365	4.4	8.2	166
METROPOLITAN HOME	1504	*291	1.0	19.3	106	**117	0.9	7.8	95	**92	1.1	6.1	121	**82	1.0	5.5	110
MONEY	4723	874	2.9	18.5	102	414	3.0	8.8	107	*239	2.8	5.1	100	*220	2.6	4.7	94
MOTHER EARTH NEWS	2325	378	1.2	16.3	89	*132	1.0	5.7	69	**134	1.6	5.8	114	**112	1.3	4.8	97
MS.	1189	*236	0.8	19.8	109	**133	1.0	11.2	137	**46	0.5	3.9	76	**58	0.7	4.9	98
NATIONAL ENQUIRER	18892	4005	13.1	21.2	116	1856	13.5	9.8	120	1036	12.2	5.5	108	1113	13.4	5.9	119
NATIONAL GEOGRAPHIC	22129	4480	14.7	20.2	111	1879	13.7	8.5	104	1472	17.3	6.7	131	1129	13.6	5.1	103
NATIONAL SUNDAY MAGAZINE PKG	103750	20077	65.9	19.4	106	9048	65.9	8.7	106	5735	67.5	5.5	109	5294	63.7	5.1	103
NATURAL HISTORY	1379	*169	0.6	12.3	67	**61	0.4	4.4	54	**55	0.6	4.0	79	**53	0.6	3.8	78
NEW WOMAN	2289	502	1.6	21.9	120	*224	1.6	9.8	120	**140	1.6	6.1	121	**138	1.7	6.0	122
NEW YORK INCLUDING CUE	1088	*136	0.4	12.5	69	**45	0.3	4.1	51	**28	0.3	2.6	51	**63	0.8	5.8	117
THE NEW YORKER	2459	504	1.7	20.5	113	*176	1.3	7.2	87	*160	1.9	6.5	128	*168	2.0	6.8	138
NEWSWEEK	16527	3200	10.5	19.4	106	1323	9.6	8.0	98	865	10.2	5.2	103	1012	12.2	6.1	124
THE N.Y. TIMES DAILY EDITION	2739	456	1.5	16.6	91	250	1.8	9.1	111	*115	1.4	4.2	83	*91	1.1	3.3	67
THE N.Y. TIMES MAGAZINE	4443	793	2.6	17.8	98	419	3.1	9.4	115	*164	1.9	3.7	73	*209	2.5	4.7	95
OMNI	2799	616	2.0	22.0	121	*234	1.7	8.4	102	*238	2.8	8.5	168	*144	1.7	5.1	104
ON CABLE	2209	391	1.3	17.7	97	*250	1.8	11.3	138	**58	0.7	2.6	52	**83	1.0	3.8	76
1001 HOME IDEAS	3959	929	3.0	23.5	129	464	3.4	11.7	143	*200	2.4	5.1	100	*265	3.2	6.7	135
ORGANIC GARDENING	3111	721	2.4	23.2	127	275	2.0	8.8	108	*208	2.4	6.7	132	*238	2.9	7.7	154
OUTDOOR LIFE	5024	1061	3.5	21.1	116	383	2.8	7.6	93	*205	2.4	4.1	81	474	5.7	9.4	190
PARADE MAGAZINE	51292	9854	32.3	19.2	105	4629	33.7	9.0	110	2634	31.0	5.1	101	2590	31.2	5.0	102

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	30545	100.0	18.2	100	13735	100.0	8.2	100	8496	100.0	5.1	100	8314	100.0	5.0	100
PARENTS	5298	873	2.9	16.5	90	*337	2.5	6.4	78	*227	2.7	4.3	85	*309	3.7	5.8	118
PENTHOUSE	5129	969	3.2	18.9	104	330	2.4	6.4	79	*259	3.0	5.0	100	380	4.6	7.4	149
PEOPLE	21070	4461	14.6	21.2	116	2029	14.8	9.6	118	1269	14.9	6.0	119	1163	14.0	5.5	111
PLAYBOY	10562	1915	6.3	18.1	100	735	5.4	7.0	85	528	6.2	5.0	99	652	7.8	6.2	125
POPULAR HOT RODDING	2498	505	1.7	20.2	111	**210	1.5	8.4	103	**106	1.2	4.2	84	*189	2.3	7.6	153
POPULAR MECHANICS	5887	1422	4.7	24.2	133	530	3.9	9.0	110	398	4.7	6.8	133	494	5.9	8.4	169
POPULAR SCIENCE	4317	778	2.5	18.0	99	*255	1.9	5.9	72	*244	2.9	5.7	112	*279	3.4	6.5	130
PREVENTION	5792	1096	3.6	18.9	104	388	2.8	6.7	82	371	4.4	6.4	126	337	4.1	5.8	117
PSYCHOLOGY TODAY	3284	730	2.4	22.2	122	452	3.3	13.8	168	**145	1.7	4.4	87	*133	1.6	4.0	82
READER'S DIGEST	40046	7981	26.1	19.9	109	3561	25.9	8.9	109	2195	25.8	5.5	108	2225	26.8	5.6	112
REDBOOK	9584	1683	5.5	17.6	96	829	6.0	8.6	106	352	4.1	3.7	73	502	6.0	5.2	106
ROAD & TRACK	2590	631	2.1	24.4	134	*226	1.6	8.7	107	**199	2.3	7.7	152	*206	2.5	8.0	160
ROLLING STONE	3302	651	2.1	19.7	108	*274	2.0	8.3	101	**169	2.0	5.1	101	*207	2.5	6.3	126
RUNNER'S WORLD	1229	*274	0.9	22.3	122	**109	0.8	8.9	108	**108	1.3	8.8	173	**57	0.7	4.6	94
SATURDAY EVENING POST	2110	306	1.0	14.5	80	**107	0.8	5.1	62	**43	0.5	2.0	40	*156	1.9	7.4	149
SCIENCE 84	1543	*295	1.0	19.1	105	**139	1.0	9.0	110	**98	1.2	6.4	125	**58	0.7	3.8	76
SCIENCE DIGEST	1747	*284	0.9	16.3	89	**99	0.7	5.7	69	**50	0.6	2.9	57	**135	1.6	7.7	156
SCIENTIFIC AMERICAN	1994	471	1.5	23.6	130	*201	1.5	10.1	123	*189	2.2	9.5	187	**81	1.0	4.1	82
SELF	3119	553	1.8	17.7	97	*245	1.8	7.9	96	**133	1.6	4.3	84	*176	2.1	5.6	114
SEVENTEEN	3923	963	3.2	24.5	135	*392	2.9	10.0	122	*270	3.2	6.9	136	*302	3.6	7.7	155
SKI	1501	*282	0.9	18.8	103	**128	0.9	8.5	104	**69	0.8	4.6	91	**85	1.0	5.7	114
SMITHSONIAN	5976	1197	3.9	20.0	110	486	3.5	8.1	99	423	5.0	7.1	140	288	3.5	4.8	97
SOAP OPERA DIGEST	4228	889	2.9	21.0	115	515	3.7	12.2	149	**136	1.6	3.2	64	*238	2.9	5.6	114
SOUTHERN LIVING	6488	1315	4.3	20.3	111	582	4.2	9.0	110	401	4.7	6.2	122	332	4.0	5.1	103
SPORT	3500	734	2.4	21.0	115	*344	2.5	9.8	120	*190	2.2	5.4	107	*200	2.4	5.7	115
THE SPORTING NEWS	2456	541	1.8	22.0	121	*264	1.9	10.7	131	**124	1.5	5.0	100	**153	1.8	6.2	126
SPORTS AFIELD	3648	935	3.1	25.6	141	312	2.3	8.6	104	*238	2.8	6.5	129	385	4.6	10.6	213
SPORTS ILLUSTRATED	14484	2988	9.8	20.6	113	1295	9.4	8.9	109	920	10.8	6.4	125	773	9.3	5.3	108
STAR	12661	2683	8.8	21.2	116	1395	10.2	11.0	135	643	7.6	5.1	100	644	7.7	5.1	103
SUNDAY	52799	9797	32.1	18.6	102	4476	32.6	8.5	104	2820	33.3	5.4	106	2491	30.0	4.7	95
SUNSET	3513	744	2.4	21.2	116	*249	1.8	7.1	87	346	4.1	9.8	194	*150	1.8	4.3	86
TV GUIDE	42766	8582	28.1	20.1	110	4289	31.2	10.0	122	2088	24.6	4.9	96	2206	26.5	5.2	104
TENNIS	1254	*293	1.0	23.4	128	**92	0.7	7.3	90	**75	0.9	6.0	118	**125	1.5	10.0	201
TIME	22054	4342	14.2	19.7	108	2292	16.7	10.4	127	1054	12.4	4.8	94	996	12.0	4.5	91
TOWN & COUNTRY	1555	*220	0.7	14.1	78	**101	0.7	6.5	79	**68	0.8	4.4	86	**51	0.6	3.3	66
TRAVEL & LEISURE	2173	415	1.4	19.1	105	*184	1.3	8.5	103	**130	1.5	6.0	118	**101	1.2	4.6	94
TRUE STORY	4636	1023	3.3	22.1	121	425	3.1	9.2	112	*261	3.1	5.6	111	*336	4.0	7.2	146
U.S. NEWS & WORLD REPORT	10353	2081	6.8	20.1	110	894	6.5	8.6	105	562	6.6	5.4	107	625	7.5	6.0	122
USA TODAY	4994	791	2.6	15.8	87	364	2.7	7.3	89	*218	2.6	4.4	86	*210	2.5	4.2	85
US	3528	627	2.1	17.8	98	*234	1.7	6.6	81	*160	1.9	4.5	90	*233	2.8	6.6	133
VOGUE	5424	1033	3.4	19.0	105	495	3.6	9.1	111	*278	3.3	5.1	101	*261	3.1	4.8	97
WALL STREET JOURNAL	6292	1148	3.8	18.2	100	520	3.8	8.3	101	319	3.8	5.1	100	*309	3.7	4.9	99
WEIGHT WATCHERS	2762	592	1.9	21.4	118	312	2.3	11.3	138	**136	1.6	4.9	97	*144	1.7	5.2	105
WOMAN'S DAY	16320	3605	11.8	22.1	121	1802	13.1	11.0	135	818	9.6	5.0	99	984	11.8	6.0	122
WORKING MOTHER	1496	*284	0.9	19.0	104	*174	1.3	11.6	142	**29	0.3	1.9	38	**81	1.0	5.4	109
WORKING WOMAN	1851	329	1.1	17.8	98	*183	1.3	9.9	121	**92	1.1	5.0	98	**53	0.6	2.9	58
WORLD TENNIS	580	**163	0.5	28.1	154	**72	0.5	12.4	152	**27	0.3	4.7	92	**64	0.8	11.0	223
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2408	7.9	19.4	107	964	7.0	7.8	95	724	8.5	5.8	115	721	8.7	5.8	117
BLAIR INSERTS	91671	17323	56.7	18.9	104	8049	58.6	8.8	107	4894	57.6	5.3	105	4381	52.7	4.8	96
DAILY NEWSPAPERS																	
READ ANY	109190	21014	68.8	19.2	106	9583	69.8	8.8	107	6033	71.0	5.5	109	5398	64.9	4.9	100
READ ONE	89587	16902	55.3	18.9	104	7615	55.4	8.5	104	4826	56.8	5.4	106	4461	53.7	5.0	100
READ TWO OR MORE	19602	4112	13.5	21.0	115	1969	14.3	10.0	123	1207	14.2	6.2	122	937	11.3	4.8	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	21173	69.3	19.3	106	9697	70.6	8.8	108	5987	70.5	5.5	108	5488	66.0	5.0	101
READ ONE	95074	18092	59.2	19.0	104	8276	60.3	8.7	106	5078	59.8	5.3	105	4737	57.0	5.0	101
READ TWO OR MORE	14588	3081	10.1	21.1	116	1421	10.3	9.7	119	909	10.7	6.2	123	751	9.0	5.1	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.46				28.68				30.98				25.52			
30 DAY REACH	149706	27178	89.0	18.2	100	12122	88.3	8.1	99	7629	89.8	5.1	101	7427	89.3	5.0	100
50 SHWG - 30 DAY AV FREQ	15.16	14.94				15.06				16.29				13.35			
30 DAY REACH	142406	25909	84.8	18.2	100	11542	84.0	8.1	99	7263	85.5	5.1	101	7104	85.4	5.0	101
25 SHWG - 30 DAY AV FREQ	8.23	8.14				8.31				8.74				7.24			
30 DAY REACH	131152	23699	77.6	18.1	99	10449	76.1	8.0	97	6768	79.7	5.2	102	6482	78.0	4.9	100
CABLE TV: HOME WIRED	66879	13505	44.2	20.2	111	5749	41.9	8.6	105	4119	48.5	6.2	122	3638	43.8	5.4	110
HOME NOT WIRED	100848	17040	55.8	16.9	93	7986	58.1	7.9	97	4378	51.5	4.3	86	4677	56.3	4.6	94
HAVE PAY CABLE	35024	7747	25.4	22.1	121	3397	24.7	9.7	118	2328	27.4	6.6	131	2022	24.3	5.8	116

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	30545	100.0	18.2	100	13735	100.0	8.2	100	8496	100.0	5.1	100	8314	100.0	5.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	55420	17935	58.7	18.8	103	7965	58.0	8.3	102	4752	55.9	5.0	98	5218	62.8	5.5	110
10:00 AM - 3:00 PM	63599	11903	39.0	18.7	103	5232	38.1	8.2	100	3263	38.4	5.1	101	3408	41.0	5.4	108
3:00 PM - 7:00 PM	72097	13699	44.8	19.0	104	6074	44.2	8.4	103	3634	42.8	5.0	100	3991	48.0	5.5	112
7:00 PM - MIDNIGHT	36670	6782	22.2	18.5	102	3179	23.1	8.7	106	1808	21.3	4.9	97	1795	21.6	4.9	99
MIDNIGHT - 6:00 AM	21908	3938	12.9	18.0	99	1944	14.2	8.9	108	1007	11.9	4.6	91	986	11.9	4.5	91
6:00 AM - MIDNIGHT	127571	23510	77.0	18.4	101	10431	75.9	8.2	100	6412	75.5	5.0	99	6667	80.2	5.2	105
ENTIRE DAY	179235	23810	78.0	18.4	101	10615	77.3	8.2	100	6478	76.2	5.0	99	6718	80.8	5.2	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	6067	19.9	17.8	98	2820	20.5	8.3	101	1611	19.0	4.7	94	1636	19.7	4.8	97
ALL NEWS	6062	1153	3.8	19.0	104	525	3.8	8.7	106	452	5.3	7.5	147	*177	2.1	2.9	59
AOR/PROGRESSIVE	11884	2479	8.1	20.9	115	1190	8.7	10.0	122	589	6.9	5.0	98	701	8.4	5.9	119
BEAUTIFUL MUSIC	11180	2190	7.2	19.6	108	938	6.8	8.4	102	588	6.9	5.3	104	664	8.0	5.9	120
BLACK	4538	675	2.2	14.9	82	432	3.1	9.5	116	**72	0.8	1.6	31	*172	2.1	3.8	76
CLASSICAL	3857	681	2.2	17.7	97	280	2.0	7.3	89	*231	2.7	6.0	118	*170	2.0	4.4	89
CHR/ROCK	21946	4572	15.0	20.8	114	1868	13.6	8.5	104	1244	14.6	5.7	112	1461	17.6	6.7	134
COUNTRY	27262	5123	16.8	18.8	103	2095	15.3	7.7	94	1325	15.6	4.9	96	1703	20.5	6.2	126
GOLDEN OLDIES	3339	507	1.7	15.2	83	328	2.4	9.8	120	**106	1.2	3.2	63	**73	0.9	2.2	44
MOR/NOSTALGIA	10346	1962	6.4	19.0	104	932	6.8	9.0	110	548	6.5	5.3	105	482	5.8	4.7	94
NEWS/TALK	8929	1718	5.6	19.2	106	807	5.9	9.0	110	497	5.8	5.6	110	413	5.0	4.6	93
RELIGIOUS	5488	1046	3.4	19.1	105	509	3.7	9.3	113	*205	2.4	3.7	74	*332	4.0	6.0	122
SOFT ROCK	1232	*246	0.8	20.0	110	**99	0.7	8.0	98	**99	1.2	8.0	159	**48	0.6	3.9	79
URBAN CONTEMPORARY	3184	570	1.9	17.9	98	418	3.0	13.1	160	**71	0.8	2.2	44	**80	1.0	2.5	51
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1286	4.2	18.6	102	597	4.3	8.6	105	344	4.0	5.0	98	*345	4.1	5.0	101
ABC DIRECTION	5212	966	3.2	18.5	102	483	3.5	9.3	113	*211	2.5	4.0	80	*273	3.3	5.2	106
ABC ENTERTAINMENT	10385	2134	7.0	20.5	113	992	7.2	9.6	117	530	6.2	5.1	101	612	7.4	5.9	119
ABC FM	4762	931	3.0	19.6	107	440	3.2	9.2	113	*186	2.2	3.9	77	*305	3.7	6.4	129
ABC INFORMATION	11339	2120	6.9	18.7	103	919	6.7	8.1	99	616	7.3	5.4	107	585	7.0	5.2	104
ABC ROCK	4878	1020	3.3	20.9	115	465	3.4	9.5	116	*286	3.4	5.9	116	*270	3.2	5.5	112
CBS	10709	1926	6.3	18.0	99	952	6.9	8.9	109	590	6.9	5.5	109	384	4.6	3.6	72
MUTUAL	10251	1822	6.0	17.8	98	872	6.3	8.5	104	446	5.2	4.4	86	504	6.1	4.9	99
NBC	12243	1980	6.5	16.2	89	859	6.3	7.0	86	683	8.0	5.6	110	438	5.3	3.6	72
RADIORADIO	4606	1034	3.4	22.4	123	557	4.1	12.1	148	*258	3.0	5.6	111	*219	2.6	4.8	96
RKO ONE	5148	1011	3.3	19.6	108	479	3.5	9.3	114	*285	3.4	5.5	109	*247	3.0	4.8	97
RKO TWO	7313	1441	4.7	19.7	108	610	4.4	8.3	102	339	4.0	4.6	92	491	5.9	6.7	135
THE SOURCE	5981	1316	4.3	22.0	121	601	4.4	10.0	123	*419	4.9	7.0	138	*297	3.6	5.0	100
NON-WIRED : BLAIR	19329	3661	12.0	18.9	104	1566	11.4	8.1	99	1005	11.8	5.2	103	1089	13.1	5.6	114
INTERNET	27139	5186	17.0	19.1	105	2372	17.3	8.7	107	1423	16.7	5.2	104	1391	16.7	5.1	103
KATZ RADIO GROUP	36319	7130	23.3	19.6	108	3149	22.9	8.7	106	1900	22.4	5.2	103	2081	25.0	5.7	116
SUPERNET	22361	4398	14.4	19.7	108	2037	14.8	9.1	111	1144	13.5	5.1	101	1217	14.6	5.4	110
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2942	9.6	20.2	111	1440	10.5	9.9	121	808	9.5	5.6	110	693	8.3	4.8	96
WKDAY 9:00 AM - 1:00 PM	18608	3504	11.5	18.8	103	1662	12.1	8.9	109	913	10.7	4.9	96	929	11.2	5.0	100
WKDAY 1:00 PM - 4:30 PM	24061	4375	14.3	18.2	100	2163	15.7	9.0	110	1066	12.5	4.4	87	1147	13.8	4.8	96
WKDAY 4:30 PM - 7:30 PM	44079	8234	27.0	18.7	103	3944	28.7	8.9	109	2261	26.6	5.1	101	2030	24.4	4.6	93
WKDAY 7:30 PM - 8:00 PM	16179	11646	38.1	18.8	103	5721	41.7	9.2	113	3051	35.9	4.9	97	2874	34.6	4.6	94
WKDAY 11:00 PM - 11:30 PM	49084	9582	31.4	19.5	107	4546	33.1	9.3	113	2393	28.2	4.9	96	2643	31.8	5.4	109
WKDAY 11:30 PM - 1:00 AM	16560	3297	10.8	19.9	109	1493	10.9	9.0	110	875	10.3	5.3	104	928	11.2	5.6	113
M-SAT 8-11 PM+SUN 7-11 PM	66967	12962	42.4	19.4	106	6181	45.0	9.2	113	3445	40.5	5.1	102	3336	40.1	5.0	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1749	5.7	18.9	104	823	6.0	8.9	108	467	5.5	5.0	99	459	5.5	5.0	100
ANOTHER WORLD	N 6138	1230	4.0	20.0	110	663	4.8	10.8	132	276	3.2	4.5	89	291	3.5	4.7	96
AS THE WORLD TURNS	C 7707	1334	4.4	17.3	95	605	4.4	7.9	96	379	4.5	4.9	97	350	4.2	4.5	92
CAPITOL	C 4688	851	2.8	18.2	100	356	2.6	7.6	93	264	3.1	5.6	111	231	2.8	4.9	99
CBS MORN. NEWS 1	C 2792	565	1.8	20.2	111	258	1.9	9.2	113	*132	1.6	4.7	93	175	2.1	6.3	126
CBS MORN. NEWS 2	C 2071	465	1.5	22.5	123	218	1.6	10.5	129	*144	1.7	7.0	137	*104	1.3	5.0	101
DAYS OF OUR LIVES	N 8018	1542	5.0	19.2	106	902	6.6	11.2	137	304	3.6	3.8	75	337	4.1	4.2	85
FACTS OF LIFE - DAYTIME	N 3487	576	1.9	16.5	91	300	2.2	8.6	105	*94	1.1	2.7	53	182	2.2	5.2	105
FAMILY FEUD	A 4817	744	2.4	15.4	85	320	2.3	6.6	81	217	2.6	4.5	89	207	2.5	4.3	87
GENERAL HOSPITAL	A 8333	1434	4.7	17.2	94	732	5.3	8.8	107	354	4.2	4.2	84	348	4.2	4.2	84
GOOD MORNING, AMERICA-730A	A 5472	1111	3.6	20.3	111	534	3.9	8.8	119	339	4.0	6.2	122	238	2.9	4.3	88
GOOD MORNING, AMERICA-830A	A 3965	856	2.8	21.6	119	457	3.3	11.5	141	230	2.7	5.8	115	169	2.0	4.3	86
GUIDING LIGHT	C 7542	1362	4.5	18.1	99	700	5.1	9.3	113	330	3.9	4.4	86	332	4.0	4.4	89
ONE LIFE TO LIVE	A 6018	1032	3.4	17.1	94	564	4.1	9.4	114	196	2.3	3.3	64	272	3.3	4.5	91
PRESS YOUR LUCK	C 3569	502	1.6	14.0	77	200	1.5	5.6	68	133	1.6	3.7	73	*169	2.0	4.7	95
PRICE IS RIGHT 1	C 7418	1316	4.3	17.7	97	560	4.1	7.5	92	402	4.7	5.4	107	354	4.3	4.8	96
PRICE IS RIGHT 2	C 8276	1540	5.0	18.6	102	674	4.9	8.1	99	448	5.3	5.4	107	417	5.0	5.0	102
RYAN'S HOPE	A 4358	822	2.7	18.9	104	399	2.9	9.2	112	204	2.4	4.7	92	219	2.6	5.0	101
SALE OF THE CENTURY	N 3749	725	2.4	19.3	106	394	2.9	10.5	128	122	1.4	3.3	64	208	2.5	5.5	112
SEARCH FOR TOMORROW	N 2884	580	1.9	20.1	110	335	2.4	11.6	142	*147	1.7	5.1	101	*98	1.2	3.4	69
TODAY SHOW 1	N 4869	847	2.8	17.4	96	458	3.3	9.4	115	233	2.7	4.8	94	157	1.9	3.2	65
TODAY SHOW 2	N 4135	654	2.1	15.8	87	357	2.6	8.6	105	161	1.9	3.9	77	136	1.6	3.3	66
\$25,000 PYRAMID	C 4361	786	2.6	18.0	99	330	2.4	7.6	92	231	2.7	5.3	105	225	2.7	5.2	104
WHEEL OF FORTUNE	N 6187	1147	3.8	18.5	102	600	4.4	9.7	118	245	2.9	4.0	78	302	3.6	4.9	98
YOUNG AND THE RESTLESS	C 8186	1517	5.0	18.5	102	695	5.1	8.5	104	412	4.8	5.0	99	411	4.9	5.0	101
WEEKEND DAYTIME NTWK PRE 6PM																	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	30545	100.0	18.2	100	13735	100.0	8.2	100	8496	100.0	5.1	100	8314	100.0	5.0	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	9664	31.6	18.5	101	4745	34.5	9.1	111	2688	31.6	5.1	101	2231	26.8	4.3	86
NETWORK AFFILIATES - LATE	39164	7661	25.1	19.6	107	3611	26.3	9.2	113	1944	22.9	5.0	98	2107	25.3	5.4	109
INDEPENDENTS - LATE	5133	967	3.2	18.8	103	470	3.4	9.2	112	241	2.8	4.7	93	256	3.1	5.0	101
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 22825	4348	14.2	19.0	105	2053	14.9	9.0	110	1089	12.8	4.8	94	1206	14.5	5.3	107
ABC MONDAY NIGHT MOVIE	A 11258	2087	6.8	18.5	102	905	6.6	8.0	98	527	6.2	4.7	92	655	7.9	5.8	117
ABC SUNDAY NIGHT MOVIE	A 23600	4477	14.7	19.0	104	2034	14.8	8.6	105	1286	15.1	5.4	108	1158	13.9	4.9	99
ABC WORLD NEWS TONIGHT	A 12801	2297	7.5	17.9	99	1165	8.5	9.1	111	629	7.4	4.9	97	503	6.1	3.9	79
AFTERMASH	C 10966	2156	7.1	19.7	108	1090	7.9	9.9	121	574	6.8	5.2	103	492	5.9	4.5	91
ALICE	C 17050	3172	10.4	18.6	102	1582	11.5	9.3	113	767	9.0	4.5	89	824	9.9	4.8	97
AMERICAN PARADE	C 11998	2323	7.6	19.4	106	1186	8.6	9.9	121	619	7.3	5.2	102	518	6.2	4.3	87
BENSON	A 19258	3445	11.3	17.9	98	1722	12.5	8.9	109	1047	12.3	5.4	107	676	8.1	3.5	71
BLUE THUNDER	A 11478	2065	6.8	18.0	99	905	6.6	7.9	96	630	7.4	5.5	108	530	6.4	4.6	93
CAGNEY & LACEY	C 18263	3593	11.8	19.7	108	1655	12.0	9.1	111	980	11.5	5.4	106	959	11.5	5.3	106
CBS EVENING NEWS-DEAN	C 7733	1494	4.9	19.3	106	751	5.5	9.7	119	394	4.6	5.1	101	349	4.2	4.5	91
CBS EVENING NEWS-RATHER	C 15653	2922	9.6	18.7	103	1294	9.4	8.3	101	858	10.1	5.5	108	770	9.3	4.9	99
CBS SAT. NEWS-SCHIEFFER	C 8744	1619	5.3	18.5	102	702	5.1	8.0	98	539	6.3	6.2	122	378	4.5	4.3	87
CBS SATURDAY NIGHT MOVIE	C 12000	2264	7.4	18.9	104	1108	8.1	9.2	113	654	7.7	5.4	108	502	6.0	4.2	84
CBS WEDNESDAY NIGHT MOVIE	C 11522	2146	7.0	18.6	102	981	7.1	8.5	104	600	7.1	5.2	103	565	6.8	4.9	99
CHEERS	N 16818	3181	10.4	18.9	104	1460	10.6	8.7	106	819	9.6	4.9	96	902	10.8	5.4	108
DALLAS	C 37510	7089	23.2	18.9	104	3550	25.8	9.5	116	1752	20.6	4.7	92	1788	21.5	4.8	96
DIFF'RENT STROKES	N 11258	2143	7.0	19.0	105	1105	8.0	9.8	120	441	5.2	3.9	77	598	7.2	5.3	107
DOUBLE TROUBLE	N 12248	2383	7.8	19.5	107	1057	7.7	8.6	105	537	6.3	4.4	87	788	9.5	6.4	130
DUCK FACTORY	N 11100	2161	7.1	19.5	107	1000	7.3	9.0	110	533	6.3	4.8	95	629	7.6	5.7	114
DUKES OF HAZZARD	C 12353	2351	7.7	19.0	105	1035	7.5	8.4	102	611	7.2	4.9	98	705	8.5	5.7	115
DYNASTY	A 33279	6470	21.2	19.4	107	3064	22.3	9.2	112	1636	19.3	4.9	97	1770	21.3	5.3	107
FACTS OF LIFE	N 13410	2577	8.4	19.2	106	1218	8.9	9.1	111	656	7.7	4.9	97	703	8.5	5.2	106
FALCON CREST	C 31093	5897	19.3	19.0	104	2975	21.7	9.6	117	1494	17.6	4.8	95	1428	17.2	4.6	93
FALL GUY	A 18649	3449	11.3	18.5	102	1685	12.3	9.0	110	919	10.8	4.9	97	846	10.2	4.5	92
FAMILY TIES	N 13101	2327	7.6	17.8	98	1002	7.3	7.6	93	644	7.6	4.9	97	681	8.2	5.2	105
FANTASY ISLAND	A 13069	2450	8.0	18.7	103	1258	9.2	9.6	118	600	7.1	4.6	91	592	7.1	4.5	91
FOULUPS, BLEEPs & BLUNDERS	A 16588	3066	10.0	18.5	101	1391	10.1	8.4	102	927	10.9	5.6	110	748	9.0	4.5	91
FOUR SEASONS	C 9302	1898	6.2	20.4	112	1021	7.4	11.0	134	484	5.7	5.2	103	392	4.7	4.2	85
GIMME A BREAK	N 13955	2269	7.4	16.3	89	1004	7.3	7.2	88	625	7.4	4.5	88	639	7.7	4.6	92
HART TO HART	A 15735	2871	9.4	18.2	100	1340	9.8	8.5	104	772	9.1	4.9	97	759	9.1	4.8	97
HILL STREET BLUES	N 18257	3689	12.1	20.2	111	1799	13.1	9.9	120	950	11.2	5.2	103	939	11.3	5.1	104
HOTEL	A 24236	5091	16.7	21.0	115	2557	18.6	10.6	129	1250	14.7	5.2	102	1284	15.4	5.3	107
JEFFERSONS	C 17010	3145	10.3	18.5	102	1625	11.8	9.6	117	763	9.0	4.5	89	757	9.1	4.5	90
JENNIFER SLEPT HERE	N 9397	1806	5.9	19.2	106	847	6.2	9.0	110	415	4.9	4.4	87	544	6.5	5.8	117
KATE & ALLIE	C 16762	3261	10.7	19.5	107	1536	11.2	9.2	112	942	11.1	5.6	111	782	9.4	4.7	94
KNIGHT RIDER	N 13164	2515	8.2	19.1	105	1292	9.4	9.8	120	573	6.7	4.4	86	650	7.8	4.9	100
LOVE BOAT	A 20400	4089	13.4	20.0	110	1965	14.3	9.6	118	1052	12.4	5.2	102	1072	12.9	5.3	106
MAGNUM PI	C 22543	4863	15.9	21.6	118	2209	16.1	9.8	120	1302	15.3	5.8	114	1352	16.3	6.0	121
MAMA'S FAMILY	N 9852	1978	6.5	20.1	110	971	7.1	9.9	120	398	4.7	4.0	80	609	7.3	6.2	125
MASTER, THE	N 8082	1623	5.3	20.1	110	767	5.6	9.5	116	415	4.9	5.1	101	440	5.3	5.4	110
MATT HOUSTON	A 12881	2623	8.6	20.4	112	1262	9.2	9.8	120	728	8.6	5.7	112	633	7.6	4.9	99
NBC MONDAY NIGHT MOVIE	N 23889	4498	14.7	18.8	103	2010	14.6	8.4	103	1149	13.5	4.8	95	1339	16.1	5.6	113
NBC NIGHTLY NEWS	N 11156	1974	6.5	17.7	97	892	6.5	8.0	98	513	6.0	4.6	91	569	6.8	5.1	103
NBC NIGHTLY NEWS-SAT	N 7363	1253	4.1	17.0	93	495	3.6	6.7	82	377	4.4	5.1	101	381	4.6	5.2	104
NBC NIGHTLY NEWS-SUN	N 6214	1345	4.4	21.6	119	636	4.6	10.2	125	400	4.7	6.4	127	309	3.7	5.0	100
NBC SUNDAY NIGHT MOVIE	N 17590	3527	11.5	20.1	110	1695	12.3	9.6	118	814	9.6	4.6	91	1019	12.3	5.8	117
NEWMART	C 16740	3323	10.9	19.9	109	1723	12.5	10.3	126	893	10.5	5.3	105	707	8.5	4.2	85
ONE DAY AT A TIME	C 11820	2063	6.8	17.5	96	833	6.1	7.0	86	596	7.0	5.0	100	634	7.6	5.4	108
PEOPLE ARE FUNNY	N 9138	1757	5.8	19.2	106	873	6.4	9.6	117	398	4.7	4.4	86	487	5.9	5.3	108
REAL PEOPLE	N 15979	3164	10.4	19.8	109	1598	11.6	10.0	122	747	8.8	4.7	92	819	9.9	5.1	103
REMINGTON STEELE	N 14395	2914	9.5	20.2	111	1233	9.0	8.6	105	836	9.8	5.8	115	844	10.2	5.9	118
RIPLEY'S BELIEVE IT - NOT	A 11362	2261	7.4	19.9	109	969	7.1	8.5	104	707	8.3	6.2	123	585	7.0	5.1	104
RIP TIDE	N 13920	2929	9.6	21.0	116	1378	10.0	9.9	121	747	8.8	5.4	106	804	9.7	5.8	117
SCARECROW & MRS. KING	C 17571	3547	11.6	20.2	111	1562	11.4	8.9	109	971	11.4	5.5	109	1014	12.2	5.8	116
SIMON & SIMON	C 20208	4102	13.4	20.3	111	1995	14.5	9.9	121	1084	12.8	5.4	106	1024	12.3	5.1	102
60 MINUTES	C 27668	5460	17.9	19.7	108	2587	18.8	9.4	114	1598	18.8	5.8	114	1274	15.3	4.6	93
ST. ELSEWHERE	N 13699	2823	9.2	20.6	113	1310	9.5	9.6	117	694	8.2	5.1	100	819	9.9	6.0	121
THREE'S COMPANY	A 20632																

	TOTAL U.S. '000	A '000	ALPO B % DOWN	C % ACROSS	D % INDX	A '000	KAL B % DOWN	KAN C % ACROSS	D % INDX	A '000	KEN-L B % DOWN	RATION C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	11408	100.0	6.8	100	7702	100.0	4.6	100	4215	100.0	2.5	100				
MALES	79263	4944	43.3	6.2	92	3598	46.7	4.5	99	1803	42.8	2.3	91				
FEMALES	88464	6464	56.7	7.3	107	4104	53.3	4.6	101	2412	57.2	2.7	108				
18 - 24	28671	2113	18.5	7.4	108	1333	17.3	4.6	101	*752	17.8	2.6	104				
25 - 34	39536	2155	18.9	5.5	80	1691	22.0	4.3	93	914	21.7	2.3	92				
35 - 44	28976	2418	21.2	8.3	123	1491	19.4	5.1	112	854	20.3	2.9	117				
45 - 54	22345	1705	14.9	7.6	112	1173	15.2	5.2	114	748	17.7	3.3	133				
55 - 64	22224	1558	13.7	7.0	103	1100	14.3	4.9	108	*408	9.7	1.8	73				
65 OR OLDER	25973	1459	12.8	5.6	83	914	11.9	3.5	77	*540	12.8	2.1	83				
18 - 34	68207	4269	37.4	6.3	92	3024	39.3	4.4	97	1666	39.5	2.4	97				
18 - 49	108058	7493	65.7	6.9	102	5148	66.8	4.8	104	2879	68.3	2.7	106				
25 - 54	90859	6278	55.0	6.9	102	4355	56.5	4.8	104	2516	59.7	2.8	110				
35 - 49	39851	3224	28.3	8.1	119	2124	27.6	5.3	116	1213	28.8	3.0	121				
50 OR OLDER	59669	3915	34.3	6.6	96	2554	33.2	4.3	93	1336	31.7	2.2	89				
GRADUATED COLLEGE	28091	1731	15.2	6.2	91	1390	18.0	4.9	108	640	15.2	2.3	91				
ATTENDED COLLEGE	28938	2172	19.0	7.5	110	1881	24.4	6.5	142	840	19.9	2.9	116				
GRADUATED HIGH SCHOOL	45503	4622	40.5	7.1	104	2888	37.5	4.4	96	1853	44.0	2.8	113				
DID NOT GRADUATE HIGH SCHOOL	45195	2884	25.3	6.4	94	1543	20.0	3.4	74	882	20.9	2.0	78				
EMPLOYED MALES	56429	3527	30.9	6.3	92	2664	34.6	4.7	103	1402	33.3	2.5	99				
EMPLOYED FEMALES	43971	3399	29.8	7.7	114	2242	29.1	5.1	111	1369	32.5	3.1	124				
EMPLOYED FULL-TIME	87773	5986	52.5	6.8	100	4262	55.3	4.9	106	2343	55.6	2.7	106				
EMPLOYED PART-TIME	12627	939	8.2	7.4	109	*644	8.4	5.1	111	*428	10.2	3.4	135				
NOT EMPLOYED	67327	4482	39.3	6.7	98	2796	36.3	4.2	90	1443	34.2	2.1	85				
PROFESSIONAL/MANAGER	25845	1502	13.2	5.8	85	1213	15.7	4.7	102	*435	10.3	1.7	67				
TECH/CLERICAL/SALES	30895	2580	22.6	8.4	123	1835	23.8	5.9	129	1050	24.9	3.4	135				
PRECISION/CRAFT	12629	788	6.9	6.2	92	653	8.5	5.2	113	*395	9.4	3.1	124				
OTHER EMPLOYED	31031	2056	18.0	6.6	97	1205	15.6	3.9	85	892	21.2	2.9	114				
SINGLE	35557	2469	21.6	6.9	102	1597	20.7	4.5	98	934	22.2	2.6	105				
MARRIED	103585	7265	63.7	7.0	103	4965	64.5	4.8	104	2744	65.1	2.6	105				
DIVORCED/SEPARATED/WIDOWED	28585	1674	14.7	5.9	86	1140	14.8	4.0	87	537	12.7	1.9	75				
PARENTS	59295	4164	36.5	7.0	103	2804	36.4	4.7	103	1640	38.9	2.8	110				
WHITE	146081	10105	88.6	6.9	102	6993	90.8	4.8	104	3765	89.3	2.6	103				
BLACK	17974	1078	9.4	6.0	88	*433	5.6	2.4	52	*429	10.2	2.4	95				
OTHER	3672	**226	2.0	6.2	90	**276	3.6	7.5	164	**22	0.5	0.6	24				
NORTHEAST-CENSUS	37005	2616	22.9	7.1	104	1290	16.7	3.5	76	895	23.6	2.7	107				
NORTH CENTRAL	42642	2583	22.6	6.1	89	1406	18.3	3.3	72	1076	25.5	2.5	100				
SOUTH	56777	4171	36.6	7.3	108	2569	33.4	4.5	99	1867	44.3	3.3	131				
WEST	31303	2038	17.9	6.5	96	2437	31.6	7.8	170	*277	6.6	0.9	35				
NORTHEAST-MKTG.	38125	2530	22.2	6.6	98	1373	17.8	3.6	78	1053	25.0	2.8	110				
EAST CENTRAL	24794	1626	14.3	6.6	96	929	12.1	3.7	82	818	19.4	3.3	131				
WEST CENTRAL	28511	1701	14.9	6.0	88	835	10.8	2.9	64	595	14.1	2.1	83				
SOUTH	48953	3846	33.7	7.9	116	2367	30.7	4.8	105	1583	37.6	3.2	129				
PACIFIC	27344	1705	14.9	6.2	92	2199	28.6	8.0	175	**166	3.9	0.6	24				
COUNTY SIZE A	69301	4556	39.9	6.6	97	3616	46.9	5.2	114	1906	45.2	2.8	109				
COUNTY SIZE B	50633	3714	32.6	7.3	108	2264	29.4	4.5	97	1180	28.0	2.3	93				
COUNTY SIZE C	26259	1890	16.6	7.2	106	1164	15.1	4.4	97	737	17.5	2.8	112				
COUNTY SIZE D	21534	1248	10.9	5.8	85	658	8.5	3.1	67	*392	9.3	1.8	72				
METRO CENTRAL CITY	50014	3268	28.6	6.5	96	2482	32.2	5.0	108	869	20.6	1.7	69				
METRO SUBURBAN	76832	5589	49.0	7.3	107	3914	50.8	5.1	111	2325	55.2	3.0	120				
NON METRO	40881	2551	22.4	6.2	92	1306	17.0	3.2	70	1021	24.2	2.5	99				
TOP 5 ADI'S	39550	2773	24.3	7.0	103	2425	31.5	6.1	134	886	21.0	2.2	89				
TOP 10 ADI'S	54877	3756	32.9	6.8	101	2923	38.0	5.3	116	1388	32.9	2.5	101				
TOP 20 ADI'S	77516	5264	46.1	6.8	100	3962	51.4	5.1	111	2013	47.8	2.6	103				
HSGLD INC. \$50,000 OR MORE	17257	1518	13.3	8.8	129	1252	16.3	7.3	158	*512	12.1	3.0	118				
\$40,000 OR MORE	33235	2737	24.0	8.2	121	2240	29.1	6.7	147	1069	25.4	3.2	128				
\$30,000 OR MORE	59693	5055	44.3	8.5	125	3766	48.9	6.3	137	1863	44.2	3.1	124				
\$25,000 OR MORE	76275	6231	54.6	8.2	120	4532	58.8	5.9	129	2414	57.3	3.2	126				
\$20,000 - \$24,999	18607	1113	9.8	6.0	88	873	11.3	4.7	102	*495	11.7	2.7	106				
\$15,000 - \$19,999	17175	923	8.1	5.4	79	596	7.7	3.5	76	*361	8.6	2.1	84				
\$10,000 - \$14,999	24569	1362	11.9	5.5	82	721	9.4	2.9	64	490	11.6	2.0	79				
UNDER \$10,000	31101	1780	15.6	5.7	84	880	12.7	3.2	69	*455	10.8	1.5	58				
HOUSEHOLD OF 1 PERSON	19441	811	7.1	4.2	61	437	5.7	2.2	49	*273	6.5	1.4	56				
2 PEOPLE	51803	3199	28.0	6.2	91	2202	28.6	4.3	93	1028	24.4	2.0	79				
3 OR 4 PEOPLE	66933	5243	46.0	7.8	115	3481	45.2	5.2	113	2068	49.1	3.1	123				
5 OR MORE PEOPLE	29550	2155	18.9	7.3	107	1583	20.6	5.4	117	*846	20.1	2.9	114				
NO CHILD IN HSHLD	96587	6319	55.4	6.5	96	4321	56.1	4.5	97	2367	56.2	2.5	98				
CHILD(REN) UNDER 2 YRS	10844	*602	5.3	5.6	82	*346	4.5	3.2	69	**267	6.3	2.5	98				
2 - 5 YEARS	26358	1490	13.1	5.7	83	908	11.8	3.4	75	*635	15.1	2.4	96				
6 - 11 YEARS	30453	1950	17.1	6.4	94	1445	18.8	4.7	103	861	20.4	2.8	113				
12 - 17 YEARS	36575	2987	26.2	8.2	120	2153	28.0	5.9	128	1073	25.5	2.9	117				
RESIDENCE OWNED	117770	9051	79.3	7.7	113	4179	80.2	5.2	114	3679	87.3	3.1	124				
VALUE: \$50,000 OR MORE	70166	5643	49.5	8.0	118	4186	54.3	6.0	130	2108	50.0	3.0	120				
VALUE: UNDER \$50,000	47604	3408	29.9	7.2	105	1993	25.9	4.2	91	1571	37.3	3.3	131				

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	TOTAL U.S. '000	A '000	ALPO B % ACROSS DOWN	C % INDX	D	A '000	KAL KAN B % ACROSS DOWN	C % INDX	D	A '000	KEN-L RATION B % ACROSS DOWN	C % INDX	D	A '000	B % ACROSS DOWN	C % INDX	D
TOTAL ADULTS	167727	11408	100.0	6.8	100	7702	100.0	4.6	100	4215	100.0	2.5	100				
ATLANTIC MONTHLY	867	**37	0.3	4.3	63	**25	0.3	2.9	63	**3	0.1	0.3	14				
BARRON'S	1580	**122	1.1	7.7	114	**126	1.6	8.0	174	**44	1.0	2.8	111				
BETTER HOMES & GARDENS	22203	1729	15.2	7.8	114	1386	18.0	6.2	136	856	20.3	3.9	153				
BON APPETIT	3810	301	2.6	7.9	116	*269	3.5	7.1	154	**119	2.8	3.1	124				
BUSINESS WEEK	4663	*280	2.5	6.0	88	*231	3.0	5.0	108	*162	3.8	3.5	138				
CAR AND DRIVER	3102	*206	1.8	6.6	98	*184	2.4	5.9	129	**118	2.8	3.8	151				
CBS MAGAZINE NETWORK (GROSS)	7311	716	6.3	9.8	144	523	6.8	7.2	156	*141	3.3	1.9	77				
CHANGING TIMES	3400	*226	2.0	6.6	98	*157	2.0	4.6	101	**114	2.7	3.4	133				
COLONIAL HOMES	1796	*131	1.1	7.3	107	**136	1.8	7.6	165	**44	1.0	2.4	97				
CONDE NAST MAG. PKG. (GROSS)	19924	1601	14.0	8.0	118	1223	15.9	6.1	134	740	17.6	3.7	148				
CONSUMERS DIGEST	3125	*241	2.1	7.7	113	*186	2.4	6.0	130	**82	1.9	2.6	104				
COSMOPOLITAN	10577	1029	9.0	9.7	143	695	9.0	6.6	143	401	9.5	3.8	151				
COUNTRY LIVING	3746	331	2.9	8.8	130	*228	3.0	6.1	133	**117	2.8	3.1	124				
CUISINE	2214	*134	1.2	6.1	89	*162	2.1	7.3	159	**48	1.1	2.2	86				
CYCLE WORLD	2394	*156	1.4	6.5	96	**109	1.4	4.6	99	**51	1.2	2.1	85				
DCI:CREATIVE IDEAS FOR LIV	3068	*187	1.6	6.1	90	**180	2.3	5.9	128	**83	2.0	2.7	108				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	752	6.6	7.9	116	643	8.3	6.7	147	275	6.5	2.9	115				
DISCOVER	2277	*231	2.0	10.1	149	*162	2.1	7.1	155	**58	1.4	2.5	101				
EBONY	7187	452	4.0	6.3	92	*283	3.7	3.9	86	*261	6.2	3.6	145				
ESQUIRE	2560	*173	1.5	6.8	99	**129	1.7	5.0	110	**80	1.9	3.1	124				
ESSENCE	3242	*238	2.1	7.3	108	**103	1.3	3.2	69	**128	3.0	3.9	157				
FAMILY CIRCLE	19639	1519	13.3	7.7	114	956	12.4	4.9	106	631	15.0	3.2	128				
THE FAMILY HANDYMAN	3540	249	2.2	7.0	103	*202	2.6	5.7	124	**132	3.1	3.7	148				
FAMILY WEEKLY	23924	1945	17.0	8.1	120	1198	15.6	5.0	109	644	15.3	2.7	107				
FIELD & STREAM	9883	834	7.3	8.4	124	716	9.3	7.2	158	356	8.4	3.6	143				
FOOD & WINE	1030	**67	0.6	6.5	96	**79	1.0	7.7	167	**8	0.2	0.8	31				
FORBES	2679	*211	1.8	7.9	116	*181	2.4	6.8	147	**104	2.5	3.9	154				
FORTUNE	2931	*172	1.5	5.9	86	*208	2.7	7.1	155	**69	1.6	2.4	94				
GENTLEMEN'S QUARTERLY	3481	*426	3.7	12.2	180	*345	4.5	9.9	216	**237	5.6	6.8	271				
GLAMOUR	7163	617	5.4	8.6	127	475	6.2	6.6	144	*329	7.8	4.6	183				
GOLF DIGEST	2355	*165	1.4	7.0	103	*181	2.4	7.7	167	**91	2.2	3.9	154				
GOLF DIGEST/TENNIS (GROSS)	3610	*283	2.5	7.8	115	*243	3.2	6.7	147	*136	3.2	3.8	150				
GOLF MAGAZINE	2046	**100	0.9	4.9	72	**120	1.6	5.9	128	**101	2.4	4.9	196				
GOLF MAGAZINE/SKI (GROSS)	3547	*216	1.9	6.1	90	*217	2.8	6.1	133	**122	2.9	3.4	137				
GOOD HOUSEKEEPING	20353	1416	12.4	7.0	102	1065	13.8	5.2	114	666	15.8	3.3	130				
HARPER'S BAZAAR	3362	*298	2.6	8.9	130	*229	3.0	6.8	148	**99	2.3	2.9	117				
HEALTH	2987	*318	2.8	10.6	157	**154	2.0	5.2	112	**57	1.4	1.9	76				
HEARST MAG CORP. BUY (GROSS)	67928	5277	46.3	7.8	114	3885	50.4	5.7	125	2288	54.3	3.4	134				
HEARST MAN POWER (GROSS)	11282	854	7.5	7.6	111	668	8.7	5.9	129	403	9.6	3.6	142				
HEARST WOMAN POWER (GROSS)	40514	3089	27.1	7.6	112	2224	28.9	5.5	120	1426	33.8	3.5	140				
HOUSE BEAUTIFUL	4885	428	3.8	8.8	129	*266	3.5	5.4	119	**126	3.0	2.6	103				
INC.	1308	**100	0.9	7.6	112	**85	1.1	6.5	142	**18	0.4	1.4	55				
JET	6498	472	4.1	7.3	107	*275	3.6	4.2	92	*259	6.1	4.0	159				
LADIES' HOME JOURNAL	14797	1182	10.4	8.0	117	822	10.7	5.6	121	602	14.3	4.1	162				
LHJ FAMILY GRP COMBO(GROSS)	21743	1890	16.6	8.7	128	1284	16.7	5.9	129	768	18.2	3.5	141				
LIFE	9881	757	6.6	7.7	113	694	9.0	7.0	153	330	7.8	3.3	133				
L.A. TIMES HOME MAGAZINE	2775	*206	1.8	7.4	109	423	5.5	15.2	332	**12	0.3	0.4	17				
MADMOISELLE	4219	*327	2.9	7.8	114	*226	2.9	5.4	117	**136	3.2	3.2	128				
MC CALL'S	16422	1147	10.1	7.0	103	1012	13.1	6.2	134	713	16.9	4.3	173				
MC CALL'S/WRK MOTHER (GROSS)	17919	1271	11.1	7.1	104	1076	14.0	6.0	131	719	17.1	4.0	160				
MECHANIX ILLUSTRATED	4433	324	2.8	7.3	107	*269	3.5	6.1	132	**121	2.9	2.7	109				
METROPOLITAN HOME	1504	**187	1.6	12.4	183	**141	1.8	9.4	204	**51	1.2	3.4	135				
MONEY	4723	*265	2.3	5.6	82	*208	2.7	4.4	96	*140	3.3	3.0	118				
MOTHER EARTH NEWS	2325	**103	0.9	4.4	65	**133	1.7	5.7	125	**68	1.6	2.9	116				
MS.	1189	**69	0.6	5.8	85	**68	0.9	5.7	125	**13	0.3	1.1	44				
NATIONAL ENQUIRER	18892	1472	12.9	7.8	115	1057	13.7	5.6	122	612	14.5	3.2	129				
NATIONAL GEOGRAPHIC	22129	1647	14.4	7.4	109	1479	19.2	6.7	146	591	14.0	2.7	106				
NATIONAL SUNDAY MAGAZINE PKG	103750	7670	67.2	7.4	109	5418	70.3	5.2	114	2996	71.1	2.9	115				
NATURAL HISTORY	1379	**40	0.4	2.9	43	**48	0.6	3.5	76	**23	0.5	1.7	66				
NEW WOMAN	2289	**266	2.3	11.6	171	**198	2.6	8.7	188	**39	0.9	1.7	68				
NEW YORK INCLUDING CUE	1088	**40	0.4	3.7	54	**72	0.9	6.6	144	**29	0.7	2.7	106				
THE NEW YORKER	2459	*212	1.9	8.6	127	*181	2.4	7.4	160	**85	2.0	3.5	138				
NEWSWEEK	16527	1158	10.2	7.0	103	902	11.7	5.5	119	445	10.6	2.7	107				
THE N.Y. TIMES DAILY EDITION	2739	*129	1.1	4.7	69	*142	1.8	5.2	113	**67	1.6	2.4	97				
THE N.Y. TIMES MAGAZINE	4443	271	2.4	6.1	90	*188	2.4	4.2	92	**122	2.9	2.7	109				
OMNI	2799	*185	1.6	6.6	97	*229	3.0	8.2	178	**77	1.8	2.8	109				
ON CABLE	2209	**158	1.4	7.2	105	**78	1.0	3.5	77	**20	0.5	0.9	36				
1001 HOME IDEAS	3959	390	3.4	9.9	145	*307	4.0	7.8	169	**110	2.6	2.8	111				
ORGANIC GARDENING	3111	278	2.4	8.9	131	*156	2.0	5.0	109	**106	2.5	3.4	136				
OUTDOOR LIFE	5024	381	3.3	7.6	111	*197	2.6	3.9	85	**167	4.0	3.3	132				
PARADE MAGAZINE	51292	3592	31.5	7.0	103	2671	34.7	5.2	113	1492	35.4	2.9	116				

	TOTAL U.S. '000	ALPO				KAL KAN				KEN-L RATION				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	11408	100.0	6.8	100	7702	100.0	4.6	100	4215	100.0	2.5	100				
PARENTS	5298	*369	3.2	7.0	102	*235	3.1	4.4	97	**109	2.6	2.1	82				
PENTHOUSE	5129	298	2.6	5.8	85	*260	3.4	5.1	110	**83	2.0	1.6	64				
PEOPLE	21070	1636	14.3	7.8	114	1229	16.0	5.8	127	672	15.9	3.2	127				
PLAYBOY	10562	591	5.2	5.6	82	501	6.5	4.7	103	*204	4.8	1.9	77				
POPULAR HOT RODDING	2498	*176	1.5	7.0	104	**86	1.1	3.4	75	**68	1.6	2.7	108				
POPULAR MECHANICS	5887	474	4.2	8.1	118	406	5.3	6.9	150	*276	6.5	4.7	187				
POPULAR SCIENCE	4317	327	2.9	7.6	111	*226	2.9	5.2	114	**70	1.7	1.6	65				
PREVENTION	5792	410	3.6	7.1	104	*272	3.5	4.7	102	**100	2.4	1.7	69				
PSYCHOLOGY TODAY	3284	*243	2.1	7.4	109	*241	3.1	7.3	160	**229	5.4	7.0	277				
READER'S DIGEST	40046	2928	25.7	7.3	107	2030	26.4	5.1	110	1188	28.2	3.0	118				
REDBOOK	9584	643	5.6	6.7	99	463	6.0	4.8	105	359	8.5	3.7	149				
ROAD & TRACK	2590	*272	2.4	10.5	154	*235	3.1	9.1	198	**54	1.3	2.1	83				
ROLLING STONE	3302	*262	2.3	7.9	117	*142	1.8	4.3	94	**121	2.9	3.7	146				
RUNNER'S WORLD	1229	**72	0.6	5.9	86	**110	1.4	9.0	195	**5	0.1	0.4	16				
SATURDAY EVENING POST	2110	**89	0.8	4.2	62	**61	0.8	2.9	63	**62	1.5	2.9	117				
SCIENCE 84	1543	**93	0.8	6.0	89	**65	0.8	4.2	92	**19	0.5	1.2	49				
SCIENCE DIGEST	1747	**66	0.6	3.8	56	**42	0.5	2.4	52	**22	0.5	1.3	50				
SCIENTIFIC AMERICAN	1994	**195	1.7	9.8	144	**161	2.1	8.1	176	**62	1.5	3.1	124				
SELF	3119	*273	2.4	8.8	129	**145	1.9	4.6	101	**81	1.9	2.6	103				
SEVENTEEN	3923	*464	4.1	11.8	174	*338	4.4	8.6	188	**81	1.9	2.1	82				
SKI	1501	**116	1.0	7.7	114	**96	1.2	6.4	139	**21	0.5	1.4	56				
SMITHSONIAN	5976	297	2.6	5.0	73	400	5.2	6.7	146	*126	3.0	2.1	84				
SOAP OPERA DIGEST	4228	415	3.6	9.8	144	*258	3.3	6.1	133	**169	4.0	4.0	159				
SOUTHERN LIVING	6488	565	5.0	8.7	128	463	6.0	7.1	155	*193	4.6	3.0	118				
SPORT	3500	*254	2.2	7.3	107	*233	3.0	6.7	145	**119	2.8	3.4	135				
THE SPORTING NEWS	2456	*223	2.0	9.1	133	**103	1.3	4.2	91	**94	2.2	3.8	152				
SPORTS AFIELD	3648	314	2.8	8.6	127	*220	2.9	6.0	131	**105	2.5	2.9	115				
SPORTS ILLUSTRATED	14484	1107	9.7	7.6	112	780	10.1	5.4	117	548	13.0	3.8	151				
STAR	12661	1009	8.8	8.0	117	694	9.0	5.5	119	455	10.8	3.6	143				
SUNDAY	52799	3738	32.8	7.1	104	2690	34.9	5.1	111	1699	40.3	3.2	128				
SUNSET	3513	*102	0.9	2.9	43	*268	3.5	7.6	166	**29	0.7	0.8	33				
TV GUIDE	42766	3173	27.8	7.4	109	2398	31.1	5.6	122	1143	27.1	2.7	106				
TENNIS	1254	**118	1.0	9.4	138	**62	0.8	4.9	108	**44	1.0	3.5	140				
TIME	22054	1511	13.2	6.9	101	1191	15.5	5.4	118	705	16.7	3.2	127				
TOWN & COUNTRY	1555	**110	1.0	7.1	104	**103	1.3	6.6	144	**53	1.3	3.4	136				
TRAVEL & LEISURE	2173	**121	1.1	5.6	82	*145	1.9	6.7	145	**65	1.5	3.0	119				
TRUE STORY	4636	540	4.7	11.6	171	*264	3.4	5.7	124	**193	4.6	4.2	166				
U.S. NEWS & WORLD REPORT	10353	721	6.3	7.0	102	537	7.0	5.2	113	400	9.5	3.9	154				
USA TODAY	4994	284	2.5	5.7	84	*176	2.3	3.5	77	**63	1.5	1.3	50				
US	3528	*259	2.3	7.3	108	*154	2.0	4.4	95	**53	1.3	1.5	60				
VOGUE	5424	384	3.4	7.1	104	*377	4.9	7.0	151	*195	4.6	3.6	143				
WALL STREET JOURNAL	6292	375	3.3	6.0	88	292	3.8	4.6	101	*139	3.3	2.2	88				
WEIGHT WATCHERS	2762	*264	2.3	9.6	141	*185	2.4	6.7	146	**129	3.1	4.7	186				
WOMAN'S DAY	16320	1325	11.6	8.1	119	884	11.5	5.4	118	655	15.5	4.0	160				
WORKING MOTHER	1496	**123	1.1	8.2	121	**64	0.8	4.3	93	**5	0.1	0.3	13				
WORKING WOMAN	1851	**104	0.9	5.6	83	**93	1.2	5.0	109	**42	1.0	2.3	90				
WORLD TENNIS	580	**107	0.9	18.4	271	**42	0.5	7.2	158	**9	0.2	1.6	62				
ZIFF-DAVIS MAG NETHK (GROSS)	12412	743	6.5	6.0	88	653	8.5	5.3	115	308	7.3	2.5	99				
BLAIR INSERTS	91671	6583	57.7	7.2	106	4889	63.5	5.3	116	2614	62.0	2.9	113				
DAILY NEWSPAPERS																	
READ ANY	109190	7945	69.6	7.3	107	5449	70.7	5.0	109	3023	71.7	2.8	110				
READ ONE	89587	6473	56.7	7.2	106	4302	55.9	4.8	105	2433	57.7	2.7	108				
READ TWO OR MORE	19602	1473	12.9	7.5	110	1147	14.9	5.9	127	590	14.0	3.0	120				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	8130	71.3	7.4	109	5641	73.2	5.1	112	3177	75.4	2.9	115				
READ ONE	95074	7042	61.7	7.4	109	4724	61.3	5.0	108	2665	63.2	2.8	112				
READ TWO OR MORE	14588	1088	9.5	7.5	110	917	11.9	6.3	137	512	12.1	3.5	140				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.11				30.32				30.43							
30 DAY REACH	149706	10064	88.2	6.7	99	7015	91.1	4.7	102	3787	89.8	2.5	101				
50 SHWG - 30 DAY AV FREQ	15.16	16.23				15.78				15.91							
30 DAY REACH	142406	9656	84.6	6.8	100	6736	87.5	4.7	103	3613	85.7	2.5	101				
25 SHWG - 30 DAY AV FREQ	8.23	8.88				8.35				8.71							
30 DAY REACH	131152	8839	77.5	6.7	99	6383	82.9	4.9	106	3299	78.3	2.5	100				
CABLE TV: HOME WIRED	66879	5746	50.4	8.6	126	3578	46.5	5.3	117	1927	45.7	2.9	115				
HOME NOT WIRED	100848	5662	49.6	5.6	83	4124	53.5	4.1	89	2287	54.3	2.3	90				
HAVE PAY CABLE	35024	3351	29.4	9.6	141	2257	29.3	6.4	140	1157	27.4	3.3	131				

	TOTAL U.S. '000	A '000	ALPO B % DOWN	C % ACROSS	D % INDEX	A '000	KAL B % DOWN	KAN C % ACROSS	D % INDEX	A '000	KEN-L B % DOWN	RATION C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL ADULTS	167727	11408	100.0	6.8	100	7702	100.0	4.6	100	4215	100.0	2.5	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	6860	60.1	7.2	105	4513	58.6	4.7	103	2639	62.6	2.8	110				
10:00 AM - 3:00 PM	63599	4979	43.6	7.8	115	3034	39.4	4.8	104	1703	40.4	2.7	107				
3:00 PM - 7:00 PM	72097	5087	44.6	7.1	104	3611	46.9	5.0	109	1895	45.0	2.6	105				
7:00 PM - MIDNIGHT	36670	2372	20.8	6.5	95	1769	23.0	4.8	105	894	21.2	2.4	97				
MIDNIGHT - 6:00 AM	21908	1470	12.9	6.7	99	1032	13.4	4.7	103	509	12.1	2.3	92				
6:00 AM - MIDNIGHT	127571	9017	79.0	7.1	104	6005	78.0	4.7	103	3275	77.7	2.6	102				
ENTIRE DAY	129239	9081	79.6	7.0	103	6106	79.3	4.7	103	3313	78.6	2.6	102				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2307	20.2	6.8	100	1511	19.6	4.4	97	1048	24.9	3.1	123				
ALL NEWS	6062	415	3.6	6.8	101	370	4.8	6.1	133	*149	3.5	2.5	98				
AOR/PROGRESSIVE	11884	1050	9.2	8.8	130	626	8.1	5.3	115	*265	6.3	2.2	89				
BEAUTIFUL MUSIC	11180	784	6.9	7.0	103	556	7.2	5.0	108	328	7.8	2.9	117				
BLACK	4538	327	2.9	7.2	106	**162	2.1	3.6	78	**167	4.0	3.7	146				
CLASSICAL	3857	*233	2.0	6.0	89	*203	2.6	5.3	115	**97	2.3	2.5	100				
CHR/ROCK	21946	1654	14.5	7.5	111	1228	15.9	5.6	122	564	13.4	2.6	102				
COUNTRY	27262	1876	16.4	6.9	101	1267	16.5	4.6	101	680	16.1	2.5	99				
GOLDEN OLDIES	3339	*183	1.6	5.5	81	**78	1.0	2.3	51	**58	1.4	1.7	69				
MOR/NOSTALGIA	10346	722	6.3	7.0	103	594	7.7	5.7	125	*264	6.3	2.6	102				
NEWS/TALK	8929	676	5.9	7.6	111	468	6.1	5.2	114	*288	6.8	3.2	128				
RELIGIOUS	5488	374	3.3	6.8	100	*192	2.5	3.5	76	*137	3.3	2.5	99				
SOFT ROCK	1232	**117	1.0	9.5	140	*70	0.9	5.7	124	**57	1.4	4.6	184				
URBAN CONTEMPORARY	3184	*309	2.7	9.7	143	*171	2.2	5.4	117	**74	1.8	2.3	92				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	524	4.6	7.6	111	*386	5.0	5.6	122	*230	5.5	3.3	132				
ABC DIRECTION	5212	306	2.7	5.9	86	290	3.8	5.6	121	**103	2.4	2.0	79				
ABC ENTERTAINMENT	10385	880	7.7	8.5	125	486	6.3	4.7	102	*217	5.1	2.1	83				
ABC FM	4762	433	3.8	9.1	134	*268	3.5	5.6	123	**160	3.8	3.4	134				
ABC INFORMATION	11339	760	6.7	6.7	99	579	7.5	5.1	111	*285	6.8	2.5	100				
ABC ROCK	4878	432	3.8	8.9	130	*232	3.0	4.8	104	**75	1.8	1.5	61				
CBS	10709	739	6.5	6.9	101	531	6.9	5.0	108	274	6.5	2.6	102				
MUTUAL	10251	613	5.4	6.0	88	468	6.1	4.6	99	397	9.4	3.9	154				
NBC	12243	667	5.8	5.4	80	424	5.5	3.5	75	*257	6.1	2.1	84				
RADIORADIO	4606	499	4.4	10.8	159	*267	3.5	5.8	126	**138	3.3	3.0	119				
RKO ONE	5148	398	3.5	7.7	114	*231	3.0	4.5	98	**105	2.5	2.0	81				
RKO TWO	7313	600	5.3	8.2	121	340	4.4	4.6	101	*236	5.6	3.2	128				
THE SOURCE	5981	524	4.6	8.8	129	*351	4.6	5.9	128	*163	3.9	2.7	108				
NON-WIRED : BLAIR	19329	1266	11.1	6.5	96	818	10.6	4.2	92	429	10.2	2.2	88				
INTERNET	27139	2315	20.3	8.5	125	1500	19.5	5.5	120	765	18.1	2.8	112				
KATZ RADIO GROUP	36319	2728	23.9	7.5	110	1837	23.9	5.1	110	1012	24.0	2.8	111				
SUPERNET	22361	1479	13.0	6.6	97	1131	14.7	5.1	110	620	14.7	2.8	110				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1135	9.9	7.8	115	788	10.2	5.4	118	457	10.8	3.1	125				
MKDAY 9:00 AM - 1:00 PM	18688	1369	12.0	7.3	108	816	10.6	4.4	95	515	12.2	2.8	110				
MKDAY 1:00 PM - 4:30 PM	24061	1692	14.8	7.0	103	1053	13.7	4.4	95	672	15.9	2.8	111				
MKDAY 4:30 PM - 7:30 PM	44079	3079	27.0	7.0	103	2097	27.2	4.8	104	1104	26.2	2.5	100				
MKDAY 7:30 PM - 8:00 PM	61979	4418	38.7	7.1	105	2936	38.1	4.7	103	1722	40.9	2.8	111				
MKDAY 11:00 PM - 11:30 PM	49084	3759	33.0	7.7	113	2328	30.2	4.7	103	1486	35.3	3.0	120				
MKDAY 11:30 PM - 1:00 AM	16560	1245	10.9	7.5	111	749	9.7	4.5	98	577	13.7	3.5	139				
M-SAT 8-11 PM-SUN 7-11 PM	66967	4930	43.2	7.4	108	3356	43.6	5.0	109	1863	44.2	2.8	111				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	772	6.8	8.3	122	325	4.2	3.5	76	286	6.8	3.1	123				
ANOTHER WORLD	N 6138	500	4.4	8.1	120	250	3.2	4.1	89	*205	4.9	3.3	133				
AS THE WORLD TURNS	C 7707	461	4.0	6.0	88	371	4.8	4.8	105	168	4.0	2.2	87				
CAPITOL	C 4688	331	2.9	7.1	104	276	3.6	5.9	128	*97	2.3	2.1	82				
CBS MORN. NEWS 1	C 2792	218	1.9	7.8	115	*81	1.1	2.9	63	*91	2.2	3.3	130				
CBS MORN. NEWS 2	C 2071	169	1.5	8.2	120	*74	1.0	3.6	78	**60	1.4	2.9	115				
DAYS OF OUR LIVES	N 8018	700	6.1	8.7	128	376	4.9	4.7	102	257	6.1	3.2	128				
FACTS OF LIFE - DAYTIME	N 3487	292	2.6	8.4	123	156	2.0	4.5	97	*129	3.1	3.7	147				
FAMILY FEUD	A 4817	305	2.7	6.3	93	159	2.1	3.3	72	*92	2.2	1.9	76				
GENERAL HOSPITAL	A 8333	608	5.3	7.3	107	292	3.8	3.5	76	340	8.1	4.1	162				
GOOD MORNING, AMERICA-730	A 5472	412	3.6	7.5	111	305	4.0	5.6	121	175	4.2	3.2	127				
GOOD MORNING, AMERICA-830	A 3965	262	2.3	6.6	97	233	3.0	5.9	128	*84	2.0	2.1	84				
GUIDING LIGHT	C 7542	558	4.9	7.4	109	479	6.2	6.4	138	214	5.1	2.8	113				
ONE LIFE TO LIVE	A 6018	418	3.7	6.9	102	175	2.3	2.9	63	167	4.0	2.8	110				
PRESS YOUR LUCK	C 3589	168	1.5	4.7	69	*112	1.5	3.1	68	**58	1.4	1.6	64				
PRICE IS RIGHT 1	C 7418	502	4.4	6.8	99	295	3.8	4.0	87	201	4.8	2.7	108				
PRICE IS RIGHT 2	C 8276	525	4.6	6.3	93	336	4.4	4.1	88	242	5.7	2.9	116				
RYAN'S HOPE	A 4358	433	3.8	9.9	146	*102	1.3	2.3	51	*138	3.3	3.2	126				
SALE OF THE CENTURY	N 3749	310	2.7	8.3	122	151	2.0	4.0	88	*124	2.9	3.3	132				
SEARCH FOR TOMORROW	N 2884	212	1.9	7.4	108	*174	2.3	6.0	131	**129	3.1	4.5	178				
TODAY SHOW 1	N 4869	376	3.3	7.7	114	197	2.6	4.0	88	*142	3.4	2.9	116				
TODAY SHOW 2	N 4135	309	2.7	7.5	110	183	2.4	4.4	96	*120	2.8	2.9	115				
\$25,000 PYRAMID	C 4361	282	2.5	6.5	95	184	2.4	4.2	92	*98	2.3	2.2	89				
WHEEL OF FORTUNE	N 6187	436	3.8	7.0	104	259	3.4	4.2	91	184	4.4	3.0	118				
YOUNG AND THE RESTLESS	C 8186	595	5.2	7.3	107	398	5.2	4.9	106	242	5.7	3.0	118				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 4727	327	2.9	6.9	102	206	2.7	4.4	95	*151	3.6	3.2	127				
NBA PLAYOFF GAME -1	C 5127	372	3.3	7.3	107	161	2.1	3.1	68	*133	3.2	2.6	103				
NBC MAJOR LEAGUE PRE-GAME	N 3945	*221	1.9	5.6	82	*218	2.8	5.5	120	**122	2.9	3.1	123				
SPORTSWORLD - SUN	N 3370	235	2.1	7.0	103	*204	2.6	6.1	132	*73	1.7	2.2	86				
SUNDAY MORNING	C 4200	*223	2.0	5.3	78	*159	2.1	3.8	82	**121	2.9	2.9	115				

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	11408	100.0	6.8	100	7702	100.0	4.6	100	4215	100.0	2.5	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	3654	32.0	7.0	103	2528	32.8	4.8	105	1332	31.6	2.5	101				
NETWORK AFFILIATES - LATE		39164	3086	27.1	7.9	116	1974	25.6	5.0	110	1156	27.4	3.0	117				
INDEPENDENTS - LATE		5133	324	2.8	6.3	93	295	3.8	5.7	125	172	4.1	3.4	133				
TV EVENING NTMK 6 PM - 2 AM																		
A TEAM	N	22825	1487	13.0	6.5	96	1118	14.5	4.9	107	629	14.9	2.8	110				
ABC MONDAY NIGHT MOVIE	A	11258	786	6.9	7.0	103	479	6.2	4.3	93	303	7.2	2.7	107				
ABC SUNDAY NIGHT MOVIE	A	23600	1828	16.0	7.7	114	1193	15.5	5.1	110	640	15.2	2.7	108				
ABC WORLD NEWS TONIGHT	A	12801	927	8.1	7.2	106	651	8.5	5.1	111	313	7.4	2.4	97				
AFTERMASH	C	10966	746	6.5	6.8	100	593	7.7	5.4	118	*300	7.1	2.7	109				
ALICE	C	17050	1254	11.0	7.4	108	801	10.4	4.7	102	490	11.6	2.9	114				
AMERICAN PARADE	C	11998	898	7.9	7.5	110	523	6.8	4.4	95	*251	6.0	2.1	83				
BENSON	A	19258	1420	12.4	7.4	108	905	11.8	4.7	102	503	11.9	2.6	104				
BLUE THUNDER	A	11478	723	6.3	6.3	93	550	7.1	4.8	104	324	7.7	2.8	112				
CAGNEY & LACEY	C	18263	1274	11.2	7.0	103	871	11.3	4.8	104	470	11.2	2.6	102				
CBS EVENING NEWS-DEAN	C	7733	544	4.8	7.0	103	309	4.0	4.0	87	*218	5.2	2.8	112				
CBS EVENING NEWS-RATHER	C	15653	1069	9.4	6.8	100	710	9.2	4.5	99	418	9.9	2.7	106				
CBS SAT. NEWS-SCHIEFFER	C	8744	675	5.9	7.7	113	462	6.0	5.3	115	*274	6.5	3.1	125				
CBS SATURDAY NIGHT MOVIE	C	12000	811	7.1	6.8	99	582	7.6	4.8	106	260	6.2	2.2	86				
CBS WEDNESDAY NIGHT MOVIE	C	11522	849	7.4	7.4	108	561	7.3	4.9	106	230	5.5	2.0	79				
CHEERS	N	16818	1234	10.8	7.3	108	879	11.4	5.2	114	377	8.9	2.2	89				
DALLAS	C	37510	2962	26.0	7.9	116	2126	27.6	5.7	123	1136	27.0	3.0	121				
DIFF'RENT STROKES	N	11258	698	6.1	6.2	91	509	6.6	4.5	98	*313	7.4	2.8	111				
DOUBLE TROUBLE	N	12248	872	7.6	7.1	105	728	9.5	5.9	129	305	7.2	2.5	99				
DUCK FACTORY	N	11100	847	7.4	7.6	112	664	8.6	6.0	130	*231	5.5	2.1	83				
DUKES OF HAZZARD	C	12353	840	7.4	6.8	100	577	7.5	4.7	102	361	8.6	2.9	116				
DYNASTY	A	33279	2543	22.3	7.6	112	1541	20.0	4.6	101	1007	23.9	3.0	120				
FACTS OF LIFE	N	13410	932	8.2	7.0	102	723	9.4	5.4	117	*291	6.9	2.2	86				
FALCON CREST	C	31093	2597	22.8	8.4	123	1600	20.8	5.1	112	1084	25.7	3.5	139				
FALL GUY	A	18649	1333	11.7	7.1	105	1057	13.7	5.7	123	522	12.4	2.8	111				
FAMILY TIES	N	13101	945	8.3	7.2	106	684	8.9	5.2	114	*256	6.1	2.0	78				
FANTASY ISLAND	A	13069	1025	9.0	7.8	115	613	8.0	4.7	102	332	7.9	2.5	101				
FOULUPS, BLEEPs & BLUNDERS	A	16588	1059	9.3	6.4	94	886	11.5	5.3	116	475	11.3	2.9	114				
FOUR SEASONS	C	9302	697	6.1	7.5	110	539	7.0	5.8	126	**216	5.1	2.3	92				
GIMME A BREAK	N	13955	848	7.4	6.1	89	599	7.8	4.3	93	*233	5.5	1.7	66				
HART TO HART	A	15735	1053	9.2	6.7	98	654	8.5	4.2	91	377	8.9	2.4	95				
HILL STREET BLUES	N	18257	1403	12.3	7.7	113	1020	13.2	5.6	122	516	12.2	2.8	112				
HOTEL	A	24236	2106	18.5	8.7	128	1210	15.7	5.0	109	740	17.6	3.1	121				
JEFFERSONS	C	17010	1237	10.8	7.3	107	807	10.5	4.7	103	471	11.2	2.8	110				
JENNIFER SLEPT HERE	N	9397	551	4.8	5.9	86	470	6.1	5.0	109	*235	5.6	2.5	100				
KATE & ALLIE	C	16762	1285	11.3	7.7	113	872	11.3	5.2	113	380	9.0	2.3	90				
KNIGHT RIDER	N	13164	932	8.2	7.1	104	680	8.8	5.2	112	341	8.1	2.6	103				
LOVE BOAT	A	20400	1769	15.5	8.7	127	1003	13.0	4.9	107	535	12.7	2.6	104				
MAGNUM PI	C	22543	1694	14.8	7.5	110	1498	19.4	6.6	145	727	17.2	3.2	128				
MAMA'S FAMILY	N	9852	721	6.3	7.3	108	505	6.6	5.1	112	*311	7.4	3.2	126				
MASTER, THE	N	8082	718	6.3	8.9	131	515	6.7	6.4	139	*201	4.8	2.5	99				
MATT HOUSTON	A	12881	1081	9.5	8.4	123	740	9.6	5.7	125	295	7.0	2.3	91				
NBC MONDAY NIGHT MOVIE	N	23889	1748	15.3	7.3	108	1149	14.9	4.8	105	502	11.9	2.1	84				
NBC NIGHTLY NEWS	N	11156	789	6.9	7.1	104	457	5.9	4.1	89	220	5.2	2.0	78				
NBC NIGHTLY NEWS-SAT	N	7363	483	4.2	6.6	96	270	3.5	3.7	80	*187	4.4	2.5	101				
NBC NIGHTLY NEWS-SUN	N	6214	484	4.2	7.8	115	359	4.7	5.8	126	*210	5.0	3.4	134				
NBC SUNDAY NIGHT MOVIE	N	17590	1174	10.3	6.7	98	837	10.9	4.8	104	*419	9.9	2.4	95				
NEMHART	C	16740	1315	11.5	7.9	115	908	11.8	5.4	118	469	11.1	2.8	111				
ONE DAY AT A TIME	C	11820	744	6.5	6.3	93	426	5.5	3.6	78	*278	6.6	2.4	94				
PEOPLE ARE FUNNY	N	9138	640	5.6	7.0	103	432	5.6	4.7	103	*193	4.6	2.1	84				
REAL PEOPLE	N	15979	1207	10.6	7.6	111	777	10.1	4.9	106	419	9.9	2.6	104				
REMINGTON STEELE	N	14395	1090	9.6	7.6	111	772	10.0	5.4	117	475	11.3	3.3	131				
RIPLEY'S BELIEVE IT - NOT	A	11362	981	8.6	8.6	127	759	9.9	6.7	145	343	8.1	3.0	120				
RIPTIDE	N	13920	976	8.6	7.0	103	924	12.0	6.6	145	437	10.4	3.1	125				
SCARECROW & MRS. KING	C	17571	1398	12.3	8.0	117	934	12.1	5.3	116	481	11.4	2.7	109				
SIMON & SIMON	C	20208	1533	13.4	7.6	112	1119	14.5	5.5	121	663	15.7	3.3	131				
60 MINUTES	C	27668	2105	18.5	7.6	112	1442	18.7	5.2	113	795	18.9	2.9	114				
ST. ELSEWHERE	N	13699	1137	10.0	8.3	122	801	10.4	5.8	127	441	10.5	3.2	128				
THREE'S COMPANY	A	20632	1349	11.8	6.5	96	977	12.7	4.7	103	500	11.9	2.4	96				
T.J. HOOKER	A	17136	1179	10.3	6.9	101	863	11.2	5.0	110	459	10.9	2.7	107				
TONIGHT SHOW	N	4963	472	4.1	9.5	140	258	3.3	5.2	113	193	4.6	3.9	155				
TRAPPER JOHN, M.D.	C	16332	1137	10.0	7.0	102	693	9.0	4.2	92	327	7.8	2.0	80				
TV BLOOPERS & PRAC. JOKES	N	18881	1232	10.8	6.5	96	955	12.4	5.1	110	373	8.8	2.0	79				
20/20	A	18315	1236	10.8	6.7	99	871	11.3	4.8	104	465	11.0	2.5	101				
WEBSTER	A	18722	1355	11.9	7.2	106	877	11.4	4.7	102	550	13.0	2.9	117				
WORLD NEWS - SUN	A	5327	364	3.2	6.8	100	315	4.1	5.9	129	**156	3.7	2.9	117				
YELLOW ROSE	N	8370	684	6.0	8.2	120	408	5.3	4.9	106	*249	5.9	3.0	118				
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2140	18.8	8.3	122	1471	19.1	5.7	124	682	16.2	2.6	105				
BASKETBALL - COLLEGE GAMES		14468	1430	12.5	9.9	145	879	11.4	6.1	132	*466	11.1	3.2	128				
BASKETBALL - PRO GAMES		12124	1109	9.7	9.1	134	785	10.2	6.5	141	*411	9.8	3.4	135				
BOWLING		9412	900	7.9	9.6	141	*620	8.0	6.6	143	*389	9.2	4.1	164				
BOXING		15409	1280	11.2	8.3	122	1154	15.0	7.5	163	*375	8.9	2.4	97				
FOOTBALL - COLLEGE GAMES		21400	1787	15.7	8.4	123	1408	18.1										

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PACKAGED DRY DOG FOOD

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-54

		'000	%	UNWEIGHTED
4A. DO YOU OR THER MEMBERS OF YOUR HOUSEHOLD USE IT TO FEED YOUR DOG(S)?				
YES	49520	29.5	4929	
NO	14502	8.6	1441	

IF YES

4B. WHO DECIDES WHICH BRANDS ARE USED?
(MARK AS MANY AS APPLY)

YOURSELF	29059	17.3	2989
YOUR HUSBAND/WIFE	16915	10.1	1751
OTHER MALE	4494	2.7	324
OTHER FEMALE	4993	3.0	362
DO NOT KNOW	2786	1.7	291

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
4C. WHICH BRANDS ARE USED?									
ALAMO	1740	1.0	351	.2	914	.5	476	.3	161
ALPO BEEF FLAVORED DINNER	4280	2.6	761	.5	2541	1.5	979	.6	453
COME'N GET IT	4520	2.7	828	.5	2515	1.5	1177	.7	481
CYCLE	4481	2.7	1307	.8	2253	1.3	921	.5	442
FRISKIES	1979	1.2	345	.2	1154	.7	481	.3	202
GAINES GRAVY TRAIN	8104	4.8	1714	1.0	4684	2.8	1706	1.0	777
OTHER GAINES	1468	.9	295	.2	882	.5	291	.2	149
JIM DANDY	1739	1.0	541	.3	968	.6	230	.1	142
KAL-KAN MEALTIME	3425	2.0	617	.4	1914	1.1	894	.5	305
KEN-L RATION KIBBLES 'N BITS	4609	2.7	639	.4	2142	1.3	1828	1.1	458
KEN-L RATION MEAL	562	.3	99	.1	238	.1	226	.1	61
KEN-L RATION TENDER CHUNKS	4078	2.4	780	.5	1885	1.1	1414	.8	377
OTHER KEN-L RATION	721	.4	190	.1	362	.2	169	.1	71
PURINA BUTCHERS BLEND	2718	1.6	183	.1	1427	.9	1108	.7	280
PURINA CHUCK WAGON	3288	2.0	293	.2	1591	.9	1404	.8	325
PURINA DOG CHOW	9044	5.4	3408	2.0	3887	2.3	1749	1.0	924
PURINA FIT & TRIM	1785	1.1	322	.2	810	.5	654	.4	222
PURINA HERO	384	.2	8	*	291	.2	85	.1	45
PURINA HIGH PROTEIN MEAL	3887	2.3	1260	.8	1836	1.1	791	.5	407
PURINA HOME STYLE BLEND	438	.3	74	*	276	.2	88	.1	52
PURINA MAINSTAY	1193	.7	70	*	681	.4	443	.3	132
PURINA MOIST & CHUNKY	2492	1.5	223	.1	1398	.8	872	.5	266
PURINA NEW BREED	1292	.8	82	*	589	.4	621	.4	147
PURINA PRAISE	1565	.9	173	.1	798	.5	594	.4	163
PURINA PUPPY CHOW	5720	3.4	2113	1.3	2647	1.6	960	.6	550
OTHER PURINA	1031	.6	278	.2	510	.3	243	.1	110
VETS	746	.4	154	.1	469	.3	124	.1	72
WAYNE SOLO	718	.4	301	.2	186	.1	231	.1	68
OTHER BRANDS	17137	10.2	10193	6.1	4475	2.7	2469	1.5	1652
DO NOT KNOW	537	.3							58

PACKAGED DRY DOG FOOD (CONTINUED)

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-54

		'000	%	UNWEIGHTED
4D. ABOUT HOW MANY POUNDS OF PACKAGED DRY DOG FOOD WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
50 OR MORE	H	9615	5.7	897
40 - 49	H	2737	1.6	294
30 - 39	H	3870	2.3	366
25 - 29	H	6925	4.1	650
20 - 24	M	5005	3.0	506
15 - 19	M	3385	2.0	362
10 - 14	M	6005	3.6	611
5 - 9	L	5721	3.4	593
1 - 4	L	5336	3.2	545
NONE	L	923	.6	105

MIXING DOG FOOD TYPES

5. HOW OFTEN DO YOU SERVE DIFFERENT FORMS OF COMMERCIAL DOG FOOD, SUCH AS DRY AND CANNED OR DRY AND MOIST IN THE SAME MEAL TO THE SAME DOG?				
ALL OF THE TIME		6769	4.0	737
MOST OF THE TIME		5822	3.5	626
SOME OF THE TIME		8570	5.1	838
RARELY		8387	5.0	828
NEVER		28927	17.2	2791
DO NOT KNOW		5546	3.3	550

	TOTAL	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
	U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	49520	100.0	29.5	100	23146	100.0	13.8	100	14394	100.0	8.6	100	11979	100.0	7.1	100
MALES	79263	23234	46.9	29.3	99	11270	48.7	14.2	103	6792	47.2	8.6	100	5173	43.2	6.5	91
FEMALES	88464	26285	53.1	29.7	101	11877	51.3	13.4	97	7602	52.8	8.6	100	6806	56.8	7.7	108
18 - 24	28671	8236	16.6	28.7	97	4264	18.4	14.9	108	2064	14.3	7.2	84	1908	15.9	6.7	93
25 - 34	39536	12306	24.9	31.1	105	6166	26.6	15.6	113	3551	24.7	9.0	105	2589	21.6	6.5	92
35 - 44	28978	10971	22.2	37.9	128	5217	22.5	18.0	130	3417	23.7	11.8	137	2336	19.5	8.1	113
45 - 54	22345	7528	15.2	33.7	114	3283	14.2	14.7	106	2275	15.8	10.2	119	1970	16.4	8.8	123
55 - 64	22224	6018	12.2	27.1	92	2512	10.9	11.3	82	1766	12.3	7.9	93	1740	14.5	7.8	110
65 OR OLDER	25973	4462	9.0	17.2	58	1704	7.4	6.6	48	1322	9.2	5.1	59	1436	12.0	5.5	77
18 - 34	68207	20541	41.5	30.1	102	10430	45.1	15.3	111	5614	39.0	8.2	96	4497	37.5	6.6	96
18 - 49	108058	35304	71.3	32.7	111	17464	75.5	16.2	117	10078	70.0	9.3	109	7762	64.8	7.2	101
25 - 54	90859	30805	62.2	33.9	115	14666	63.4	16.1	117	9243	64.2	10.2	119	6896	57.6	7.6	106
35 - 49	39851	14762	29.8	37.0	125	7034	30.4	17.7	128	4464	31.0	11.2	131	3265	27.3	8.2	115
50 OR OLDER	59669	14216	28.7	23.8	81	5683	24.6	9.5	69	4316	30.0	7.2	84	4217	35.2	7.1	95
GRADUATED COLLEGE	28091	7669	15.5	27.3	92	3349	14.5	11.9	86	2491	17.3	8.9	103	1828	15.3	6.5	91
ATTENDED COLLEGE	28938	9289	18.8	32.1	109	4043	17.5	14.0	101	2997	20.8	10.4	121	2250	18.8	7.8	109
GRADUATED HIGH SCHOOL	65503	21552	43.5	32.9	111	10509	45.4	16.0	116	5893	40.9	9.0	105	5150	43.0	7.9	110
DID NOT GRADUATE HIGH SCHOOL	45195	11010	22.2	24.4	83	5245	22.7	11.6	84	3013	20.9	6.7	78	2752	23.0	6.1	85
EMPLOYED MALES	56429	17670	35.7	31.3	106	8678	37.5	15.4	111	5173	35.9	9.2	107	3819	31.9	6.8	95
EMPLOYED FEMALES	43971	14228	28.7	32.4	110	6386	27.6	14.5	105	4116	28.6	9.4	109	3725	31.1	8.5	115
EMPLOYED FULL-TIME	87773	27535	55.6	31.4	106	13194	57.0	15.0	109	8049	55.9	9.2	107	6292	52.5	7.2	100
EMPLOYED PART-TIME	12627	4362	8.8	34.5	117	1870	8.1	14.8	107	1241	8.6	9.8	115	1252	10.5	9.9	135
NOT EMPLOYED	67327	17622	35.6	26.2	89	8083	34.9	12.0	87	5104	35.5	7.6	88	4435	37.0	6.6	92
PROFESSIONAL/MANAGER	25845	7365	14.9	28.5	97	3270	14.1	12.7	92	2431	16.9	9.4	110	1664	13.9	6.4	90
TECH/CLERICAL/SALES	38095	10231	20.7	33.1	112	4597	19.9	14.9	108	3021	21.0	9.8	114	2613	21.8	8.5	118
PRECISION/CRAFT	12629	4385	8.9	34.7	118	2267	9.8	18.0	130	1230	8.5	9.7	113	888	7.4	7.0	98
OTHER EMPLOYED	31031	9917	20.0	32.0	108	4929	21.3	15.9	115	2608	18.1	8.4	98	2380	19.9	7.7	107
SINGLE	35557	8901	18.0	25.0	85	4381	18.9	12.3	89	2217	15.4	6.2	73	2304	19.2	6.5	90
MARRIED	103585	34723	70.1	33.5	114	16108	69.6	15.6	113	10452	72.6	10.1	118	8163	68.1	7.9	110
DIVORCED/SEPARATED/WIDOWED	28585	5896	11.9	20.6	70	2658	11.5	9.3	67	1725	12.0	6.0	70	1513	12.6	5.3	74
PARENTS	59295	21621	43.7	36.5	124	10232	44.2	17.3	125	6954	48.3	11.7	137	4435	37.0	7.5	105
WHITE	146081	44867	90.6	30.7	104	21003	90.7	14.4	104	12951	90.0	8.9	103	10913	91.1	7.5	105
BLACK	17974	3519	7.1	19.6	66	1561	6.7	8.7	63	1070	7.4	6.0	69	888	7.4	4.9	65
OTHER	3672	*1134	2.3	30.9	105	*583	2.5	15.9	115	**373	2.6	10.2	118	**179	1.5	4.9	65
NORTHEAST-CENSUS	37005	8798	17.8	23.8	81	3570	15.4	9.6	70	2826	19.6	7.6	89	2402	20.1	6.5	90
NORTH CENTRAL	42642	14656	29.6	34.4	116	6732	29.1	15.8	114	4374	30.4	10.3	120	3550	29.6	8.3	117
SOUTH	56777	15576	31.5	27.4	93	7411	32.0	13.1	95	4449	30.9	7.8	91	3715	31.0	6.5	92
WEST	31303	10490	21.2	33.5	114	5434	23.5	17.4	126	2745	19.1	8.8	102	2311	19.3	7.4	103
NORTHEAST-MKTG.	38125	8487	17.1	22.3	75	3531	15.3	9.3	67	2626	18.2	6.9	80	2331	19.5	6.1	80
EAST CENTRAL	24794	8092	16.3	32.6	111	3498	15.1	14.1	102	2550	17.7	10.3	120	2045	17.1	8.2	115
WEST CENTRAL	28511	10243	20.7	35.9	122	5018	21.7	17.6	128	2871	19.9	10.1	117	2354	19.7	8.3	110
SOUTH	48953	13910	28.1	28.4	96	6712	29.0	13.7	99	3992	27.7	8.2	95	3206	26.8	6.5	90
PACIFIC	27344	8787	17.7	32.1	109	4388	19.0	16.0	116	2356	16.4	8.6	100	2044	17.1	7.5	105
COUNTY SIZE A	69301	18261	36.9	26.4	89	8060	34.8	11.6	84	5281	36.7	7.6	89	4920	41.1	7.1	90
COUNTY SIZE B	50633	15320	30.9	30.3	102	7025	30.4	13.9	101	4740	32.9	9.4	109	3555	29.7	7.0	90
COUNTY SIZE C	26259	8777	17.7	33.4	113	4590	19.8	17.5	127	2390	16.6	9.1	106	1797	15.0	6.8	90
COUNTY SIZE D	21534	7162	14.5	33.3	113	3471	15.0	16.1	117	1983	13.8	9.2	107	1708	14.3	7.9	111
METRO CENTRAL CITY	50014	11957	24.1	23.9	81	5416	23.4	10.8	78	3870	26.9	7.7	90	2671	22.3	5.3	75
METRO SUBURBAN	76832	24293	49.1	31.6	107	11187	48.3	14.6	106	6904	48.0	9.0	105	6203	51.8	8.1	110
NON METRO	40881	13270	26.8	32.5	110	6544	28.3	16.0	116	3620	25.1	8.9	103	3106	25.9	7.6	100
TOP 5 ADI'S	39550	9744	19.7	24.6	83	4244	18.3	10.7	78	2657	18.5	6.7	78	2843	23.7	7.2	100
TOP 10 ADI'S	54877	13537	27.3	24.7	84	5740	24.8	10.5	76	3983	27.7	7.3	85	3815	31.8	7.0	90
TOP 20 ADI'S	77516	20574	41.5	26.5	90	9050	39.1	11.7	85	6016	41.8	7.8	90	5508	46.0	7.1	90
HSULD INC. \$50,000 OR MORE	17257	6258	12.6	36.3	123	2851	12.3	16.5	120	1881	13.1	10.9	127	1526	12.7	8.8	121
\$40,000 OR MORE	33235	11681	23.6	35.1	119	5655	24.4	17.0	123	3317	23.0	10.0	116	2709	22.6	8.2	111
\$30,000 OR MORE	59693	20857	42.1	34.9	118	9725	42.0	16.3	118	6345	44.1	10.6	124	4786	40.0	8.0	111
\$25,000 OR MORE	76275	25974	52.5	34.1	115	12010	51.9	15.7	114	7770	54.0	10.2	119	6194	51.7	8.1	111
\$20,000 - \$24,999	18607	5893	11.9	31.7	107	2878	12.4	15.5	112	1766	12.3	9.5	111	1249	10.4	6.7	90
\$15,000 - \$19,999	17175	4837	9.8	28.2	95	2298	9.9	13.4	97	1252	8.7	7.3	85	1288	10.8	7.5	100
\$10,000 - \$14,999	24569	6356	12.8	25.9	88	3125	13.5	12.7	92	1681	11.7	6.8	80	1550	12.9	6.3	80
UNDER \$10,000	31101	6459	13.0	20.8	70	2836	12.3	9.1	66	1925	13.4	6.2	72	1698	14.2	5.5	70
HOUSEHOLD</																	

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS		167727	49520	100.0	29.5	100	23146	100.0	13.8	100	14394	100.0	8.6	100	11979	100.0	7.1	100
MAGAZINES	QUINTILE 1	34022	11209	22.6	32.9	112	5086	22.0	14.9	108	3479	24.2	10.2	119	2645	22.1	7.8	109
	QUINTILE 2	34800	10814	21.8	31.1	105	5158	22.3	14.8	107	2914	20.2	8.4	98	2743	22.9	7.9	110
	QUINTILE 3	30514	8860	17.9	29.0	98	4242	18.3	13.9	101	2508	17.4	8.2	96	2110	17.6	6.9	97
	QUINTILE 4	33324	10274	20.7	30.8	104	4884	21.1	14.7	106	3133	21.8	9.4	110	2257	18.8	6.8	95
	QUINTILE 5	35066	8363	16.9	23.8	81	3778	16.3	10.8	78	2361	16.4	6.7	78	2224	18.6	6.3	89
NEWSPAPERS	QUINTILE 1	29107	9092	18.4	31.2	106	4008	17.3	13.8	100	2792	19.4	9.6	112	2293	19.1	7.9	110
	QUINTILE 2	49095	14509	29.3	29.6	100	6578	28.4	13.4	97	4219	29.3	8.6	100	3712	31.0	7.6	106
	QUINTILE 3	23107	6986	14.1	30.2	102	3192	13.8	13.8	100	2081	14.5	9.0	105	1712	14.3	7.4	104
	QUINTILE 4	33556	9875	19.9	29.4	100	4675	20.2	13.9	101	2850	19.8	8.5	99	2350	19.6	7.0	98
	QUINTILE 5	32863	9059	18.3	27.6	93	4694	20.3	14.3	104	2452	17.0	7.5	87	1913	16.0	5.8	82
OUTDOOR	QUINTILE 1	33431	10328	20.9	30.9	105	4756	20.5	14.2	103	3008	20.9	9.0	105	2564	21.4	7.7	107
	QUINTILE 2	33478	9676	19.5	28.9	98	4583	19.8	13.7	99	2818	19.6	8.4	98	2275	19.0	6.8	95
	QUINTILE 3	33574	9725	19.6	29.0	98	4433	19.2	13.2	96	3147	21.9	9.4	109	2145	17.9	6.4	89
	QUINTILE 4	33935	10291	20.8	30.3	103	4887	21.1	14.4	104	2873	20.0	8.5	99	2531	21.1	7.5	104
	QUINTILE 5	33310	9499	19.2	28.5	97	4487	19.4	13.5	98	2549	17.7	7.7	89	2464	20.6	7.4	104
RADIO-DRIVE TIME	QUINTILE 1	33136	10863	21.9	32.8	111	5250	22.7	15.8	115	3242	22.5	9.8	114	2371	19.8	7.2	100
	QUINTILE 2	31658	9477	19.1	29.9	101	4612	19.9	14.6	106	2473	17.2	7.8	91	2392	20.0	7.6	106
	QUINTILE 3	32541	9869	19.9	30.3	103	4591	19.8	14.1	102	2747	19.1	8.4	98	2532	21.1	7.8	109
	QUINTILE 4	34247	10091	20.4	29.5	100	4673	20.2	13.6	99	3124	21.7	9.1	106	2295	19.2	6.7	94
	QUINTILE 5	36144	9218	18.6	25.5	86	4021	17.4	11.1	81	2808	19.5	7.8	91	2390	20.0	6.6	93
RADIO-MID- DAY	TERCILE 1	45037	14098	28.5	31.3	106	6587	28.5	14.6	106	4149	28.8	9.2	107	3362	28.1	7.5	105
	TERCILE 2	44819	13026	26.3	29.1	98	6108	26.4	13.6	99	3830	26.6	8.5	100	3088	25.8	6.9	96
	TERCILE 3	77872	22396	45.2	28.8	97	10451	45.2	13.4	97	6415	44.6	8.2	96	5529	46.2	7.1	99
RADIO-TOTAL	QUINTILE 1	33763	11036	22.3	32.7	111	5226	22.6	15.5	112	3237	22.5	9.6	112	2573	21.5	7.6	107
	QUINTILE 2	33240	9862	19.9	29.7	100	4836	20.9	14.5	105	2536	17.6	7.6	89	2490	20.8	7.5	105
	QUINTILE 3	33408	10030	20.3	30.0	102	4623	20.0	13.8	100	2987	20.8	8.9	104	2419	20.2	7.2	101
	QUINTILE 4	34792	9991	20.2	28.7	97	4627	20.0	13.3	96	2931	20.4	8.4	98	2433	20.3	7.0	98
	QUINTILE 5	32524	8601	17.4	26.4	90	3835	16.6	11.8	85	2702	18.8	8.3	97	2064	17.2	6.3	89
TV-PRIME TIME	QUINTILE 1	33090	9589	19.4	29.0	98	4528	19.6	13.7	99	2648	18.4	8.0	93	2413	20.1	7.3	102
	QUINTILE 2	33357	10027	20.2	30.1	102	5018	21.7	15.0	109	2898	20.1	8.7	101	2111	17.6	6.3	89
	QUINTILE 3	33980	10577	21.4	31.1	105	5028	21.7	14.8	107	3037	21.1	8.9	104	2512	21.0	7.4	104
	QUINTILE 4	33854	9537	19.3	28.2	95	4011	17.3	11.8	86	2834	19.7	8.4	98	2693	22.5	8.0	111
	QUINTILE 5	33444	9789	19.8	29.3	99	4563	19.7	13.6	99	2976	20.7	8.9	104	2250	18.8	6.7	94
TV-DAYTIME	TERCILE 1	49121	13239	26.7	27.0	91	6186	26.7	12.6	91	3988	27.7	8.1	95	3065	25.6	6.2	87
	TERCILE 2	48823	14191	28.7	29.1	98	6918	29.9	14.2	103	4056	28.2	8.3	97	3217	26.9	6.6	92
	TERCILE 3	69782	22089	44.6	31.7	107	10043	43.4	14.4	104	6350	44.1	9.1	106	5697	47.6	8.2	114
TV-TOTAL	QUINTILE 1	33584	9132	18.4	27.2	92	4585	19.8	13.7	99	2446	17.0	7.3	85	2100	17.5	6.3	88
	QUINTILE 2	33441	9949	20.1	29.8	101	4569	19.7	13.7	99	3074	21.4	9.2	107	2307	19.3	6.9	97
	QUINTILE 3	33505	9611	19.4	28.7	97	4444	19.2	13.3	96	2804	19.5	8.4	98	2363	19.7	7.1	99
	QUINTILE 4	33466	10318	20.8	30.8	104	4826	20.9	14.4	104	2850	19.8	8.5	99	2642	22.1	7.9	111
	QUINTILE 5	33731	10510	21.2	31.2	106	4723	20.4	14.0	101	3219	22.4	9.5	111	2567	21.4	7.6	107
MAGAZINES-NEWSPAPERS: DUAL		44503	14029	28.3	31.5	107	6182	26.7	13.9	101	4078	28.3	9.2	107	3769	31.5	8.5	119
MAGAZINE IMPERATIVE		39363	12294	24.8	31.2	106	6167	26.6	15.7	114	3490	24.2	8.9	103	2637	22.0	6.7	94
NEWSPAPER IMPERATIVE		46441	13145	26.5	28.3	96	6019	26.0	13.0	94	3929	27.3	8.5	99	3197	26.7	6.9	96
MAGAZINES-OUTDOOR: DUAL		33726	10558	21.3	31.3	106	4890	21.1	14.5	105	3089	21.5	9.2	107	2579	21.5	7.6	107
MAGAZINE IMPERATIVE		52846	16597	33.5	31.4	106	7836	33.9	14.8	107	4863	33.8	9.2	107	3898	32.5	7.4	103
OUTDOOR IMPERATIVE		52140	14517	29.3	27.8	94	6815	29.4	13.1	95	4375	30.4	8.4	98	3327	27.8	6.4	89
MAGAZINES-RADIO: DUAL		37081	12199	24.6	32.9	111	5723	24.7	15.4	112	3456	24.0	9.3	109	3021	25.2	8.1	114
MAGAZINE IMPERATIVE		49747	14949	30.2	30.1	102	6786	29.3	13.6	99	4472	31.1	9.0	105	3691	30.8	7.4	104
RADIO IMPERATIVE		49208	14513	29.3	29.5	100	7026	30.4	14.3	103	4154	28.9	8.4	98	3333	27.8	6.8	95
MAGAZINES-TELEVISION: DUAL		33103	10196	20.6	30.8	104	4790	20.7	14.5	105	3018	21.0	9.1	106	2388	19.9	7.2	101
MAGAZINE IMPERATIVE		54575	17398	35.1	31.9	108	8087	34.9	14.8	107	4997	34.7	9.2	107	4313	36.0	7.9	111
TELEVISION IMPERATIVE		53249	14103	28.5	26.5	90	6795	29.4	12.8	92	3981	27.7	7.5	87	3327	27.8	6.2	87
NEWSPAPERS-OUTDOOR: DUAL		36255	11017	22.2	30.4	103	5049	21.8	13.9	101	3253	22.6	9.0	105	2714	22.7	7.5	105
NEWSPAPER IMPERATIVE		55591	16694	33.7	30.0	102	7375	31.9	13.3	96	5150	35.8	9.3	108	4169	34.8	7.5	105
OUTDOOR IMPERATIVE		48319	13795	27.9	28.5	97	6756	29.2	14.0	101	4051	28.1	8.4	98	2987	24.9	6.2	87
NEWSPAPERS-RADIO: DUAL		37242	11571	23.4	31.1	105	5678	24.5	15.2	110	3037	21.1	8.2	95	2857	23.9	7.7	107
NEWSPAPER IMPERATIVE		54423	15846	32.0	29.1	99	6738	29.1	12.4	90	5119	35.6	9.4	110	3989	33.3	7.3	103
RADIO IMPERATIVE		46650	14229	28.7	30.5	103	6868	29.7	14.7	107	4092	28.4	8.8	102	3268	27.3	7.0	98
NEWSPAPERS-TELEVISION: DUAL		35974	10236	20.7	28.5	96	4615	19.9	12.8	93	3119	21.7	8.7	101	2502	20.9	7.0	97
NEWSPAPER IMPERATIVE		56095	17422	35.2	31.1	105	7835	33.9	14.0	101	5070	35.2	9.0	105	4517	37.7	8.1	113
TELEVISION IMPERATIVE		47170	13355	27.0	28.3	96	6750	29.2	14.3	104	3711	25.8	7.9	92	2893	24.2	6.1	86
OUTDOOR-RADIO: DUAL		33748	10317	20.8	30.6													

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	49520	100.0	29.5	100	23146	100.0	13.8	100	14394	100.0	8.6	100	11979	100.0	7.1	100
ATLANTIC MONTHLY	867	*239	0.5	27.6	93	**91	0.4	10.5	76	**63	0.4	7.3	85	**85	0.7	9.8	137
BARRON'S	1580	488	1.0	30.9	105	*219	0.9	13.9	100	**129	0.9	8.2	95	**141	1.2	8.9	125
BETTER HOMES & GARDENS	22203	7369	14.9	33.2	112	3163	13.7	14.2	103	2384	16.6	10.7	125	1822	15.2	8.2	115
BON APPETIT	3810	1182	2.4	31.0	105	587	2.5	15.4	112	275	1.9	7.2	84	321	2.7	8.4	118
BUSINESS WEEK	4663	1273	2.6	27.3	92	655	2.8	14.0	102	294	2.0	6.3	73	323	2.7	6.9	97
CAR AND DRIVER	3102	834	1.7	26.9	91	396	1.7	12.8	93	*201	1.4	6.5	76	*237	2.0	7.6	107
CBS MAGAZINE NETWORK (GROSS)	7311	2347	4.7	32.1	109	1222	5.3	16.7	121	692	4.8	9.5	110	433	3.6	5.9	83
CHANGING TIMES	3400	881	1.8	25.9	88	369	1.6	10.9	79	285	2.0	8.4	98	*227	1.9	6.7	93
COLONIAL HOMES	1796	521	1.1	29.0	98	*216	0.9	12.0	87	*172	1.2	9.6	112	**133	1.1	7.4	104
CONDE NAST MAG. PKG. (GROSS)	19924	5999	12.1	30.1	102	2670	11.5	13.4	97	1684	11.7	8.5	98	1644	13.7	8.3	116
CONSUMERS DIGEST	3125	1021	2.1	32.7	111	414	1.8	13.2	96	344	2.4	11.0	128	263	2.2	8.4	116
COSMOPOLITAN	10577	3253	6.6	30.8	104	1578	6.8	14.9	108	804	5.6	7.6	89	872	7.3	8.2	115
COUNTRY LIVING	3746	1324	2.7	35.3	120	513	2.2	13.7	99	344	2.4	9.2	107	467	3.9	12.5	175
CUISINE	2214	673	1.4	30.4	103	225	1.0	10.2	74	*232	1.6	10.5	122	*215	1.8	9.7	136
CYCLE WORLD	2394	878	1.8	36.7	124	525	2.3	21.9	159	*235	1.6	9.8	114	**118	1.0	4.9	69
DCI:CREATIVE IDEAS FOR LIV	3068	938	1.9	30.6	104	367	1.6	12.0	87	*332	2.3	10.8	126	*239	2.0	7.8	105
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2797	5.6	29.3	99	1087	4.7	11.4	82	948	6.6	9.9	116	762	6.4	8.0	111
DISCOVER	2277	615	1.2	27.0	91	317	1.4	13.9	101	*174	1.2	7.6	89	**124	1.0	5.4	76
EBONY	7187	1433	2.9	19.9	68	714	3.1	9.9	72	352	2.4	4.9	57	367	3.1	5.1	75
ESQUIRE	2560	672	1.4	26.3	89	306	1.3	12.0	87	*191	1.3	7.5	87	*175	1.5	6.8	96
ESSENCE	3242	783	1.6	24.2	82	430	1.9	13.3	96	*183	1.3	5.6	66	*170	1.4	5.2	75
FAMILY CIRCLE	19639	6452	13.0	32.9	111	2941	12.7	15.0	109	1760	12.2	9.0	104	1751	14.6	8.9	125
THE FAMILY HANDYMAN	3540	1247	2.5	35.2	119	554	2.4	15.6	113	397	2.8	11.2	131	295	2.5	8.3	117
FAMILY WEEKLY	23924	8055	16.3	33.7	114	3802	16.4	15.9	115	2248	15.6	9.4	109	2006	16.7	8.4	117
FIELD & STREAM	9883	3840	7.8	38.9	132	2219	9.6	22.5	163	933	6.5	9.4	110	688	5.7	7.0	97
FOOD & WINE	1030	*239	0.5	23.2	79	**78	0.3	7.6	55	*71	0.5	6.9	80	**90	0.8	8.7	121
FORBES	2679	738	1.5	27.5	93	325	1.4	12.1	88	249	1.7	9.3	108	*164	1.4	6.0	85
FORTUNE	2931	873	1.8	29.8	101	390	1.7	13.3	96	*307	2.1	10.5	122	*177	1.5	6.0	85
GENTLEMEN'S QUARTERLY	3481	978	2.0	28.1	95	*372	1.6	10.7	77	*341	2.4	9.8	114	*265	2.2	7.6	107
GLAMOUR	7163	2245	4.5	31.3	106	1083	4.7	15.1	110	564	3.9	7.9	92	599	5.0	8.4	117
GOLF DIGEST	2355	695	1.4	29.5	100	*253	1.1	10.7	78	*240	1.7	10.2	119	*202	1.7	8.6	126
GOLF DIGEST/TENNIS (GROSS)	3610	1016	2.1	28.1	95	349	1.5	9.7	70	352	2.4	9.8	114	315	2.6	8.7	121
GOLF MAGAZINE	2046	567	1.1	27.7	94	*216	0.9	10.6	77	*229	1.6	11.2	130	**122	1.0	6.0	83
GOLF MAGAZINE/SKI (GROSS)	3547	974	2.0	27.5	93	405	1.7	11.4	83	338	2.3	9.5	111	*231	1.9	6.5	97
GOOD HOUSEKEEPING	20353	6637	13.4	32.6	110	3010	13.0	14.8	107	2161	15.0	10.6	124	1467	12.2	7.2	103
HARPER'S BAZAAR	3362	997	2.0	29.7	100	458	2.0	13.6	99	*329	2.3	9.8	114	*210	1.8	6.2	87
HEALTH	2987	1010	2.0	33.8	115	379	1.6	12.7	92	*357	2.5	12.0	139	*275	2.3	9.2	125
HEARST MAG CORP. BUY (GROSS)	67928	21782	44.0	32.1	109	9719	42.0	14.3	104	6569	45.6	9.7	113	5494	45.9	8.1	113
HEARST MAN POWER (GROSS)	11282	3942	8.0	34.9	118	1897	8.2	16.8	122	1061	7.4	9.4	110	985	8.2	8.7	121
HEARST WOMAN POWER (GROSS)	40514	12983	26.2	32.0	109	5887	25.4	14.5	105	3962	27.5	9.8	114	3134	26.2	7.7	107
HOUSE BEAUTIFUL	4885	1455	2.9	29.8	101	572	2.5	11.7	85	535	3.7	11.0	128	348	2.9	7.1	106
INC.	1308	482	1.0	36.9	125	*242	1.0	18.5	134	*174	1.2	13.3	155	**66	0.6	5.0	77
JET	6498	1529	3.1	23.5	80	784	3.4	12.1	87	284	2.0	4.4	51	460	3.8	7.1	99
LADIES' HOME JOURNAL	14797	5081	10.3	34.3	116	2351	10.2	15.9	115	1436	10.0	9.7	113	1295	10.8	8.8	123
LHJ FAMILY GRP COMBO(GROSS)	21743	7497	15.1	34.5	117	3408	14.7	15.7	114	2218	15.4	10.2	119	1871	15.6	8.6	120
LIFE	9881	2988	6.0	30.2	102	1277	5.5	12.9	94	961	6.7	9.7	113	749	6.3	7.6	106
L.A. TIMES HOME MAGAZINE	2775	803	1.6	28.9	98	346	1.5	12.5	90	276	1.9	9.9	116	*181	1.5	6.5	99
MADEMOISELLE	4219	1284	2.6	30.4	103	493	2.1	11.7	85	399	2.8	9.5	110	391	3.3	9.3	131
MC CALL'S	16422	5465	11.0	33.3	113	2347	10.1	14.3	104	1727	12.0	10.5	123	1392	11.6	8.5	111
MC CALL'S/WRK MOTHER (GROSS)	17919	6015	12.1	33.6	114	2643	11.4	14.7	107	1829	12.7	10.2	119	1543	12.9	8.6	122
MECHANIX ILLUSTRATED	4433	1705	3.4	38.5	130	667	2.9	15.0	109	508	3.5	11.5	134	531	4.4	12.0	161
METROPOLITAN HOME	1504	354	0.7	23.5	80	*120	0.5	8.0	58	*76	0.5	5.1	59	*157	1.3	10.4	141
MONEY	4723	1394	2.8	29.5	100	582	2.5	12.3	89	429	3.0	9.1	106	383	3.2	8.1	111
MOTHER EARTH NEWS	2325	915	1.8	39.4	133	471	2.0	20.3	147	319	2.2	13.7	160	*125	1.0	5.4	75
MS.	1189	428	0.9	36.0	122	*173	0.7	14.6	105	**110	0.8	9.3	108	*145	1.2	12.2	171
NATIONAL ENQUIRER	18892	5770	11.7	30.5	103	2638	11.4	14.0	101	1642	11.4	8.7	101	1490	12.4	7.9	111
NATIONAL GEOGRAPHIC	22129	7282	14.7	32.9	111	3327	14.4	15.0	109	2265	15.7	10.2	119	1691	14.1	7.6	107
NATIONAL SUNDAY MAGAZINE PKG	103750	31298	63.2	30.2	102	14342	62.0	13.8	100	9309	64.7	9.0	105	7647	63.8	7.4	107
NATURAL HISTORY	1379	361	0.7	26.2	89	*190	0.8	13.8	100	*72	0.5	5.2	61	**99	0.8	7.2	107
NEW WOMAN	2289	755	1.5	33.0	112	*304	1.3	13.3	96	*239	1.7	10.4	122	*212	1.8	9.3	133
NEW YORK INCLUDING CUE	1088	*205	0.4	18.8	64	**55	0.2	5.1	37	**44	0.3	4.0	47	**106	0.9	9.7	131
THE NEW YORKER	2459	715	1.4	29.1	98	206	0.9	8.4	61	282	2.0	11.5	134	*226	1.9	9.2	121
NEWSWEEK	16527	4963	10.0	30.0	102	2201	9.5	13.3	97	1594	11.1	9.6	112	1168	9.8	7.1	99
THE N.Y. TIMES DAILY EDITION	2739	602	1.2	22.0	74	225	1.0	8.2	60	*164	1.1	6.0	70	*212	1.8	7.7	107
THE N.Y. TIMES MAGAZINE	4443	1055	2.1	23.7	80	462	2.0	10.4	75	242	1.7	5.4	63	350	2.9	7.9	110
OMNI	2799	751	1.5	26.8	91	345	1.5	12.3	89	*203	1.4	7.3	85	*204	1.7	7.3	107
ON CABLE	2209	649	1.3	29.4	100	*244	1.1	11.0	80	*246	1.7	11.1	130	*159	1.3	7.2	107
1001 HOME IDEAS	3959	1405	2.8	35.5	120	678	2.9	17.1	124	426	3.0	10.8	125	301	2.5	7.6	107
ORGANIC GARDENING	3111	1267	2.6	40.7	138	629	2.7	20.2	147	377	2.6	12.1	141	261	2.2	8.4	111
OUTDOOR LIFE	5024	2054	4.1	40.9	138	1163	5.0	23.1	168	493	3.4	9.8	114	399	3.3	7.9	111
PARADE MAGAZINE	51292	15149	30.6	29.5	100	6990	30.2	13.6	99	4642	32.2	9.1	105	3517	29.4	6.9	99

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION

**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	49520	100.0	29.5	100	23146	100.0	13.8	100	14394	100.0	8.6	100	11979	100.0	7.1	100
PARENTS	5298	1774	3.6	33.5	113	816	3.5	15.4	112	609	4.2	11.5	134	349	2.9	6.6	92
PENTHOUSE	5129	1573	3.2	30.7	104	831	3.6	16.2	117	453	3.1	8.8	103	289	2.4	5.6	79
PEOPLE	21070	6537	13.2	31.0	105	2965	12.8	14.1	102	1885	13.1	8.9	104	1687	14.1	8.0	112
PLAYBOY	10562	3333	6.7	31.6	107	1564	6.8	14.8	107	1020	7.1	9.7	113	749	6.3	7.1	99
POPULAR HOT RODDING	2498	875	1.8	35.0	119	491	2.1	19.7	142	*192	1.3	7.7	90	*192	1.6	7.7	108
POPULAR MECHANICS	5887	1973	4.0	33.5	114	857	3.7	14.6	105	628	4.4	10.7	124	488	4.1	8.3	116
POPULAR SCIENCE	4317	1383	2.8	32.0	109	680	2.9	15.8	114	346	2.4	8.0	93	357	3.0	8.3	116
PREVENTION	5792	1760	3.6	30.4	103	656	2.8	11.3	82	652	4.5	11.3	131	452	3.8	7.8	109
PSYCHOLOGY TODAY	3284	1064	2.1	32.4	110	500	2.2	15.2	110	317	2.2	9.7	112	*247	2.1	7.5	105
READER'S DIGEST	40046	12685	25.6	31.7	107	5611	24.2	14.0	102	3991	27.7	10.0	116	3083	25.7	7.7	108
REDBOOK	9584	3092	6.2	32.3	109	1300	5.6	13.6	98	997	6.9	10.4	121	796	6.6	8.3	116
ROAD & TRACK	2590	850	1.7	32.8	111	397	1.7	15.3	111	*288	2.0	11.1	130	*166	1.4	6.4	90
ROLLING STONE	3302	1029	2.1	31.2	106	476	2.1	14.4	104	337	2.3	10.2	119	*216	1.8	6.5	92
RUNNER'S WORLD	1229	348	0.7	28.3	96	**143	0.6	11.6	84	*175	1.2	14.2	166	*30	0.3	2.4	34
SATURDAY EVENING POST	2110	551	1.1	26.1	88	*220	1.0	10.4	76	*209	1.5	9.9	115	*122	1.0	5.8	81
SCIENCE 84	1543	459	0.9	29.7	101	*238	1.0	15.4	112	*137	1.0	8.9	103	**84	0.7	5.4	76
SCIENCE DIGEST	1747	467	0.9	26.7	91	*211	0.9	12.1	88	*77	0.5	4.4	51	*179	1.5	10.2	143
SCIENTIFIC AMERICAN	1994	606	1.2	30.4	103	282	1.2	14.1	102	*156	1.1	7.8	91	*168	1.4	8.4	118
SELF	3119	1050	2.1	33.7	114	469	2.0	15.0	109	*347	2.4	11.1	130	*235	2.0	7.5	105
SEVENTEEN	3923	1184	2.4	30.2	102	425	1.8	10.8	79	450	3.1	11.5	134	*309	2.6	7.9	110
SKI	1501	407	0.8	27.1	92	*189	0.8	12.6	91	*109	0.8	7.3	85	*109	0.9	7.3	102
SMITHSONIAN	5976	1759	3.6	29.4	100	792	3.4	13.3	96	498	3.5	8.3	97	469	3.9	7.8	110
SOAP OPERA DIGEST	4228	1224	2.5	28.9	98	603	2.6	14.3	103	*276	1.9	6.5	76	*345	2.9	8.2	114
SOUTHERN LIVING	6488	1859	3.8	28.7	97	720	3.1	11.1	80	616	4.3	9.5	111	523	4.4	8.1	113
SPORT	3500	1082	2.2	30.9	105	585	2.5	16.7	121	*241	1.7	6.9	80	*256	2.1	7.3	102
THE SPORTING NEWS	2456	865	1.7	35.2	119	379	1.6	15.4	112	*198	1.4	8.1	94	*288	2.4	11.7	164
SPORTS AFIELD	3648	1502	3.0	41.2	139	829	3.6	22.7	165	356	2.5	9.8	114	318	2.7	8.7	122
SPORTS ILLUSTRATED	14484	4602	9.3	31.8	108	2074	9.0	14.3	104	1235	8.6	8.5	99	1293	10.8	8.9	125
STAR	12661	3586	7.2	28.3	96	1736	7.5	13.7	99	994	6.9	7.9	91	856	7.1	6.8	95
SUNDAY	52799	14971	30.2	28.4	96	6811	29.4	12.9	93	4453	30.9	8.4	98	3707	30.9	7.0	98
SUNSET	3513	1303	2.6	37.1	126	520	2.2	14.8	107	483	3.4	13.7	160	*300	2.5	8.5	120
TV GUIDE	42766	12862	26.0	30.1	102	5995	25.9	14.0	102	3572	24.8	8.4	97	3295	27.5	7.7	108
TENNIS	1254	322	0.7	25.7	87	*95	0.4	7.6	55	*113	0.8	9.0	105	*113	0.9	9.0	126
TIME	22054	6421	13.0	29.1	99	2979	12.9	13.5	98	1893	13.2	8.6	100	1548	12.9	7.0	98
TOWN & COUNTRY	1555	334	0.7	21.5	73	*102	0.4	6.6	48	*126	0.9	8.1	94	*106	0.9	6.8	95
TRAVEL & LEISURE	2173	601	1.2	27.7	94	*192	0.8	8.8	64	*186	1.3	8.6	100	*223	1.9	10.3	144
TRUE STORY	4636	1568	3.2	33.8	115	868	3.8	18.7	136	446	3.1	9.6	112	*254	2.1	5.5	77
U.S. NEWS & WORLD REPORT	10353	3082	6.2	29.8	101	1400	6.0	13.5	98	987	6.9	9.5	111	695	5.8	6.7	94
USA TODAY	4994	1441	2.9	28.9	98	607	2.6	12.2	88	522	3.6	10.5	122	312	2.6	6.2	87
US	3528	1202	2.4	34.1	115	470	2.0	13.3	97	453	3.1	12.8	150	*279	2.3	7.9	111
VOGUE	5424	1420	2.9	26.2	89	626	2.7	11.5	84	374	2.6	6.9	80	419	3.5	7.7	108
HALL STREET JOURNAL	6292	1831	3.7	29.1	99	827	3.6	13.1	95	570	4.0	9.1	106	434	3.6	6.9	97
WEIGHT WATCHERS	2762	1030	2.1	37.3	126	496	2.1	18.0	130	282	2.0	10.2	119	*253	2.1	9.2	128
WOMAN'S DAY	16320	5334	10.8	32.7	111	2349	10.1	14.4	104	1598	11.1	9.8	114	1387	11.6	8.5	119
WORKING MOTHER	1496	550	1.1	36.8	125	*297	1.3	19.9	144	*103	0.7	6.9	80	*150	1.3	10.0	140
WORKING WOMAN	1851	507	1.0	27.4	93	*195	0.8	10.5	76	*150	1.0	8.1	94	*162	1.4	8.8	123
WORLD TENNIS	580	*170	0.3	29.3	99	*60	0.3	10.3	75	*68	0.5	11.7	137	*42	0.4	7.2	101
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3779	7.6	30.4	103	1661	7.2	13.4	97	1143	7.9	9.2	107	975	8.1	7.9	110
BLAIR INSERTS	91671	26827	54.2	29.3	99	12319	53.2	13.4	97	8087	56.2	8.8	103	6421	53.6	7.0	98
DAILY NEWSPAPERS																	
READ ANY	109190	32755	66.1	30.0	102	14828	64.1	13.6	98	9623	66.9	8.8	103	8304	69.3	7.6	106
READ ONE	89587	26686	53.9	29.8	101	12161	52.5	13.6	98	7804	54.2	8.7	102	6721	56.1	7.5	105
READ TWO OR MORE	19602	6069	12.3	31.0	105	2667	11.5	13.6	99	1820	12.6	9.3	108	1582	13.2	8.1	113
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	32915	66.5	30.0	102	15121	65.3	13.8	100	9679	67.2	8.8	103	8116	67.8	7.4	104
READ ONE	95074	28080	56.7	29.5	100	13059	56.4	13.7	100	8250	57.3	8.7	101	6771	56.5	7.1	100
READ TWO OR MORE	14588	4836	9.8	33.2	112	2062	8.9	14.1	102	1429	9.9	9.8	114	1345	11.2	9.2	129
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.27				29.77				27.98				29.86			
30 DAY REACH	149706	44076	89.0	29.4	100	20462	88.4	13.7	99	12946	89.9	8.6	101	10667	89.0	7.1	100
50 SHWG - 30 DAY AV FREQ	15.16	15.36				15.47				14.69				15.97			
30 DAY REACH	142406	42048	84.9	29.5	100	19719	85.2	13.8	100	12343	85.8	8.7	101	9987	83.4	7.0	98
25 SHWG - 30 DAY AV FREQ	8.23	8.28				8.37				7.86				8.61			
30 DAY REACH	131152	38995	78.7	29.7	101	18222	78.7	13.9	101	11498	79.9	8.8	102	9276	77.4	7.1	99
CABLE TV: HOME WIRED	66879	20720	41.8	31.0	105	8638	37.3	12.9	94	6464	44.9	9.7	113	5619	46.9	8.4	118
HOME NOT WIRED	100848	28799	58.2	28.6	97	14509	62.7	14.4	104	7930	55.1	7.9	92	6360	53.1	6.3	88
HAVE PAY CABLE	35024	12058	24.3	34.4	117	5377	23.2	15.4	111	3570	24.8	10.2	119	3111	26.0	8.9	124

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	49520	100.0	29.5	100	23146	100.0	13.8	100	14394	100.0	8.6	100	11979	100.0	7.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	30035	60.7	31.4	106	14269	61.6	14.9	108	8577	59.6	9.0	105	7190	60.0	7.5	105
10:00 AM - 3:00 PM	63599	19516	39.4	30.7	104	9203	39.8	14.5	105	5723	39.8	9.0	105	4590	38.3	7.2	101
3:00 PM - 7:00 PM	72097	22165	44.8	30.7	104	10554	45.6	14.6	106	6293	43.7	8.7	102	5317	44.4	7.4	103
7:00 PM - MIDNIGHT	36670	11020	22.3	30.1	102	5387	23.3	14.7	106	3023	21.0	8.2	96	2610	21.8	7.1	100
MIDNIGHT - 6:00 AM	21908	7414	15.0	33.8	115	3557	15.4	16.2	118	2210	15.4	10.1	118	1647	13.7	7.5	105
6:00 AM - MIDNIGHT	127571	39093	78.9	30.6	104	18610	80.4	14.6	106	11174	77.6	8.8	102	9304	77.7	7.3	102
ENTIRE DAY	129239	39537	79.8	30.6	104	18795	81.2	14.5	105	11306	78.5	8.7	102	9436	78.8	7.3	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	10663	21.5	31.4	106	5027	21.7	14.8	107	3052	21.2	9.0	105	2583	21.6	7.6	106
ALL NEWS	8062	1521	3.1	25.1	85	670	2.9	11.1	80	371	2.6	6.1	71	481	4.0	7.9	111
AOR/PROGRESSIVE	11884	3530	7.1	29.7	101	1634	7.1	13.7	100	1015	7.1	8.5	100	881	7.4	7.4	104
BEAUTIFUL MUSIC	11180	3316	6.7	29.7	100	1669	7.2	14.9	108	910	6.3	8.1	95	736	6.1	6.6	92
BLACK	4534	983	2.0	21.7	73	526	2.3	11.6	84	239	1.7	5.3	61	*217	1.8	4.8	67
CLASSICAL	3857	1046	2.1	27.1	92	406	1.8	10.5	76	289	2.0	7.5	87	352	2.9	9.1	128
CHR/ROCK	21946	7344	14.8	33.5	113	3546	15.3	16.2	117	1934	13.4	8.8	103	1864	15.6	8.5	119
COUNTRY	27262	9116	18.4	33.4	113	4515	19.5	16.6	120	2684	18.6	9.8	115	1916	16.0	7.0	108
GOLDEN OLDIES	3339	930	1.9	27.9	94	462	2.0	13.8	100	*259	1.8	7.8	90	*210	1.8	6.3	88
MOR/NOSTALGIA	10346	3375	6.8	32.6	110	1574	6.8	15.2	110	1012	7.0	9.8	114	788	6.6	7.6	107
NEWS/TALK	5929	2431	4.9	27.2	92	1088	4.7	12.2	88	702	4.9	7.9	92	642	5.4	7.2	101
RELIGIOUS	5488	1475	3.0	26.9	91	651	2.8	11.9	86	456	3.2	8.3	97	368	3.1	6.7	94
SOFT ROCK	1232	392	0.8	31.8	108	*220	1.0	17.9	129	**58	0.4	4.7	55	**114	1.0	9.3	130
URBAN CONTEMPORARY	3184	631	1.3	19.8	67	*259	1.1	8.1	59	*195	1.4	6.1	71	*177	1.5	5.6	78
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2289	4.6	33.1	112	1118	4.8	16.2	117	720	5.0	10.4	121	451	3.8	6.5	91
ABC DIRECTION	5212	1599	3.2	30.7	104	815	3.5	15.6	113	435	3.0	8.3	97	348	2.9	6.7	93
ABC ENTERTAINMENT	10385	3202	6.5	30.8	104	1581	6.8	15.2	110	947	6.6	9.1	106	674	5.6	6.5	91
ABC FM	4762	1399	2.8	29.4	100	627	2.7	13.2	95	386	2.7	8.1	94	386	3.2	8.1	113
ABC INFORMATION	11339	3519	7.1	31.0	105	1657	7.2	14.6	106	1068	7.4	9.4	110	794	6.6	7.0	98
ABC ROCK	4878	1444	2.9	29.6	100	586	2.5	12.0	87	521	3.6	10.7	124	*337	2.8	6.9	97
CBS	10709	3036	6.1	28.3	96	1369	5.9	12.8	93	842	5.8	7.9	92	825	6.9	7.7	108
MUTUAL	10251	3033	6.1	29.6	100	1430	6.2	13.9	101	819	5.7	8.0	93	784	6.5	7.6	107
NBC	12243	3721	7.5	30.4	103	1863	8.0	15.2	110	933	6.5	7.6	89	925	7.7	7.6	108
RADIORADIO	4606	1482	3.0	32.2	109	693	3.0	15.0	109	434	3.0	9.4	110	355	3.0	7.7	108
RKO ONE	5148	1497	3.0	29.1	98	600	2.6	11.7	84	462	3.2	9.0	105	434	3.6	8.4	118
RKO TWO	7313	2251	4.5	30.8	104	993	4.3	13.6	98	636	4.4	8.7	101	622	5.2	8.5	111
THE SOURCE	5981	1880	3.8	31.4	106	852	3.7	14.2	103	559	3.9	9.3	109	469	3.9	7.8	110
NON-WIRED : BLAIR	19329	6031	12.2	31.2	106	2850	12.3	14.7	107	1741	12.1	9.0	105	1440	12.0	7.4	104
INTERNET	27139	8240	16.6	30.4	103	3808	16.5	14.0	102	2409	16.7	8.9	103	2023	16.9	7.5	104
KATZ RADIO GROUP	36319	10934	22.1	30.1	102	5499	23.8	15.1	110	2950	20.5	8.1	95	2486	20.8	6.8	96
SUPERNET	22361	6843	13.8	30.6	104	3182	13.7	14.2	103	2080	14.5	9.3	108	1581	13.2	7.1	99
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	4042	8.2	27.8	94	1958	8.5	13.5	98	1088	7.6	7.5	87	995	8.3	6.8	96
WKDAY 9:00 AM - 1:00 PM	18688	5061	10.2	27.1	92	2418	10.4	12.9	94	1477	10.3	7.9	92	1167	9.7	6.2	87
WKDAY 1:00 PM - 4:30 PM	24061	6520	13.2	27.1	92	3102	13.4	12.9	93	1903	13.2	7.9	92	1515	12.6	6.3	88
WKDAY 4:30 PM - 7:30 PM	44079	12123	24.5	27.5	93	5743	24.8	13.0	94	3473	24.1	7.9	92	2907	24.3	6.6	92
WKDAY 7:30 PM - 8:00 PM	61979	17319	35.0	27.9	95	8183	35.4	13.2	96	4823	33.5	7.8	91	4313	36.0	7.0	97
WKDAY 11:00 PM - 11:30 PM	49084	14425	29.1	29.4	100	6705	29.0	13.7	99	4205	29.2	8.6	100	3515	29.3	7.2	100
WKDAY 11:30 PM - 1:00 AM	16560	4993	10.1	30.2	102	2279	9.8	13.8	100	1492	10.4	9.0	105	1222	10.2	7.4	103
M-SAT 8-11 PM+SUN 7-11 PM	66967	19894	40.2	29.7	101	9428	40.7	14.1	102	5639	39.2	8.4	98	4828	40.3	7.2	103
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	2640	5.3	28.5	96	1262	5.5	13.6	99	716	5.0	7.7	90	661	5.5	7.1	100
ANOTHER WORLD	N 6138	1729	3.5	28.2	95	822	3.6	13.4	97	563	3.9	9.2	107	344	2.9	5.6	78
AS THE WORLD TURNS	C 7707	2094	4.2	27.2	92	1054	4.6	13.7	99	624	4.3	8.1	94	415	3.5	5.4	75
CAPITOL	C 4688	1257	2.5	26.8	91	627	2.7	13.4	97	382	2.7	8.1	95	249	2.1	5.3	74
CBS MORN. NEWS 1	C 2792	849	1.7	30.4	103	434	1.9	15.5	113	173	1.2	6.2	72	243	2.0	8.7	123
CBS MORN. NEWS 2	C 2071	638	1.3	30.8	104	373	1.6	18.0	131	124	0.9	6.0	70	141	1.2	6.8	99
DAYS OF OUR LIVES	N 8018	2164	4.4	27.0	91	1072	4.6	13.4	97	656	4.6	8.2	95	436	3.6	5.4	70
FACTS OF LIFE - DAYTIME	N 3487	852	1.7	24.4	83	426	1.8	12.2	89	271	1.9	7.8	91	155	1.3	4.4	63
FAMILY FEUD	A 4817	1206	2.4	25.0	85	623	2.7	12.9	94	209	1.5	4.3	51	374	3.1	7.8	109
GENERAL HOSPITAL	A 8333	2120	4.3	25.4	86	1008	4.4	12.1	88	578	4.0	6.9	81	534	4.5	6.4	90
GOOD MORNING, AMERICA-730 A	A 5472	1530	3.1	28.0	95	570	2.5	10.4	75	562	3.9	10.3	120	398	3.3	7.3	103
GOOD MORNING, AMERICA-830 A	A 3965	1122	2.3	28.3	96	482	2.1	12.2	88	380	2.6	9.6	112	259	2.2	6.5	99
GUIDING LIGHT	C 7542	1969	4.0	26.1	88	974	4.2	12.9	94	544	3.8	7.2	84	451	3.8	6.0	80
ONE LIFE TO LIVE	A 6018	1619	3.3	26.9	91	731	3.2	12.1	88	427	3.0	7.1	83	440	3.8	7.6	107
PRESS YOUR LUCK	C 3589	946	1.9	26.4	89	467	2.0	13.0	94	278	1.9						

		TOTAL	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	49520	100.0	29.5	100	23146	100.0	13.8	100	14394	100.0	8.6	100	11979	100.0	7.1	100
WKDAY LOCAL EVENING TV NEWS																		
	NETWORK AFFILIATES - EARLY	52292	14154	28.6	27.1	92	6630	28.6	12.7	92	4051	28.1	7.7	90	3474	29.0	6.6	93
	NETWORK AFFILIATES - LATE	39164	11685	23.6	29.8	101	5446	23.5	13.9	101	3432	23.8	8.8	102	2807	23.4	7.2	100
	INDEPENDENTS - LATE	5133	1339	2.7	26.1	88	625	2.7	12.2	88	339	2.4	6.6	77	375	3.1	7.3	102
TV EVENING NTWK 6 PM - 2 AM																		
	A TEAM	N 22825	6838	13.8	30.0	101	3402	14.7	14.9	108	2015	14.0	8.8	103	1421	11.9	6.2	87
	ABC MONDAY NIGHT MOVIE	A 11258	3247	6.6	28.8	98	1514	6.5	13.4	97	949	6.6	8.4	98	783	6.5	7.0	97
	ABC SUNDAY NIGHT MOVIE	A 23600	7187	14.5	30.5	103	3345	14.5	14.2	103	2038	14.2	8.6	101	1805	15.1	7.6	107
	ABC WORLD NEWS TONIGHT	A 12801	3498	7.1	27.3	93	1715	7.4	13.4	97	1020	7.1	8.0	93	762	6.4	6.0	88
	AFTERMASH	C 10966	3161	6.4	28.8	98	1468	6.3	13.4	97	882	6.1	8.0	94	812	6.8	7.4	104
	ALICE	C 17050	4735	9.6	27.8	94	2272	9.8	13.3	97	1172	8.1	6.9	80	1292	10.8	7.6	106
	AMERICAN PARADE	C 11998	3380	6.8	28.2	95	1613	7.0	13.4	97	1028	7.1	8.6	100	740	6.2	6.2	86
	BENSON	A 19258	5286	10.7	27.4	93	2531	10.9	13.1	95	1472	10.2	7.6	89	1283	10.7	6.7	93
	BLUE THUNDER	A 11478	3546	7.2	30.9	105	1666	7.2	14.5	105	1068	7.4	9.3	108	812	6.8	7.1	99
	CAGNEY & LACEY	C 18263	5762	11.6	31.6	107	2680	11.6	14.7	106	1606	11.2	8.8	102	1476	12.3	8.1	113
	CBS EVENING NEWS-DEAN	C 7733	2062	4.2	26.7	90	1064	4.6	13.8	100	518	3.6	6.7	78	481	4.0	6.2	87
	CBS EVENING NEWS-RATHER	C 15653	4464	9.0	28.5	97	1995	8.6	12.7	92	1273	8.8	8.1	95	1196	10.0	7.6	107
	CBS SAT. NEWS-SCHIEFFER	C 8744	2350	4.7	26.9	91	1159	5.0	13.3	96	517	3.6	5.9	69	673	5.6	7.7	108
	CBS SATURDAY NIGHT MOVIE	C 12000	3614	7.3	30.1	102	1742	7.5	14.5	105	1109	7.7	9.2	108	762	6.4	6.3	89
	CBS WEDNESDAY NIGHT MOVIE	C 11522	3487	7.0	30.3	103	1539	6.6	13.4	97	1150	8.0	10.0	116	798	6.7	6.9	97
	CHEERS	N 16818	5258	10.6	31.3	106	2365	10.2	14.1	102	1582	11.0	9.4	110	1311	10.9	7.8	109
	DALLAS	C 37510	11028	22.3	29.4	100	5118	22.1	13.6	99	3153	21.9	8.4	98	2757	23.0	7.4	103
	DIFF'RENT STROKES	N 11258	3162	6.4	28.1	95	1656	7.2	14.7	107	866	6.0	7.7	90	640	5.3	5.7	80
	DOUBLE TROUBLE	N 12248	3761	7.6	30.7	104	1649	7.1	13.5	98	1139	7.9	9.3	108	973	8.1	7.9	111
	DUCK FACTORY	N 11100	3500	7.1	31.5	107	1612	7.0	14.5	105	1042	7.2	9.4	109	846	7.1	7.6	107
	DUKES OF HAZZARD	C 12353	3899	7.9	31.6	107	1827	7.9	14.8	107	1072	7.4	8.7	101	1000	8.3	8.1	113
	DYNASTY	A 33279	9773	19.7	29.4	99	4577	19.8	13.8	100	2783	19.3	8.4	97	2413	20.1	7.3	102
	FACTS OF LIFE	N 13410	4306	8.7	32.1	109	2016	8.7	15.0	109	1287	8.9	9.6	112	1003	8.4	7.5	105
	FALCON CREST	C 31093	9298	18.8	29.9	101	4206	18.2	13.5	98	2681	18.6	8.6	100	2412	20.1	7.8	109
	FALL GUY	A 18649	5590	11.3	30.0	102	2793	12.1	15.0	109	1547	10.7	8.3	97	1250	10.4	6.7	94
	FAMILY TIES	N 13101	3851	7.8	29.4	100	1758	7.6	13.4	97	1180	8.2	9.0	105	912	7.6	7.0	97
	FANTASY ISLAND	A 13069	3714	7.5	28.4	96	1662	7.2	12.7	92	1038	7.2	7.9	93	1013	8.5	7.8	109
	FOULUPS, BLEEPs & BLUNDERS	A 16588	5065	10.2	30.5	103	2320	10.0	14.0	101	1544	10.7	9.3	108	1201	10.0	7.2	101
	FOUR SEASONS	C 9302	2603	5.3	28.0	95	1281	5.5	13.8	100	679	4.7	7.3	85	643	5.4	6.9	97
	GIMME A BREAK	N 13955	3674	7.4	26.3	89	1688	7.3	12.1	88	1111	7.7	8.0	93	876	7.3	6.3	88
	HART TO HART	A 15735	4583	9.3	29.1	99	2180	9.4	13.9	100	1273	8.8	8.1	94	1130	9.4	7.2	101
	HILL STREET BLUES	N 18257	5566	11.2	30.5	103	2701	11.7	14.8	107	1626	11.3	8.9	104	1240	10.4	6.8	95
	HOTEL	A 24236	7401	14.9	30.5	103	3399	14.7	14.0	102	2149	14.9	8.9	103	1854	15.5	7.6	107
	JEFFERSONS	C 17010	4678	9.4	27.5	93	2240	9.7	13.2	95	1154	8.0	6.8	79	1284	10.7	7.5	106
	JENNIFER SLEPT HERE	N 9397	2922	5.9	31.1	105	1483	6.4	15.8	114	787	5.5	8.4	98	652	5.4	6.9	97
	KATE & ALLIE	C 16762	5510	11.1	32.9	111	2581	11.2	15.4	112	1738	12.1	10.4	121	1191	9.9	7.1	99
	KNIGHT RIDER	N 13164	4115	8.3	31.3	106	2005	8.7	15.2	110	1218	8.5	9.3	108	892	7.4	6.8	95
	LOVE BOAT	A 20400	5890	11.9	28.9	98	2804	12.1	13.7	100	1597	11.1	7.8	91	1488	12.4	7.3	102
	MAGNUM PI	C 22543	7178	14.5	31.8	108	3284	14.2	14.6	106	2019	14.0	9.0	104	1875	15.7	8.3	116
	MAMA'S FAMILY	N 9852	2960	6.0	30.0	102	1298	5.6	13.2	95	828	5.8	8.4	98	835	7.0	8.5	119
	MASTER, THE	N 8082	2372	4.8	29.3	99	1061	4.6	13.1	95	808	5.6	10.0	116	504	4.2	6.2	87
	MATT HOUSTON	A 12881	3900	7.9	30.3	103	1752	7.6	13.6	99	1246	8.7	9.7	113	901	7.5	7.0	98
	NBC MONDAY NIGHT MOVIE	N 23889	7529	15.2	31.5	107	3742	16.2	15.7	114	2188	15.2	9.2	107	1599	13.3	6.7	94
	NBC NIGHTLY NEWS	N 11156	2780	5.6	24.9	84	1204	5.2	10.8	78	889	6.2	8.0	93	687	5.7	6.2	86
	NBC NIGHTLY NEWS-SAT	N 7363	1802	3.6	24.5	83	745	3.2	10.1	73	560	3.9	7.6	89	497	4.1	6.7	95
	NBC NIGHTLY NEWS-SUN	N 6214	1585	3.2	25.5	86	733	3.2	11.8	85	481	3.3	7.7	90	371	3.1	6.0	84
	NBC SUNDAY NIGHT MOVIE	N 17590	5544	11.2	31.5	107	2547	11.0	14.5	105	1506	10.5	8.6	100	1492	12.5	8.5	119
	NEWHART	C 16740	5074	10.2	30.3	103	2303	9.9	13.8	100	1516	10.5	9.1	106	1255	10.5	7.5	105
	ONE DAY AT A TIME	C 11820	3041	6.1	25.7	87	1505	6.5	12.7	92	843	5.9	7.1	83	693	5.8	5.9	82
	PEOPLE ARE FUNNY	N 9138	2663	5.4	29.1	99	1290	5.6	14.1	102	763	5.3	8.3	97	609	5.1	6.7	93
	REAL PEOPLE	N 15979	4918	9.9	30.8	104	2274	9.8	14.2	103	1390	9.7	8.7	101	1254	10.5	7.8	110
	REMINGTON STEELE	N 14395	4536	9.2	31.5	107	2220	9.6	15.4	112	1211	8.4	8.4	98	1104	9.2	7.7	107
	RIPLEY'S BELIEVE IT - NOT	A 11362	3646	7.4	32.1	109	1523	6.6	13.4	97	1249	8.7	11.0	128	875	7.3	7.7	108
	RIP TIDE	N 13920	4665	9.4	33.5	114	2320	10.0	16.7	121	1234	8.6	8.9	103	1111	9.3	8.0	112
	SCARECROW & MRS. KING	C 17571	5331	10.8	30.3	103	2680	11.6	15.3	111	1378	9.6	7.8	91	1273	10.6	7.2	101
	SIMON & SIMON	C 20208	6263	12.6	31.0	105	3168	13.7	15.7	114	1628	11.3	8.1	94	1468	12.3	7.3	102
	60 MINUTES	C 27668	7580	15.3	27.4	93	3730	16.1	13.5	98	2143	14.9	7.7	90	1707	14.2	6.2	86
	ST. ELSEWHERE	N 13699	4483	9.1</														

	TOTAL U.S. '000	ALPO BEEF FLAVORED DINNER				'COME'N GET IT				GAINES GRAVY TRAIN				PURINA DOG CHOM			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	4280	100.0	2.6	100	4520	100.0	2.7	100	8104	100.0	4.8	100	9044	100.0	5.4	100
MALES	79263	1946	45.5	2.5	96	1833	40.6	2.3	86	3670	45.3	4.6	96	4433	49.0	5.6	104
FEMALES	88464	2335	54.6	2.6	103	2687	59.4	3.0	113	4434	54.7	5.0	104	4611	51.0	5.2	97
18 - 24	28671	883	20.6	3.1	121	848	18.8	3.0	110	1454	17.9	5.1	105	1477	16.3	5.2	96
25 - 34	39536	1013	23.7	2.6	100	1051	23.3	2.7	99	1755	21.7	4.4	92	2037	22.5	5.2	96
35 - 44	28978	828	19.3	2.9	112	1037	22.9	3.6	133	1894	23.4	6.5	135	2125	23.5	7.3	136
45 - 54	22345	*529	12.4	2.4	93	581	12.9	2.6	96	1362	16.8	6.1	126	1283	14.2	5.7	106
55 - 64	22224	558	13.0	2.5	98	683	15.1	3.1	114	905	11.2	4.1	84	1214	13.4	5.5	105
65 OR OLDER	25973	*470	11.0	1.8	71	*321	7.1	1.2	46	735	9.1	2.8	59	909	10.1	3.5	65
18 - 34	68207	1896	44.3	2.8	109	1898	42.0	2.8	103	3209	39.6	4.7	97	3513	38.8	5.2	96
18 - 49	108058	2972	69.4	2.8	108	3167	70.1	2.9	109	5864	72.4	5.4	112	6272	69.3	5.8	108
25 - 54	90859	2369	55.4	2.6	102	2668	59.0	2.9	109	5010	61.8	5.5	114	5444	60.2	6.0	111
35 - 49	39851	1076	25.1	2.7	106	1269	28.1	3.2	118	2654	32.7	6.7	138	2759	30.5	6.9	128
50 OR OLDER	59669	1309	30.6	2.2	86	1353	29.9	2.3	84	2240	27.6	3.8	78	2771	30.6	4.6	86
GRADUATED COLLEGE	28091	570	13.3	2.0	80	562	12.4	2.0	74	1102	13.6	3.9	81	1593	17.6	5.7	105
ATTENDED COLLEGE	28938	620	14.5	2.1	84	1076	23.8	3.7	138	1512	18.7	5.2	108	1927	21.3	6.7	123
GRADUATED HIGH SCHOOL	69503	2065	48.2	3.2	124	1957	43.3	3.0	111	4126	50.9	6.3	130	3818	42.2	5.8	108
DID NOT GRADUATE HIGH SCHOOL	45195	1026	24.0	2.3	89	925	20.5	2.0	76	1364	16.8	3.0	62	1705	18.9	3.8	70
EMPLOYED MALES	56429	1337	31.2	2.4	93	1346	29.8	2.4	89	2960	36.5	5.2	109	3491	38.6	6.2	115
EMPLOYED FEMALES	43971	1210	28.3	2.8	108	1561	34.5	3.6	132	2547	31.4	5.8	120	2557	28.3	5.8	108
EMPLOYED FULL-TIME	87773	2289	53.5	2.6	102	2352	52.0	2.7	99	4519	55.8	5.1	107	5226	57.8	6.0	110
EMPLOYED PART-TIME	12627	*258	6.0	2.0	80	*555	12.3	4.4	163	988	12.2	7.8	162	821	9.1	6.5	121
NOT EMPLOYED	67327	1733	40.5	2.6	101	1613	35.7	2.4	89	2596	32.0	3.9	80	2996	33.1	4.4	83
PROFESSIONAL/MANAGER	25845	645	15.1	2.5	98	670	14.8	2.6	96	1072	13.2	4.1	86	1524	16.9	5.9	109
TECH/CLERICAL/SALES	30895	716	16.7	2.3	91	944	20.9	3.1	113	1618	20.0	5.2	108	1926	21.3	6.2	116
PRECISION/CRAFT	12629	**238	5.6	1.9	74	*419	9.3	3.3	123	936	11.5	7.4	153	731	8.1	5.8	107
OTHER EMPLOYED	31031	949	22.2	3.1	120	874	19.3	2.8	105	1882	23.2	6.1	126	1866	20.6	6.0	112
SINGLE	35557	820	19.2	2.3	90	864	19.1	2.4	90	1500	18.5	4.2	87	1513	16.7	4.3	79
MARRIED	103585	2886	67.4	2.8	109	3163	70.0	3.1	113	5738	70.8	5.5	115	6672	73.8	6.4	119
DIVORCED/SEPARATED/WIDOWED	28585	574	13.4	2.0	79	493	10.9	1.7	64	866	10.7	3.0	63	859	9.5	3.0	56
PARENTS	59295	1986	46.4	3.3	131	1972	43.6	3.3	123	3554	43.9	6.0	124	4315	47.7	7.3	135
WHITE	146081	3794	88.6	2.6	102	4120	91.2	2.8	105	7290	90.0	5.0	103	8381	92.7	5.7	106
BLACK	17974	*443	10.4	2.5	97	*302	6.7	1.7	62	651	8.0	3.6	75	*412	4.6	2.3	43
OTHER	3672	**43	1.0	1.2	46	**98	2.2	2.7	99	**163	2.0	4.4	92	**252	2.8	6.9	127
NORTHEAST-CENSUS	37005	920	21.5	2.5	97	1128	25.0	3.0	113	1910	23.6	5.2	107	1577	17.4	4.3	79
NORTH CENTRAL	42642	1075	25.1	2.5	99	1110	24.6	2.6	97	1911	23.6	4.5	93	2746	30.4	6.4	119
SOUTH	56777	1806	42.2	3.2	125	995	22.0	1.8	65	2627	32.4	4.6	96	2507	27.7	4.4	82
WEST	31303	*479	11.2	1.5	60	1287	28.5	4.1	153	1656	20.4	5.3	109	2214	24.5	7.1	131
NORTHEAST-MKTG.	38125	882	20.6	2.3	91	1100	24.3	2.9	107	1817	22.4	4.8	99	1489	16.5	3.9	72
EAST CENTRAL	24794	754	17.6	3.0	119	665	14.7	2.7	100	1337	16.5	5.4	112	1593	17.6	6.4	119
WEST CENTRAL	28511	683	16.0	2.4	94	708	15.7	2.5	92	1247	15.4	4.4	91	2007	22.2	7.0	131
SOUTH	48953	1688	39.4	3.4	135	893	19.8	1.8	68	2293	28.3	4.7	97	2201	24.3	4.5	83
PACIFIC	27344	**274	6.4	1.0	39	1154	25.5	4.2	157	1409	17.4	5.2	107	1755	19.4	6.4	119
COUNTY SIZE A	69301	1544	36.1	2.2	87	1936	42.8	2.8	104	3236	39.9	4.7	97	3178	35.1	4.6	85
COUNTY SIZE B	50633	1442	33.7	2.8	112	1358	30.0	2.7	100	2392	29.5	4.7	98	2917	32.3	5.8	107
COUNTY SIZE C	26259	672	15.7	2.6	100	791	17.5	3.0	112	1434	17.7	5.5	113	1758	19.4	6.7	124
COUNTY SIZE D	21534	622	14.5	2.9	113	*435	9.6	2.0	75	1041	12.8	4.8	100	1191	13.2	5.5	103
METRO CENTRAL CITY	50014	1029	24.0	2.1	81	1103	24.4	2.2	82	1874	23.1	3.7	78	2236	24.7	4.5	83
METRO SUBURBAN	76832	1962	45.8	2.6	100	2594	57.4	3.4	125	4051	50.0	5.3	109	4415	48.8	5.7	107
NON METRO	40881	1290	30.1	3.2	124	823	18.2	2.0	75	2178	26.9	5.3	110	2393	26.5	5.9	109
TOP 5 ADI'S	39550	791	18.5	2.0	78	1240	27.4	3.1	116	1807	22.3	4.6	95	1556	17.2	3.9	73
TOP 10 ADI'S	54877	1177	27.5	2.1	84	1550	34.3	2.8	105	2587	31.9	4.7	98	2116	23.4	3.9	72
TOP 20 ADI'S	77516	1767	41.3	2.3	89	2235	49.4	2.9	107	3763	46.4	4.9	100	3612	39.9	4.7	86
HSOLD INC. \$50,000 OR MORE	17257	*504	11.8	2.9	114	*472	10.4	2.7	101	1075	13.3	6.2	129	1389	15.4	8.0	149
\$40,000 OR MORE	33235	924	21.6	2.8	109	1055	23.3	3.2	118	1940	23.9	5.8	121	2523	27.9	7.6	141
\$30,000 OR MORE	59693	1655	38.7	2.8	109	1873	41.4	3.1	116	3315	40.9	5.6	115	3995	44.2	6.7	124
\$25,000 OR MORE	76275	2082	48.6	2.7	107	2463	54.5	3.2	120	4286	52.9	5.6	116	5141	56.8	6.7	125
\$20,000 - \$24,999	18607	*538	12.6	2.9	113	617	13.7	3.3	123	1058	13.1	5.7	118	916	10.1	4.9	91
\$15,000 - \$19,999	17175	*441	10.3	2.6	101	*451	10.0	2.6	97	816	10.1	4.8	98	884	9.8	5.1	95
\$10,000 - \$14,999	24569	*456	10.7	1.9	73	*477	10.6	1.9	72	889	11.0	3.6	75	1035	11.4	4.2	78
UNDER \$10,000	31101	764	17.9	2.5	96	*513	11.3	1.6	61	1056	13.0	3.4	70	1068	11.8	3.4	64
HOUSEHOLD OF 1 PERSON	19441	*357	8.3	1.8	72	*234	5.2	1.2	45	432	5.3	2.2	46	500	5.5	2.6	48
2 PEOPLE	51803	1072	25.0	2.1	81	1184	26.2	2.3	85	1814	22.4	3.5	72	2145	23.7	4.1	77
3 OR 4 PEOPLE	66933	1902	44.4	2.8	111	2137	47.3	3.2	118	3888	48.0	5.8	120	4381	48.4	6.5	121
5 OR MORE PEOPLE	29550	950	22.2	3.2	126	965	21.3	3.3	121	1969	24.3	6.7	138	2018	22.3	6.8	127
NO CHILD IN HSHLD	96587	1975	46.1	2.0	80	2114	46.8	2.2	81	3763	46.4	3.9	81	4182	46.2	4.3	80
CHILD(REN) UNDER 2 YRS	10844	*390	9.1	3.6	141	*320	7.1	3.0	110	*564	7.0	5.2	108	*589	6.5	5.4	101
2 - 5 YEARS	26358	668	15.6	2.5	99	705	15.6	2.7	99	1224	15.1	4.6	96	1430	15.8	5.4	101
6 - 11 YEARS	30453	986	23.0	3.2	127	998	22.1	3.3	122	1676	20.7	5.5	114	1740	19.2	5.7	106
12 - 17 YEARS	36575	1378	32.2	3.8	148	1401	31.0	3.8	142	2619	32.3	7.2	148	3031	33.5	8.3	154
RESIDENCE OWNED	117770	3429	80.1	2.9	114	3495	77.3	3.0	110	6486	80.0	5.5	114	7309	80.8	6.2	115
VALUE: \$50,000 OR MORE	70166	2030	47.4	2.9	113	2296	50.8	3.3	121	3930	48.5	5.6	116	4767	52.7	6.8	126
VALUE: UNDER \$50,000	47604	1399	32.7	2.9	115	1199	26.5	2.5	93	2557	31.6	5.4	111	2542	28.1	5.3	99

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER

		ALPO BEEF FLAVORED DINNER				COME'N GET IT				GAINES GRAVY TRAIN				PURINA DOG CHOW				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	4280	100.0	2.6	100	4520	100.0	2.7	100	8104	100.0	4.8	100	9044	100.0	5.4	100
MAGAZINES	QUINTILE 1	34022	1017	23.8	3.0	117	1126	24.9	3.3	123	1947	24.0	5.7	118	1792	19.8	5.3	98
	QUINTILE 2	34800	764	17.9	2.2	86	957	21.2	2.8	102	2111	26.0	6.1	126	2119	23.4	6.1	113
	QUINTILE 3	30514	861	20.1	2.8	111	769	17.0	2.5	94	1270	15.7	4.2	86	1647	18.2	5.4	100
	QUINTILE 4	33324	910	21.3	2.7	107	1024	22.7	3.1	114	1626	20.1	4.9	101	1877	20.8	5.6	104
	QUINTILE 5	35066	729	17.0	2.1	81	644	14.2	1.8	68	1150	14.2	3.3	68	1608	17.8	4.6	85
NEWSPAPERS	QUINTILE 1	29107	656	15.3	2.3	88	883	19.5	3.0	113	1568	19.3	5.4	111	1558	17.2	5.4	99
	QUINTILE 2	49095	1260	29.4	2.6	101	1402	31.0	2.9	106	2165	26.7	4.4	91	2618	28.9	5.3	99
	QUINTILE 3	23107	909	21.2	3.9	154	731	16.2	3.2	117	1343	16.6	5.8	120	1524	16.9	6.6	122
	QUINTILE 4	33556	608	14.2	1.8	71	876	19.4	2.6	97	1436	17.7	4.3	89	1608	17.8	4.8	89
	QUINTILE 5	32863	848	19.8	2.6	101	*629	13.9	1.9	71	1592	19.6	4.8	100	1735	19.2	5.3	98
OUTDOOR	QUINTILE 1	33431	966	22.6	2.9	113	937	20.7	2.8	104	1689	20.8	5.1	105	2117	23.4	6.3	117
	QUINTILE 2	33478	685	16.0	2.0	80	1164	25.8	3.5	129	1814	22.4	5.4	112	1612	17.8	4.8	89
	QUINTILE 3	33574	868	20.3	2.6	101	907	20.1	2.7	100	1602	19.8	4.8	99	1814	20.1	5.4	100
	QUINTILE 4	33935	968	22.6	2.9	112	800	17.7	2.4	87	1486	18.3	4.4	91	1971	21.8	5.8	108
	QUINTILE 5	33310	794	18.6	2.4	93	713	15.8	2.1	79	1513	18.7	4.5	94	1530	16.9	4.6	85
RADIO-DRIVE TIME	QUINTILE 1	33136	1139	26.6	3.4	135	936	20.7	2.8	105	1942	24.0	5.9	121	1823	20.2	5.5	102
	QUINTILE 2	31658	636	14.9	2.0	79	693	15.3	2.2	81	1589	19.6	5.0	104	1717	19.0	5.4	101
	QUINTILE 3	32541	1000	23.4	3.1	120	1151	25.5	3.5	131	1710	21.1	5.3	109	1798	19.9	5.5	102
	QUINTILE 4	34247	802	18.7	2.3	92	984	21.8	2.9	107	1354	16.7	4.0	82	2071	22.9	6.0	112
	QUINTILE 5	36144	703	16.4	1.9	76	756	16.7	2.1	78	1510	18.6	4.2	86	1635	18.1	4.5	84
RADIO-MID- DAY	TERCILE 1	45037	1421	33.2	3.2	124	1194	26.4	2.7	98	2356	29.1	5.2	108	2434	26.9	5.4	100
	TERCILE 2	44819	1043	24.4	2.3	91	1343	29.7	3.0	111	1812	22.4	4.0	84	2445	27.0	5.5	101
	TERCILE 3	77872	1817	42.5	2.3	91	1984	43.9	2.5	95	3935	48.6	5.1	105	4165	46.1	5.3	99
RADIO-TOTAL	QUINTILE 1	33763	1155	27.0	3.4	134	1007	22.3	3.0	111	1916	23.6	5.7	117	1905	21.1	5.6	105
	QUINTILE 2	33240	760	17.8	2.3	90	857	19.0	2.6	96	1511	18.6	4.5	94	1682	18.6	5.1	94
	QUINTILE 3	33408	801	18.7	2.4	94	966	21.4	2.9	107	1638	20.2	4.9	101	1939	21.4	5.8	108
	QUINTILE 4	34792	954	22.3	2.7	107	966	21.4	2.8	103	1685	20.8	4.8	100	2043	22.6	5.9	109
	QUINTILE 5	32524	610	14.3	1.9	73	724	16.0	2.2	83	1355	16.7	4.2	86	1475	16.3	4.5	84
TV-PRIME TIME	QUINTILE 1	33090	904	21.1	2.7	107	804	17.8	2.4	90	1761	21.7	5.3	110	1907	21.1	5.8	107
	QUINTILE 2	33357	839	19.6	2.5	99	949	21.0	2.8	106	1580	19.5	4.7	98	1697	18.8	5.1	94
	QUINTILE 3	33980	969	22.6	2.9	112	975	21.6	2.9	106	1437	17.7	4.2	88	1865	20.6	5.5	102
	QUINTILE 4	33854	857	20.0	2.5	99	808	17.9	2.4	89	1743	21.5	5.1	107	1798	19.9	5.3	98
	QUINTILE 5	33444	711	16.6	2.1	83	983	21.7	2.9	109	1584	19.5	4.7	98	1776	19.6	5.3	98
TV-DAYTIME	TERCILE 1	49121	1119	26.1	2.3	89	1030	22.8	2.1	78	2201	27.2	4.5	93	2113	23.4	4.3	80
	TERCILE 2	48823	1347	31.5	2.8	108	1416	31.3	2.9	108	2369	29.2	4.9	100	2793	30.9	5.7	106
	TERCILE 3	69782	1814	42.4	2.6	102	2074	45.9	3.0	110	3533	43.6	5.1	105	4138	45.8	5.9	110
TV-TOTAL	QUINTILE 1	33584	828	19.3	2.5	97	603	13.3	1.8	67	1754	21.6	5.2	108	1536	17.0	4.6	85
	QUINTILE 2	33441	967	22.6	2.9	113	939	20.8	2.8	104	1525	18.8	4.6	94	1838	20.3	5.5	102
	QUINTILE 3	33505	845	19.7	2.5	99	1033	22.9	3.1	114	1593	19.7	4.8	98	1733	19.2	5.2	96
	QUINTILE 4	33466	780	18.2	2.3	91	958	21.2	2.9	106	1650	20.4	4.9	102	1873	20.7	5.6	104
	QUINTILE 5	33731	860	20.1	2.5	100	988	21.9	2.9	109	1583	19.5	4.7	97	2063	22.8	6.1	113
MAGAZINES-NEWSPAPERS: DUAL		44503	1267	29.6	2.8	112	1364	30.2	3.1	114	2531	31.2	5.7	118	2180	24.1	4.9	91
MAGAZINE IMPERATIVE		39363	1056	24.7	2.7	105	1040	23.0	2.6	98	2302	28.4	5.8	121	2452	27.1	6.2	116
NEWSPAPER IMPERATIVE		46441	1141	26.7	2.5	96	1291	28.6	2.8	103	1822	22.5	3.9	81	2665	29.5	5.7	106
MAGAZINES-OUTDOOR: DUAL		33726	834	19.5	2.5	97	1074	23.8	3.2	118	1936	23.9	5.7	119	1984	21.9	5.9	109
MAGAZINE IMPERATIVE		52846	1484	34.7	2.8	110	1362	30.1	2.6	96	2841	35.1	5.4	111	2915	32.2	5.5	102
OUTDOOR IMPERATIVE		52140	1307	30.5	2.5	98	1540	34.1	3.0	110	2323	28.7	4.5	92	2705	29.9	5.2	96
MAGAZINES-RADIO: DUAL		37081	1144	26.7	3.1	121	1140	25.2	3.1	114	2055	25.4	5.5	115	2033	22.5	5.5	102
MAGAZINE IMPERATIVE		49747	1145	26.8	2.3	90	1445	32.0	2.9	108	2648	32.7	5.3	110	2869	31.7	5.8	107
RADIO IMPERATIVE		49208	1265	29.6	2.6	101	1267	28.0	2.6	96	2138	26.4	4.3	90	2689	29.7	5.5	101
MAGAZINES-TELEVISION: DUAL		33103	866	20.2	2.6	103	834	18.5	2.5	93	1940	23.9	5.9	121	1554	17.2	4.7	87
MAGAZINE IMPERATIVE		54575	1367	31.9	2.5	98	1748	38.7	3.2	119	2920	36.0	5.4	111	3435	38.0	6.3	117
TELEVISION IMPERATIVE		53249	1416	33.1	2.7	104	1272	28.1	2.4	89	2167	26.7	4.1	84	2771	30.6	5.2	97
NEWSPAPERS-OUTDOOR: DUAL		36255	890	20.8	2.5	96	1157	25.6	3.2	118	1763	21.8	4.9	101	2112	23.4	5.8	108
NEWSPAPER IMPERATIVE		55591	1540	36.0	2.8	109	1496	33.1	2.7	100	2676	33.0	4.8	100	2886	31.9	5.2	96
OUTDOOR IMPERATIVE		48319	1221	28.5	2.5	99	1410	31.2	2.9	108	2513	31.0	5.2	108	2532	28.0	5.2	97
NEWSPAPERS-RADIO: DUAL		37242	1013	23.7	2.7	107	1100	24.3	3.0	110	1830	22.6	4.9	102	1956	21.6	5.3	97
NEWSPAPER IMPERATIVE		54423	1260	29.4	2.3	91	1615	35.7	3.0	110	2603	32.1	4.8	99	3083	34.1	5.7	105
RADIO IMPERATIVE		46650	1231	28.8	2.6	103	1220	27.0	2.6	97	2401	29.6	5.1	107	2584	28.6	5.5	103
NEWSPAPERS-TELEVISION: DUAL		35974	910	21.3	2.5	99	788	17.4	2.2	81	1712	21.1	4.8	98	1777	19.6	4.9	92
NEWSPAPER IMPERATIVE		56095	1483	34.6	2.6	104	1864	41.2	3.3	123	2706	33.4	4.8	100	3249	35.9	5.8	107
TELEVISION IMPERATIVE		47170	1332	31.1	2.8	111	1192	26.4	2.5	94	2443	30.1	5.2	107	2436	26.9	5.2	96
OUTDOOR-RADIO: DUAL		33748	897	21.0	2.7	104	1078	23.8	3.2	119	1810	22.3	5.4	111	1846	20.4	5.5	101
OUTDOOR IMPERATIVE		52785	1160	27.1	2.2	86	1514	33.5	2.9	106	2544	31.4	4.8	100	2933	32.4	5.6	103
RADIO IMPERATIVE		52882	1506	35.2	2.8	112	1267	28.0	2.4	89	2607	32.2	4.9	102	2727	30.2	5.2	96

	TOTAL U.S. '000	ALPO BEEF FLAVORED DINNER				COME'N GET IT				GAINES GRAVY TRAIN				PURINA DOG CHOW			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	4280	100.0	2.6	100	4520	100.0	2.7	100	8104	100.0	4.8	100	9044	100.0	5.4	100
ATLANTIC MONTHLY	867	**3	0.1	0.3	14	**52	1.2	6.0	223	**19	0.2	2.2	45	**36	0.4	4.2	77
BARRON'S	1580	**38	0.9	2.4	94	**78	1.7	4.9	183	**62	0.8	3.9	81	**117	1.3	7.4	137
BETTER HOMES & GARDENS	22203	501	11.7	2.3	88	764	16.9	3.4	128	1412	17.4	6.4	132	1369	15.1	6.2	114
BON APPETIT	3810	**86	2.0	2.3	88	**100	2.2	2.6	97	*231	2.9	6.1	125	*162	1.8	4.3	79
BUSINESS WEEK	4663	*219	5.1	4.7	184	**84	1.9	1.8	67	*212	2.6	4.5	94	*217	2.4	4.7	86
CAR AND DRIVER	3102	**47	1.1	1.5	59	**67	1.5	2.2	80	**167	2.1	5.4	111	**127	1.4	4.1	70
CBS MAGAZINE NETWORK (GROSS)	7311	*203	4.7	2.8	109	*126	2.8	1.7	64	411	5.1	5.6	116	294	3.3	4.0	75
CHANGING TIMES	3400	**130	3.0	3.8	150	**125	2.8	3.7	136	**139	1.7	4.1	85	**152	1.7	4.5	83
COLONIAL HOMES	1796	**44	1.0	2.4	96	**47	1.0	2.6	97	**56	0.7	3.1	65	*170	1.9	9.5	176
CONDE NAST MAG. PKG. (GROSS)	19924	726	17.0	3.6	143	513	11.3	2.6	96	1208	14.9	6.1	125	1196	13.2	6.0	111
CONSUMERS DIGEST	3125	**106	2.5	3.4	133	**70	1.5	2.2	83	*226	2.8	7.2	150	*145	1.6	4.6	86
COSMOPOLITAN	10577	376	8.8	3.6	139	272	6.0	2.6	95	672	8.3	6.4	131	629	7.0	5.9	110
COUNTRY LIVING	3746	*125	2.9	3.3	131	**99	2.2	2.6	98	*224	2.8	6.0	124	*199	2.2	5.3	99
CUISINE	2214	**33	0.8	1.5	58	**66	1.5	3.0	111	**133	1.6	6.0	124	**109	1.2	4.9	91
CYCLE WORLD	2394	**68	1.6	2.8	111	**64	1.4	2.7	99	**196	2.4	8.2	169	**142	1.6	5.9	110
DCI:CREATIVE IDEAS FOR LIV	3068	*173	4.0	5.6	221	**95	2.1	3.1	115	*164	2.0	5.3	111	*251	2.8	8.2	152
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	334	7.8	3.5	137	*282	6.2	3.0	110	341	4.2	3.6	74	576	6.4	6.0	112
DISCOVER	2277	**71	1.7	3.1	122	**71	1.6	3.1	116	**86	1.1	3.8	78	**63	0.7	2.8	51
EBONY	7187	*192	4.5	2.7	105	**100	2.2	1.4	52	211	2.6	2.9	61	*184	2.0	2.6	47
ESQUIRE	2560	**74	1.7	2.9	113	**31	0.7	1.2	45	**99	1.2	3.9	80	*120	1.3	4.7	87
ESSENCE	3242	**126	2.9	3.9	152	**18	0.4	0.6	21	**75	0.9	2.3	48	**135	1.5	4.2	77
FAMILY CIRCLE	19639	551	12.9	2.8	110	681	15.1	3.5	129	1151	14.2	5.9	121	927	10.2	4.7	88
THE FAMILY HANDYMAN	3540	*152	3.6	4.3	168	**84	1.9	2.4	88	*232	2.9	6.6	136	*187	2.1	5.3	98
FAMILY WEEKLY	23924	655	15.3	2.7	107	813	18.0	3.4	126	1369	16.9	5.7	118	1536	17.0	6.4	119
FIELD & STREAM	9883	289	6.8	2.9	115	*247	5.5	2.5	93	660	8.1	6.7	138	602	6.7	6.1	113
FOOD & WINE	1030	**50	1.2	4.9	190	**36	0.8	3.5	130	**35	0.4	3.4	70	**38	0.4	3.7	68
FORBES	2679	**73	1.7	2.7	107	**82	1.8	3.1	114	**88	1.1	3.3	68	*195	2.2	7.3	133
FORTUNE	2931	**113	2.6	3.9	151	**64	1.4	2.2	81	**169	2.1	5.8	119	*263	2.9	9.0	166
GENTLEMEN'S QUARTERLY	3481	**95	2.2	2.7	107	**73	1.6	2.1	78	*281	3.5	8.1	167	**87	1.0	2.5	46
GLAMOUR	7163	*237	5.5	3.3	130	*216	4.8	3.0	112	509	6.3	7.1	147	448	5.0	6.3	116
GOLF DIGEST	2355	**47	1.1	2.0	78	**72	1.6	3.1	113	**174	2.1	7.4	153	*198	2.2	8.4	156
GOLF DIGEST/TENNIS (GROSS)	3610	**67	1.6	1.9	73	**73	1.6	2.0	75	*229	2.8	6.3	131	*255	2.8	7.1	131
GOLF MAGAZINE	2046	**32	0.7	1.6	61	**59	1.3	2.9	107	*204	2.5	10.0	206	*172	1.9	8.4	156
GOLF MAGAZINE/SKI (GROSS)	3547	**51	1.2	1.4	56	**141	3.1	4.0	148	*273	3.4	7.7	159	*230	2.5	6.5	120
GOOD HOUSEKEEPING	20353	581	13.6	2.9	112	709	15.7	3.5	129	1172	14.5	5.8	119	1311	14.5	6.4	119
HARPER'S BAZAAR	3362	**138	3.2	4.1	161	**69	1.5	2.1	76	*182	2.2	5.4	112	*233	2.6	6.9	129
HEALTH	2987	**160	3.7	5.4	210	**94	2.1	3.1	117	**125	1.5	4.2	87	*200	2.2	6.7	124
HEARST MAG CORP. BUY (GROSS)	67928	1907	44.6	2.8	110	2063	45.6	3.0	113	3935	48.6	5.8	120	4228	46.7	6.2	115
HEARST MAN POWER (GROSS)	11282	252	5.9	2.2	88	367	8.1	3.3	121	774	9.6	6.9	142	680	7.5	6.0	112
HEARST WOMAN POWER (GROSS)	40514	1171	27.4	2.9	113	1273	28.2	3.1	117	2309	28.5	5.7	118	2416	26.7	6.0	111
HOUSE BEAUTIFUL	4885	**117	2.7	2.4	94	*119	2.6	2.4	90	*263	3.2	5.4	111	366	4.0	7.5	139
INC.	1308	**53	1.2	4.1	159	**26	0.6	2.0	74	*557	0.7	4.4	90	**111	1.2	8.5	157
JET	6498	*202	4.7	3.1	122	**140	3.1	2.2	80	285	3.5	4.4	91	*171	1.9	2.6	49
LADIES' HOME JOURNAL	14797	441	10.3	3.0	117	502	11.1	3.4	126	1010	12.5	6.8	141	876	9.7	5.9	110
LHJ FAMILY GRP COMBO(GROSS)	21743	748	17.5	3.4	135	734	16.2	3.4	125	1425	17.6	6.6	136	1350	14.9	6.2	115
LIFE	9881	330	7.7	3.3	131	361	8.0	3.7	136	542	6.7	5.5	114	507	5.6	5.1	95
L.A. TIMES HOME MAGAZINE	2775	**23	0.5	0.8	32	*137	3.0	4.9	183	**64	0.8	2.3	48	**129	1.4	4.6	86
MADEMOISELLE	4219	*172	4.0	4.1	160	**97	2.1	2.3	85	*266	3.3	6.3	130	*244	2.7	5.8	107
MC CALL'S	16422	363	8.5	2.2	87	484	10.7	2.9	109	1014	12.5	6.2	128	950	10.5	5.8	107
MC CALL'S/WRK MOTHER (GROSS)	17919	417	9.7	2.3	91	501	11.1	2.8	104	1115	13.8	6.2	129	992	11.0	5.5	103
MECHANIX ILLUSTRATED	4433	*108	2.5	2.4	95	**116	2.6	2.6	97	*285	3.5	6.4	133	*282	3.1	6.4	118
METROPOLITAN HOME	1504	**38	0.9	2.5	99	**32	0.7	2.1	79	**85	1.0	5.7	117	**39	0.4	2.6	48
MONEY	4723	**88	2.1	1.9	73	**106	2.3	2.2	83	*219	2.7	4.6	96	*244	2.7	5.2	96
MOTHER EARTH NEWS	2325	**73	1.7	3.1	123	*106	2.3	4.6	169	*161	2.0	6.9	143	*212	2.3	9.1	169
MS.	1189	**95	2.2	8.0	313	**43	1.0	3.6	134	**65	0.8	5.5	113	**63	0.7	5.3	98
NATIONAL ENQUIRER	18892	646	15.1	3.4	134	593	13.1	3.1	116	955	11.8	5.1	105	1005	11.1	5.3	95
NATIONAL GEOGRAPHIC	22129	543	12.7	2.5	96	547	12.1	2.5	92	1107	13.7	5.0	104	1466	16.2	6.6	123
NATIONAL SUNDAY MAGAZINE PKG	103750	2665	62.3	2.6	101	3068	67.9	3.0	110	5079	62.7	4.9	101	5743	63.5	5.5	103
NATURAL HISTORY	1379	**19	0.4	1.4	54	**27	0.6	2.0	73	**35	0.4	2.5	53	**57	0.6	4.1	77
NEW WOMAN	2289	**46	1.1	2.0	79	**56	1.2	2.4	91	**83	1.0	3.6	75	**110	1.2	4.8	85
NEW YORK INCLUDING CUE	1088	**59	1.4	5.4	213	**33	0.7	3.0	113	**55	0.7	5.1	105	**50	0.6	4.6	85
THE NEW YORKER	2459	**156	3.6	6.3	249	**73	1.6	3.0	110	**146	1.8	5.9	123	*161	1.8	6.5	121
NEWSWEEK	16527	425	9.9	2.6	101	527	11.7	3.2	118	886	10.9	5.4	111	862	9.5	5.2	97
THE N.Y. TIMES DAILY EDITION	2739	**64	1.5	2.3	92	**45	1.0	1.6	61	**111	1.4	4.1	84	*145	1.6	5.3	98
THE N.Y. TIMES MAGAZINE	4443	**80	1.9	1.8	71	**80	1.8	1.8	67	*271	3.3	6.1	126	*159	1.8	3.6	66
OMNI	2799	**38	0.9	1.4	53	**78	1.7	2.8	103	**116	1.4	4.1	86	*151	1.7	5.4	100
ON CABLE	2209	**57	1.3	2.6	101	**107	2.4	4.8	180	**89	1.1	4.0	83	**138	1.5	6.2	116
1001 HOME IDEAS	3959	*147	3.4	3.7	146	**139	3.1	3.5	130	*290	3.6	7.3	152	*274	3.0	6.9	128
ORGANIC GARDENING	3111	**95	2.2	3.1	120	*137	3.0	4.4	163	*189	2.3	6.1	126	*155	1.7	5.0	97
OUTDOOR LIFE	5024	*161	3.8	3.2	126	*152	3.4	3.0	112	339	4.2	6.7	140	400	4.4	8.0	148
PARADE MAGAZINE	51292	1160	27.1	2.3	89	1606	35.5	3.1	116	2459	30.3	4.8	99	2707	29.9	5.3	98

	TOTAL U.S. '000	ALPO BEEF FLAVORED DINNER				COME'N GET IT				GAINES GRAVY TRAIN				PURINA DOG CHOW			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	4280	100.0	2.6	100	4520	100.0	2.7	100	8104	100.0	4.8	100	9044	100.0	5.4	100
PARENTS	5298	**132	3.1	2.5	98	*165	3.7	3.1	116	*304	3.8	5.7	119	274	3.0	5.2	96
PENTHOUSE	5129	**117	2.7	2.3	89	*250	5.5	4.9	181	*280	3.5	5.5	113	*171	1.9	3.3	62
PEOPLE	21070	580	13.6	2.8	108	714	15.8	3.4	126	1237	15.3	5.9	122	1042	11.5	4.9	92
PLAYBOY	10562	*240	5.6	2.3	89	245	5.4	2.3	86	561	6.9	5.3	110	577	6.4	5.5	101
POPULAR HOT RODDING	2498	**82	1.9	3.3	129	**68	1.5	2.7	101	*304	3.8	12.2	252	**139	1.5	5.6	103
POPULAR MECHANICS	5887	**104	2.4	1.8	69	*241	5.3	4.1	152	429	5.3	7.3	151	354	3.9	6.0	112
POPULAR SCIENCE	4317	**69	1.6	1.6	63	*154	3.4	3.6	132	*273	3.4	6.3	131	*264	2.9	6.1	113
PREVENTION	5792	*142	3.3	2.5	96	*114	2.5	2.0	73	348	4.3	6.0	124	303	3.4	5.2	97
PSYCHOLOGY TODAY	3284	**78	1.8	2.4	93	*160	3.5	4.9	181	*135	1.7	4.1	85	*157	1.7	4.8	89
READER'S DIGEST	40046	1105	25.8	2.8	108	1167	25.8	2.9	108	2181	26.9	5.4	113	2379	26.3	5.9	110
REDBOOK	59584	*214	5.0	2.2	88	291	6.4	3.0	113	465	5.7	4.9	100	476	5.3	5.0	92
ROAD & TRACK	2590	**99	2.3	3.8	150	*45	1.0	1.7	64	*183	2.3	7.1	146	**97	1.1	3.7	69
ROLLING STONE	3302	**111	2.6	3.4	132	*113	2.5	3.4	127	*236	2.9	7.1	148	*156	1.7	4.7	88
RUNNER'S WORLD	1229	**11	0.3	0.9	35	*44	1.0	3.6	133	*47	0.6	3.8	79	**21	0.2	1.7	32
SATURDAY EVENING POST	2110	**68	1.6	3.2	126	*24	0.5	1.1	42	*96	1.2	4.5	94	*111	1.2	5.3	98
SCIENCE 84	1543	**58	1.4	3.8	147	*16	0.4	1.0	38	*105	1.3	6.8	141	*125	1.4	8.1	150
SCIENCE DIGEST	1747	**43	1.0	2.5	96	*38	0.8	2.2	81	*82	1.0	4.7	97	*71	0.8	4.1	75
SCIENTIFIC AMERICAN	1994	**46	1.1	2.3	90	*101	2.2	5.1	188	*93	1.1	4.7	97	*91	1.0	4.6	85
SELF	3119	**133	3.1	4.3	167	*68	1.5	2.2	81	*166	2.0	5.3	110	*195	2.2	6.3	116
SEVENTEEN	3923	**133	3.1	3.4	133	*68	1.5	1.7	64	*276	3.4	7.0	146	*162	1.8	4.1	77
SKI	1501	**19	0.4	1.3	50	*82	1.8	5.5	203	*69	0.9	4.6	95	*58	0.6	3.9	72
SMITHSONIAN	5976	*122	2.9	2.0	80	*136	3.0	2.3	84	346	4.3	5.8	120	309	3.4	5.2	96
SOAP OPERA DIGEST	4228	**171	4.0	4.0	158	*85	1.9	2.0	75	*214	2.6	5.1	105	*149	1.6	3.5	65
SOUTHERN LIVING	6488	*161	3.8	2.5	97	*87	4.1	2.9	107	*177	2.2	2.7	56	325	3.6	5.0	93
SPORT	3500	**140	3.3	4.0	157	*178	1.7	2.2	83	*150	1.9	4.3	89	*201	2.2	5.7	107
THE SPORTING NEWS	2456	**119	2.8	4.8	190	*20	0.4	0.8	30	*92	1.1	3.7	78	*202	2.2	8.2	153
SPORTS AFIELD	3648	*106	2.5	2.9	114	*88	1.9	2.4	90	*263	3.2	7.2	149	255	2.8	7.0	130
SPORTS ILLUSTRATED	14484	297	6.9	2.1	80	322	7.1	2.2	82	924	11.4	6.4	132	869	9.6	6.0	111
STAR	12661	519	12.1	4.1	161	324	7.2	2.6	95	697	8.6	5.5	114	531	5.9	4.2	78
SUNDAY	52799	1357	31.7	2.6	101	1380	30.5	2.6	97	2581	31.8	4.9	101	2679	29.6	5.1	94
SUNSET	3513	**51	1.2	1.5	57	*195	4.3	5.6	206	*201	2.5	5.7	118	*225	2.5	6.4	119
TV GUIDE	42766	1040	24.3	2.4	95	1309	29.0	3.1	114	2369	29.2	5.5	115	2129	23.5	5.0	92
TENNIS	1254	*220	0.5	1.6	63	*1	0.0	0.1	3	*56	0.7	4.5	92	*57	0.6	4.5	84
TIME	22054	507	11.8	2.3	90	615	13.6	2.8	103	1140	14.1	5.2	107	996	11.0	4.5	84
TOWN & COUNTRY	1555	**47	1.1	3.0	118	*54	1.2	3.5	129	*54	0.7	3.5	72	*115	1.3	7.4	137
TRAVEL & LEISURE	2173	*84	2.0	3.9	151	*61	1.3	2.8	104	*127	1.6	5.8	121	*150	1.7	6.9	128
TRUE STORY	4636	*220	5.1	4.7	186	*106	2.3	2.3	85	*302	3.7	6.5	135	*173	1.9	3.7	69
U.S. NEWS & WORLD REPORT	10353	365	8.5	3.5	138	*255	5.6	2.5	91	404	5.0	3.9	81	594	6.6	5.7	106
USA TODAY	4994	*114	2.7	2.3	89	*164	3.6	3.3	122	*151	1.9	3.0	63	277	3.1	5.5	103
US	3528	*149	3.5	4.2	166	*59	1.3	1.7	62	*164	2.0	4.6	96	*278	3.1	7.9	146
VOGUE	5424	*184	4.3	3.4	133	*131	2.9	2.4	90	*268	3.3	4.9	102	308	3.4	5.7	105
WALL STREET JOURNAL	6292	*136	3.2	2.2	85	*189	4.2	3.0	111	*257	3.2	4.1	85	425	4.7	6.8	125
WEIGHT WATCHERS	2762	*134	3.1	4.9	190	*79	1.7	2.9	106	*280	3.5	10.1	210	*211	2.3	7.6	142
WOMAN'S DAY	16320	361	8.4	2.2	87	509	11.3	3.1	116	1083	13.4	6.6	137	849	9.4	5.2	96
WORKING MOTHER	1496	*54	1.3	3.6	141	*17	0.4	1.1	42	*102	1.3	6.8	141	*42	0.5	2.8	52
WORKING WOMAN	1851	*39	0.9	2.1	83	*44	1.0	2.4	88	*78	1.0	4.2	87	*98	1.1	5.3	98
WORLD TENNIS	580	*7	0.2	1.2	47	*1	0.0	0.2	6	*7	0.1	1.2	25	*9	0.1	1.6	29
ZIFF-DAVIS MAG NETMK (GROSS)	12412	301	7.0	2.4	95	*284	6.3	2.3	85	609	7.5	4.9	102	632	7.0	5.1	94
BLAIR INSERTS	91671	2310	54.0	2.5	99	2551	56.4	2.8	103	4226	52.1	4.6	95	4807	53.2	5.2	97
DAILY NEWSPAPERS																	
READ ANY	109190	2892	67.6	2.6	104	3110	68.8	2.8	106	5426	67.0	5.0	103	5888	65.1	5.4	100
READ ONE	89587	2442	57.1	2.7	107	2576	57.0	2.9	107	4518	55.8	5.0	104	4806	53.1	5.4	99
READ TWO OR MORE	19602	449	10.5	2.3	90	533	11.8	2.7	101	907	11.2	4.6	96	1083	12.0	5.5	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	2806	65.6	2.6	100	3223	71.3	2.9	109	5239	64.6	4.8	99	6018	66.5	5.5	102
READ ONE	95074	2529	59.1	2.7	104	2727	60.3	2.9	106	4389	54.2	4.6	96	5085	56.2	5.3	99
READ TWO OR MORE	14588	277	6.5	1.9	74	497	11.0	3.4	126	850	10.5	5.8	121	932	10.3	6.4	118
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.08				30.03				29.57				32.03			
30 DAY REACH	149706	3870	90.4	2.6	101	4178	92.4	2.8	104	7230	89.2	4.8	100	8062	89.1	5.4	100
50 SHWG - 30 DAY AV FREQ	15.16	16.47				15.68				15.46				16.71			
30 DAY REACH	142406	3657	85.4	2.6	101	4008	88.7	2.8	104	6927	85.5	4.9	101	7750	85.7	5.4	101
25 SHWG - 30 DAY AV FREQ	8.23	8.89				8.46				8.28				8.92			
30 DAY REACH	131152	3398	79.4	2.6	102	3703	81.9	2.8	105	6485	80.0	4.9	102	7266	80.3	5.5	103
CABLE TV: HOME WIRED	66879	1832	42.8	2.7	107	2034	45.0	3.0	113	3825	47.2	5.7	118	3769	41.7	5.6	105
HOME NOT WIRED	100848	2448	57.2	2.4	95	2486	55.0	2.5	91	4278	52.8	4.2	88	5275	58.3	5.2	97
HAVE PAY CABLE	35024	1192	27.9	3.4	133	1237	27.4	3.5	131	2487	30.7	7.1	147	2292	25.3	6.5	121

	TOTAL U.S. '000	ALPO BEEF FLAVORED DINNER				COME'N GET IT				GAINES GRAVY TRAIN				PURINA DOG CHOW			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS
TOTAL ADULTS	167727	4280	100.0	2.6	100	4520	100.0	2.7	100	8104	100.0	4.8	100	9044	100.0	5.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	2678	62.6	2.8	110	2819	62.4	2.9	109	4955	61.1	5.2	107	5292	58.5	5.5	103
10:00 AM - 3:00 PM	63599	1836	42.9	2.9	113	1847	40.9	2.9	108	3058	37.7	4.8	100	3404	37.6	5.4	99
3:00 PM - 7:00 PM	72097	1996	46.6	2.8	108	2079	46.0	2.9	107	3731	46.0	5.2	107	4244	46.9	5.9	109
7:00 PM - MIDNIGHT	36670	904	21.1	2.5	97	925	20.5	2.5	94	1683	20.8	4.6	95	1956	21.6	5.3	99
MIDNIGHT - 6:00 AM	21908	647	15.1	3.0	116	666	14.7	3.0	113	1158	14.3	5.3	109	1274	14.1	5.8	108
6:00 AM - MIDNIGHT	127571	3441	80.4	2.7	106	3611	79.9	2.8	105	6356	78.4	5.0	103	7225	79.9	5.7	105
ENTIRE DAY	129239	3496	81.7	2.7	106	3672	81.2	2.8	105	6462	79.7	5.0	103	7287	80.6	5.6	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1021	23.9	3.0	118	966	21.4	2.8	105	1863	23.0	5.5	113	1846	20.4	5.4	101
ALL NEWS	6062	**101	2.4	1.7	65	*219	4.8	3.6	134	*226	2.8	3.7	77	338	3.7	5.6	103
AOR/PROGRESSIVE	11884	253	5.9	2.1	83	286	6.3	2.4	89	617	7.6	5.2	107	652	7.2	5.5	102
BEAUTIFUL MUSIC	11180	368	8.6	3.3	129	328	7.3	2.9	109	648	8.0	5.8	120	658	7.3	5.9	109
BLACK	4538	**132	3.1	2.9	114	**128	2.8	2.8	105	*184	2.3	4.1	84	**144	1.6	3.2	59
CLASSICAL	3857	**100	2.3	2.6	102	**129	2.9	3.3	124	*173	2.1	4.5	93	*214	2.4	5.5	103
CHR/ROCK	21946	482	11.3	2.2	86	738	16.3	3.4	125	1169	14.4	5.3	110	1239	13.7	5.6	105
COUNTRY	27262	894	20.9	3.3	129	835	18.5	3.1	114	1344	16.6	4.9	102	1616	17.9	5.9	110
GOLDEN OLDIES	3339	**44	1.0	1.3	52	**95	2.1	2.8	106	**154	1.9	4.6	95	*194	2.1	5.8	108
MOR/NOSTALGIA	10346	314	7.3	3.0	119	373	8.3	3.6	134	622	7.7	6.0	124	542	6.0	5.2	97
NEWS/TALK	8929	*239	5.6	2.7	105	249	5.5	2.8	103	506	6.2	5.7	117	569	6.3	6.4	118
RELIGIOUS	5488	**110	2.6	2.0	79	**119	2.6	2.2	80	*222	2.7	4.0	84	*315	3.5	5.7	106
SOFT ROCK	1232	**31	0.7	2.5	99	**59	1.3	4.8	178	**72	0.9	5.8	121	**54	0.6	4.4	81
URBAN CONTEMPORARY	3184	**157	3.7	4.9	193	**102	2.3	3.2	119	**108	1.3	3.4	70	**66	0.7	2.1	38
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*221	5.2	3.2	125	*199	4.4	2.9	107	408	5.0	5.9	122	431	4.8	6.2	116
ABC DIRECTION	5212	*95	2.2	1.8	71	*178	3.9	3.4	127	*290	3.6	5.6	115	296	3.3	5.7	105
ABC ENTERTAINMENT	10385	*273	6.4	2.6	103	291	6.4	2.8	104	628	7.7	6.0	125	587	6.5	5.7	105
ABC FM	4762	**144	3.4	3.0	119	**166	3.7	3.5	129	*186	2.3	3.9	81	*185	2.0	3.9	72
ABC INFORMATION	11339	424	9.9	3.7	147	389	8.6	3.4	127	559	6.9	4.9	102	737	8.1	6.5	121
ABC ROCK	4878	**133	3.1	2.7	107	**102	2.3	2.1	78	*156	1.9	3.2	66	*254	2.8	5.2	97
CBS	10709	*248	5.8	2.3	91	321	7.1	3.0	111	401	4.9	3.7	77	641	7.1	6.0	111
MUTUAL	10251	256	6.0	2.5	98	*222	4.9	2.2	80	552	6.8	5.4	111	482	5.3	4.7	87
NBC	12243	364	8.5	3.0	117	255	5.6	2.1	77	562	6.9	4.6	95	717	7.9	5.9	109
RADIORADIO	4606	*146	3.4	3.2	124	*208	4.6	4.5	168	*222	2.7	4.8	100	*274	3.0	5.9	110
RKO ONE	5148	**74	1.7	1.4	56	*173	3.8	3.4	125	*266	3.3	5.2	107	*244	2.7	4.7	88
RKO TWO	7313	*189	4.4	2.6	101	*227	5.0	3.1	115	395	4.9	5.4	112	364	4.0	5.0	92
THE SOURCE	5981	*185	4.3	3.1	121	*187	4.1	3.1	116	340	4.2	5.7	118	*287	3.2	4.8	89
NON-WIRED : BLAIR	19329	552	12.9	2.9	112	552	12.2	2.9	106	953	11.8	4.9	102	1059	11.7	5.5	102
INTERNET	27139	653	15.3	2.4	94	841	18.6	3.1	115	1543	19.0	5.7	118	1516	16.8	5.6	104
KATZ RADIO GROUP	36319	913	21.3	2.5	99	1082	23.9	3.0	111	1896	23.4	5.2	108	2208	24.4	6.1	113
SUPERNET	22361	536	12.5	2.4	94	770	17.0	3.4	128	1145	14.1	5.1	106	1194	13.2	5.3	99
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	413	9.6	2.8	111	314	6.9	2.2	80	706	8.7	4.9	101	685	7.6	4.7	87
WKDAY 9:00 AM - 1:00 PM	18688	482	11.3	2.6	101	377	8.3	2.0	75	883	10.9	4.7	98	853	9.4	4.6	85
WKDAY 1:00 PM - 4:30 PM	24061	622	14.5	2.6	101	545	12.1	2.3	84	1095	13.5	4.6	94	1055	11.7	4.4	81
WKDAY 4:30 PM - 7:30 PM	44079	1092	25.5	2.5	97	1098	24.3	2.5	92	1933	23.9	4.4	91	2153	23.8	4.9	91
WKDAY 7:30 PM - 8:00 PM	61979	1585	37.0	2.6	100	1532	33.9	2.5	92	2790	34.4	4.5	93	3098	34.3	5.0	93
WKDAY 11:00 PM - 11:30 PM	49084	1463	34.2	3.0	117	1214	26.9	2.5	92	2516	31.0	5.1	106	2598	28.7	5.3	98
WKDAY 11:30 PM - 1:00 AM	16560	433	10.1	2.6	102	374	8.3	2.3	84	913	11.3	5.5	114	862	9.5	5.2	97
M-SAT 8-11 PM+SUN 7-11 PM	66967	1781	41.6	2.7	104	1767	39.1	2.6	98	3293	40.6	4.9	102	3698	40.9	5.5	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	216	5.0	2.3	91	193	4.3	2.1	77	314	3.9	3.4	70	397	4.4	4.3	79
ANOTHER WORLD	N 6138	*136	3.2	2.2	87	*118	2.6	1.9	71	285	3.5	4.6	96	293	3.2	4.8	89
AS THE WORLD TURNS	C 7707	221	5.2	2.9	112	199	4.4	2.6	96	329	4.1	4.3	88	331	3.7	4.3	80
CAPITOL	C 4688	*101	2.4	2.2	84	*132	2.9	2.8	104	215	2.7	4.6	95	185	2.0	3.9	73
CBS MORN. NEWS 1	C 2792	*109	2.5	3.9	153	**39	0.9	1.4	52	*123	1.5	4.4	91	*142	1.6	5.1	94
CBS MORN. NEWS 2	C 2071	**31	0.7	1.5	59	**25	0.6	1.2	45	*106	1.3	5.1	106	*111	1.2	5.4	99
DAYS OF OUR LIVES	N 8018	191	4.5	2.4	93	178	3.9	2.2	82	438	5.4	5.5	113	282	3.1	3.5	65
FACTS OF LIFE - DAYTIME	N 3487	*99	2.3	2.8	111	*44	1.0	1.3	47	149	1.8	4.3	88	149	1.6	4.3	79
FAMILY FEUD	A 4817	*74	1.7	1.5	60	*81	1.8	1.7	62	160	2.0	3.3	69	128	1.4	2.7	49
GENERAL HOSPITAL	A 8333	252	5.9	3.0	119	232	5.1	2.8	103	350	4.3	4.2	87	398	4.4	4.8	89
GOOD MORNING, AMERICA-730A	A 5472	*155	3.6	2.8	111	*163	3.6	3.0	111	252	3.1	4.6	95	298	3.3	5.4	101
GOOD MORNING, AMERICA-830A	A 3965	*117	2.7	3.0	116	*101	2.2	2.5	95	171	2.1	4.3	89	227	2.5	5.7	106
GUIDING LIGHT	C 7542	222	5.2	2.9	115	200	4.4	2.7	98	345	4.3	4.6	95	275	3.0	3.6	68
ONE LIFE TO LIVE	A 6018	*160	3.7	2.7	104	*112	2.5	1.9	69	187	2.3	3.1	64	263	2.9	4.4	81
PRESS YOUR LUCK	C 3589	**42	1.0	1.2	46	*67	1.5	1.9	69	141	1.7	3.9	81	*120	1.3	3.3	62
PRICE IS RIGHT 1	C 7418	162	3.8	2.2	86	162	3.6	2.2	81	373	4.6	5.0	104	331	3.7	4.5	83
PRICE IS RIGHT 2	C 8276	159	3.7	1.9	75	185	4.1	2.2	83	422	5.2	5.1	106	373	4.1	4.5	84
RYAN'S HOPE	A 4358	**64	1.5	1.5	58	**56	1.2	1.3	48	152	1.9	3.5	72	178	2.0	4.1	76
SALE OF THE CENTURY	N 3749	*110	2.6	2.9	115	*48	1.1	1.3	48	154	1.9	4.1	85	171	1.9	4.6	85
SEARCH FOR TOMORROW	N 2884	**32	0.7	1.1	43	**76	1.7	2.6	98	171	2.1	5.9	123	*93	1.0	3.2	60
TODAY SHOW 1	N 4869	*85	2.0	1.7	68	*66	1.5	1.4	50	184	2.3	3.8	78	210	2.3	4.3	80
TODAY SHOW 2	N 4135	*81															

	TOTAL U.S. '000	ALPO BEEF FLAVORED DINNER				COME'N GET IT				GAINES GRAVY TRAIN				PURINA DOG CHOW			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	4280	100.0	2.6	100	4520	100.0	2.7	100	8104	100.0	4.8	100	9044	100.0	5.4	100
MWKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1411	33.0	2.7	106	1374	30.4	2.6	98	2268	28.0	4.3	90	2630	29.1	5.0	93
NETWORK AFFILIATES - LATE	39164	1149	26.8	2.9	115	994	22.0	2.5	94	2024	25.0	5.2	107	2039	22.5	5.2	97
INDEPENDENTS - LATE	5133	108	2.5	2.1	82	102	2.3	2.0	74	325	4.0	6.3	131	263	2.9	5.1	95
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 22825	664	15.5	2.9	114	637	14.1	2.8	104	1159	14.3	5.1	105	1173	13.0	5.1	95
ABC MONDAY NIGHT MOVIE	A 11258	328	7.7	2.9	114	307	6.8	2.7	101	544	6.7	4.8	100	585	6.5	5.2	96
ABC SUNDAY NIGHT MOVIE	A 23600	572	13.4	2.4	95	628	13.9	2.7	99	1188	14.7	5.0	104	1225	13.5	5.2	96
ABC WORLD NEWS TONIGHT	A 12801	382	8.9	3.0	117	389	8.6	3.0	113	621	7.7	4.9	100	730	8.1	5.7	100
AFTERMASH	C 10966	*282	6.6	2.6	101	*251	5.6	2.3	85	496	6.1	4.5	94	512	5.7	4.7	87
ALICE	C 17050	449	10.5	2.6	103	389	8.6	2.3	85	764	9.4	4.5	93	818	9.0	4.8	89
AMERICAN PARADE	C 11998	229	5.4	1.9	75	263	5.8	2.2	81	545	6.7	4.5	94	710	7.9	5.9	110
BENSON	A 19258	341	8.0	1.8	69	532	11.8	2.8	103	703	8.7	3.7	76	1038	11.5	5.4	100
BLUE THUNDER	A 11478	*268	6.3	2.3	92	310	6.9	2.7	100	526	6.5	4.6	95	650	7.2	5.7	105
CAGNEY & LACEY	C 18263	507	11.8	2.8	109	568	12.6	3.1	115	855	10.6	4.7	97	1010	11.2	5.5	103
CBS EVENING NEWS-DEAN	C 7733	*201	4.7	2.6	102	*175	3.9	2.3	84	306	3.8	4.0	82	370	4.1	4.8	89
CBS EVENING NEWS-RATHER	C 15653	379	8.9	2.4	95	343	7.6	2.2	81	586	7.2	3.7	77	766	8.5	4.9	91
CBS SAT. NEWS-SCHIEFFER	C 8744	174	4.1	2.0	78	162	3.6	1.9	69	310	3.8	3.5	73	442	4.9	5.1	94
CBS SATURDAY NIGHT MOVIE	C 12000	339	7.9	2.8	111	288	6.4	2.4	89	514	6.3	4.3	89	616	6.8	5.1	95
CBS WEDNESDAY NIGHT MOVIE	C 11522	255	6.0	2.2	87	283	6.3	2.5	91	502	6.2	4.4	90	610	6.7	5.3	98
CHEERS	N 16818	364	8.5	2.2	85	509	11.3	3.0	112	728	9.0	4.3	90	827	9.1	4.9	91
DALLAS	C 37510	1264	29.5	3.4	132	1149	25.4	3.1	114	1663	20.5	4.4	92	2396	26.5	6.4	118
DIFF'RENT STROKES	N 11258	*284	6.6	2.5	99	397	8.8	3.5	131	528	6.5	4.7	97	573	6.3	5.1	94
DOUBLE TROUBLE	N 12248	*248	5.8	2.0	79	387	8.6	3.2	117	635	7.8	5.2	107	758	8.4	6.2	115
DUCK FACTORY	N 11100	*230	5.4	2.1	81	391	8.7	3.5	131	473	5.8	4.3	88	605	6.7	5.5	101
DUKES OF HAZZARD	C 12353	361	8.4	2.9	115	307	6.8	2.5	92	530	6.5	4.3	89	794	8.8	6.4	119
DYNASTY	A 33279	956	22.3	2.9	113	914	20.2	2.7	102	1628	20.1	4.9	101	1677	18.5	5.0	93
FACTS OF LIFE	N 13410	*300	7.0	2.2	88	455	10.1	3.4	126	637	7.9	4.8	98	811	9.0	6.0	112
FALCON CREST	C 31093	1134	26.5	3.6	143	858	19.0	2.8	102	1431	17.7	4.6	95	1898	21.0	6.1	113
FALL GUY	A 18649	505	11.8	2.7	106	492	10.9	2.6	98	888	11.0	4.8	99	1033	11.4	5.5	103
FAMILY TIES	N 13101	*273	6.4	2.1	82	407	9.0	3.1	115	695	8.6	5.3	110	656	7.3	5.0	93
FANTASY ISLAND	A 13069	351	8.2	2.7	105	323	7.1	2.5	92	589	7.3	4.5	93	738	8.2	5.6	105
FOULUPS,BLEEPS & BLUNDERS	A 16588	482	11.3	2.9	114	433	9.6	2.6	97	692	8.5	4.2	86	1018	11.3	6.1	114
FOUR SEASONS	C 9302	*189	4.4	2.0	80	*197	4.4	2.1	79	*391	4.8	4.2	87	383	4.2	4.1	76
GIMME A BREAK	N 13955	*328	7.7	2.4	92	341	7.5	2.4	91	626	7.7	4.5	93	636	7.0	4.6	85
HART TO HART	A 15735	446	10.4	2.8	111	420	9.3	2.7	99	725	8.9	4.6	95	811	9.0	5.2	96
HILL STREET BLUES	N 18257	466	10.9	2.6	100	529	11.7	2.9	108	819	10.1	4.5	93	877	9.7	4.8	89
HOTEL	A 24236	775	18.1	3.2	125	714	15.8	2.9	109	1053	13.0	4.3	90	1289	14.3	5.3	99
JEFFERSONS	C 17010	455	10.6	2.7	105	364	8.1	2.1	79	727	9.0	4.3	88	806	8.9	4.7	88
JENNIFER SLEPT HERE	N 9397	*207	4.8	2.2	86	350	7.7	3.7	138	462	5.7	4.9	102	428	4.7	4.6	84
KATE & ALLIE	C 16762	444	10.4	2.6	104	563	12.5	3.4	125	902	11.1	5.4	111	906	10.0	5.4	100
KNIGHT RIDER	N 13164	369	8.6	2.8	110	466	10.3	3.5	131	702	8.7	5.3	110	761	8.4	5.8	107
LOVE BOAT	A 20400	568	13.3	2.8	109	644	14.2	3.2	117	883	10.9	4.3	90	1122	12.4	5.5	102
MAGNUM PI	C 22543	706	16.5	3.1	123	651	14.4	2.9	107	1135	14.0	5.0	104	1345	14.9	6.0	111
MAMA'S FAMILY	N 9852	291	6.8	3.0	116	292	6.5	3.0	110	489	6.0	5.0	103	504	5.6	5.1	95
MASTER, THE	N 8082	224	5.2	2.8	109	281	6.2	3.5	129	393	4.8	4.9	101	379	4.2	4.7	87
MATT HOUSTON	A 12881	365	8.5	2.8	111	392	8.7	3.0	113	691	8.5	5.4	111	707	7.8	5.5	102
NBC MONDAY NIGHT MOVIE	N 23889	585	13.7	2.4	96	606	13.4	2.5	94	1180	14.6	4.9	102	1357	15.0	5.7	105
NBC NIGHTLY NEWS	N 11156	250	5.8	2.2	88	244	5.4	2.2	81	450	5.6	4.0	83	533	5.9	4.8	89
NBC NIGHTLY NEWS-SAT	N 7363	*168	3.9	2.3	89	*220	4.9	3.0	111	*326	4.0	4.4	92	379	4.2	5.1	95
NBC NIGHTLY NEWS-SUN	N 6214	*167	3.9	2.7	105	*208	4.6	3.3	124	334	4.1	5.4	111	289	3.2	4.7	86
NBC SUNDAY NIGHT MOVIE	N 17590	436	10.2	2.5	97	592	13.1	3.4	125	1092	13.5	6.2	128	971	10.7	5.5	102
NEWHART	C 16740	420	9.8	2.5	98	574	12.7	3.4	127	777	9.6	4.6	96	821	9.1	4.9	91
ONE DAY AT A TIME	C 11820	*253	5.9	2.1	84	*232	5.1	2.0	73	468	5.8	4.0	82	511	5.7	4.3	80
PEOPLE ARE FUNNY	N 9138	*231	5.4	2.5	99	*238	5.3	2.6	97	452	5.6	4.9	102	472	5.2	5.2	96
REAL PEOPLE	N 15979	477	11.1	3.0	117	445	9.8	2.8	103	851	10.5	5.3	110	812	9.0	5.1	94
REMINGTON STEELE	N 14395	309	7.2	2.1	84	425	9.4	3.0	110	626	7.7	4.3	90	863	9.5	6.0	111
RIPLY'S BELIEVE IT - NOT	N 11362	394	9.2	3.5	136	387	8.6	3.4	126	580	7.2	5.1	106	741	8.2	6.5	121
RIPTIDE	N 13920	502	11.7	3.6	141	496	11.0	3.6	132	831	10.3	6.0	124	827	9.1	5.9	110
SCARECROW & MRS. KING	C 17571	380	8.9	2.2	85	471	10.4	2.7	99	931	11.5	5.3	110	802	8.9	4.6	85
SIMON & SIMON	C 20208	655	15.3	3.2	127	574	12.7	2.8	105	1154	14.2	5.7	118	1270	14.0	6.3	117
60 MINUTES	C 27668	633	14.8	2.3	90	665	14.7	2.4	89	1192	14.7	4.3	89	1318	14.6	4.8	88
ST. ELSEWHERE	N 13699	401	9.4	2.9	115	394	8.7	2.9	107	766	9.5	5.6	116	802	8.9	5.9	109
THREE'S COMPANY	A 20632	446	10.4	2.2	85	534	11.8	2.6	96	939	11.6	4.6	94	1110	12.3	5.4	100
T.J. HOOKER	A 17136	412	9.6	2.4	94	386	8.5	2.3	84	732	9.0	4.3	88				

	TOTAL U.S. '000	PURINA PUPPY CHOW				ALL GAINES				ALL KEN-L RATION				ALL PURINA			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	5720	100.0	3.4	100	9262	100.0	5.5	100	8237	100.0	4.9	100	24134	100.0	14.4	100
MALES	79263	2432	42.5	3.1	90	4376	47.2	5.5	100	3406	41.3	4.3	87	11222	46.5	14.2	98
FEMALES	88464	3288	57.5	3.7	109	4886	52.8	5.5	100	4831	58.6	5.5	111	12913	53.5	14.6	101
18 - 24	28671	1066	18.6	3.7	109	1703	18.4	5.9	108	1323	16.1	4.6	94	3858	16.0	13.5	94
25 - 34	39536	1633	28.5	4.1	121	2032	21.9	5.1	93	2016	24.5	5.1	104	5775	23.9	14.6	102
35 - 44	28978	1260	22.0	4.3	127	2040	22.0	7.0	127	1882	22.8	6.5	132	5523	22.9	19.1	132
45 - 54	22345	849	14.8	3.8	111	1556	16.8	7.0	126	1309	15.9	5.9	119	3634	15.1	16.3	113
55 - 64	22224	*453	7.9	2.0	60	1086	11.7	4.9	88	1013	12.3	4.6	93	3002	12.4	13.5	94
65 OR OLDER	25973	*459	8.0	1.8	52	845	9.1	3.3	59	693	8.4	2.7	54	2343	9.7	9.0	63
18 - 34	68207	2699	47.2	4.0	116	3735	40.3	5.5	99	3339	40.5	4.9	100	9632	39.9	14.1	98
18 - 49	108058	4524	79.1	4.2	123	6590	71.2	6.1	110	5925	71.9	5.5	112	17061	70.7	15.8	110
25 - 54	90859	3742	65.4	4.1	121	5628	60.8	6.2	112	5208	63.2	5.7	117	14932	61.9	16.4	114
35 - 49	39851	1825	31.9	4.6	134	2855	30.8	7.2	130	2587	31.4	6.5	132	7429	30.8	18.6	130
50 OR OLDER	59669	1196	20.9	2.0	59	2672	28.8	4.5	81	2312	28.1	3.9	79	7023	29.3	11.9	82
GRADUATED COLLEGE	28091	782	13.7	2.8	82	1258	13.6	4.5	81	1374	16.7	4.9	100	3840	15.9	13.7	95
ATTENDED COLLEGE	28938	922	16.1	3.2	93	1791	19.3	6.2	112	1780	21.6	6.2	125	4772	19.8	16.5	115
GRADUATED HIGH SCHOOL	65503	2658	46.5	4.1	119	4596	49.6	7.0	127	3679	44.7	5.6	114	10381	43.0	15.8	110
DID NOT GRADUATE HIGH SCHOOL	45195	1358	23.7	3.0	88	1618	17.5	3.6	65	1404	17.0	3.1	63	5141	21.3	11.4	79
EMPLOYED MALES	56429	1768	30.9	3.1	92	3470	37.5	6.1	111	2505	30.4	4.4	90	8446	35.0	15.0	104
EMPLOYED FEMALES	43971	1814	31.7	4.1	121	2837	30.6	6.5	117	2735	33.2	6.2	127	7375	30.6	16.8	117
EMPLOYED FULL-TIME	87773	2912	50.9	3.3	97	5205	56.2	5.9	107	4350	52.8	5.0	101	13483	55.9	15.4	107
EMPLOYED PART-TIME	12627	*670	11.7	5.3	156	1102	11.9	8.7	158	891	10.8	7.1	144	2338	9.7	18.5	125
NOT EMPLOYED	67327	2138	37.4	3.2	93	2955	31.9	4.4	79	2997	36.4	4.5	91	8313	34.4	12.3	86
PROFESSIONAL/MANAGER	25045	810	14.2	3.1	92	1237	13.4	4.8	87	1216	14.8	4.7	96	3802	15.8	14.7	102
TECH/CLERICAL/SALES	20895	1025	17.9	3.3	97	1953	21.1	6.3	114	2039	24.8	6.6	134	5300	22.0	17.2	119
PRECISION/CRAFT	12629	*479	8.4	3.8	111	1048	11.3	8.3	150	719	8.7	5.7	116	2027	8.4	16.1	112
OTHER EMPLOYED	31031	1269	22.2	4.1	120	2069	22.3	6.7	121	1267	15.4	4.1	83	4693	19.4	15.1	105
SINGLE	35557	1144	20.0	3.2	94	1843	19.9	5.2	94	1731	21.0	4.9	99	4215	17.5	11.9	82
MARRIED	103585	3993	69.8	3.9	113	6403	69.1	6.2	112	5400	65.6	5.2	106	17102	70.9	16.5	115
DIVORCED/SEPARATED/WIDOWED	28585	583	10.2	2.0	60	1017	11.0	3.6	64	1106	13.4	3.9	79	2817	11.7	9.9	65
PARENTS	59295	2770	48.4	4.7	137	3955	42.7	6.7	121	3607	43.8	6.1	124	11018	45.7	18.6	125
WHITE	146081	5049	88.3	3.5	101	8171	88.2	5.6	101	7605	92.3	5.2	106	21878	90.7	15.0	104
BLACK	17974	*527	9.2	2.9	86	861	9.3	4.8	87	*517	6.3	2.9	59	1718	7.1	9.6	66
OTHER	3672	**144	2.5	3.9	115	**230	2.5	6.3	113	**116	1.4	3.2	64	**539	2.2	14.7	102
NORTHEAST-CENSUS	37005	824	14.4	2.2	65	2209	23.9	6.0	108	1820	22.1	4.9	100	4147	17.2	11.2	78
EAST CENTRAL	42642	1902	33.3	4.5	131	2191	23.7	5.1	93	2349	28.5	5.5	112	7485	31.0	17.6	122
SOUTH	56777	1912	33.4	3.4	99	3038	32.8	5.4	97	2422	29.4	4.3	87	7238	30.0	12.7	85
WEST	31303	1082	18.9	3.5	101	1824	19.7	5.8	106	1646	20.0	5.3	107	5266	21.8	16.8	117
NORTHEAST-MKTG.	38125	660	11.5	1.7	51	2178	23.5	5.7	103	1691	20.5	4.4	90	3972	16.5	10.4	72
EAST CENTRAL	24794	1101	19.2	4.4	130	1511	16.3	6.1	110	1537	18.7	6.2	126	4330	17.9	17.5	125
WEST CENTRAL	28511	1377	24.1	4.8	142	1399	15.1	4.9	89	1491	18.1	5.2	106	5137	21.3	18.0	125
SOUTH	48953	1799	31.5	3.7	108	2637	28.5	5.4	98	2151	26.1	4.4	89	6516	27.0	13.3	93
PACIFIC	27344	*782	13.7	2.9	84	1537	16.6	5.6	102	1368	16.6	5.0	102	4179	17.3	15.3	106
COUNTY SIZE A	69301	1845	32.3	2.7	78	3733	40.3	5.4	98	3469	42.1	5.0	102	8963	37.1	12.9	90
COUNTY SIZE B	50633	1906	33.3	3.8	110	2708	29.2	5.3	97	2481	30.1	4.9	100	7575	31.4	15.0	104
COUNTY SIZE C	26259	942	16.5	3.6	105	1623	17.5	6.2	112	1257	15.3	4.8	97	4167	17.3	15.9	110
COUNTY SIZE D	21534	1027	18.0	4.8	140	1197	12.9	5.6	101	1031	12.5	4.8	97	3429	14.2	15.9	111
METRO CENTRAL CITY	50014	1561	27.3	3.1	92	2178	23.5	4.4	79	2007	24.4	4.0	82	6282	26.0	12.6	87
METRO SUBURBAN	74832	2420	42.3	3.1	92	4639	50.1	6.0	109	4263	51.8	5.5	113	11703	48.5	15.2	104
NON METRO	40881	1738	30.4	4.3	125	2445	26.4	6.0	108	1967	23.9	4.8	98	6150	25.5	15.0	105
TOP 5 ADI'S	39550	912	15.9	2.3	68	2141	23.1	5.4	98	2025	24.6	5.1	104	4578	19.0	11.6	80
TOP 10 ADI'S	54877	1269	22.2	2.3	68	3097	33.4	5.6	102	2674	32.5	4.9	99	6504	26.9	11.9	81
TOP 20 ADI'S	77516	1970	34.4	2.5	75	4391	47.4	5.7	103	3861	46.9	5.0	101	10065	41.7	13.0	90
HSOLD INC. \$50,000 OR MORE	17257	*583	10.2	3.4	99	1346	14.5	7.8	141	1038	12.6	6.0	122	3109	12.9	18.0	121
\$40,000 OR MORE	33235	1113	19.5	3.3	98	2433	26.3	7.3	133	2257	27.4	6.8	138	5713	23.7	17.2	115
\$30,000 OR MORE	59693	2080	36.4	3.5	102	3981	43.0	6.7	121	4017	48.8	6.7	137	10244	42.4	17.2	115
\$25,000 OR MORE	76275	2680	46.9	3.5	103	5076	54.8	6.7	121	4961	60.2	6.5	132	12811	53.1	16.8	111
\$20,000 - \$24,999	18607	936	16.4	5.0	148	1143	12.3	6.1	111	921	11.2	4.9	101	3058	12.7	16.4	111
\$15,000 - \$19,999	17175	*492	8.6	2.9	84	962	10.4	5.6	101	548	6.7	3.2	65	2255	9.3	13.1	91
\$10,000 - \$14,999	24569	705	12.3	2.9	84	969	10.5	3.9	71	870	10.6	3.5	72	2963	12.3	12.1	88
UNDER \$10,000	31101	906	15.8	2.9	85	1112	12.0	3.6	65	937	11.4	3.0	61	3048	12.6	9.8	60
HOUSEHOLD OF 1 PERSON	19441	*256	4.5	1.3	39	470	5.1	2.4	44	368	4.5	1.9	39	1365	5.7	7.0	40
2 PEOPLE	51803	1505	26.3	2.9	85	2086	22.5	4.0	73	1972	23.9	3.8	78	6239	25.9	12.0	80
3 OR 4 PEOPLE	66933	2391	41.8	3.6	105	4524	48.8	6.8	122	4094	49.7	6.1	125	11160	46.2	16.7	111
5 OR MORE PEOPLE	29550	1568	27.4	5.3	156	2182	23.6	7.4	134	1803	21.9	6.1	124	5370	22.3	18.2	120
NO CHILD IN HSHLD	96587	2516	44.0	2.6	76	4366	47.1	4.5	82	4010	48.7	4.2	85	11366	47.1	11.8	80
CHILD(REN) UNDER 2 YRS	10844	*656	11.5	6.0	177	*608	6.6	5.6	102	*463	5.6	4.3	87	1681	7.0	15.5	100
2 - 5 YEARS	26355	1130	19.8	4.3	126	1305	14.1	5.0	90	1360	16.5	5.2	105	3971	16.5	15.1	100
6 - 11 YEARS	30453	1508	26.4	5.0	145	1891	20.4	6.2	112	1833	22.3	6.0	123	5171	21.4	17.0	111
12 - 17 YEARS	36575	1823	31.9	5.0	146	3004	32.4	8.2	149	2489	30.2	6.8	139	7623	31.6	20.8	141
RESIDENCE OWNED	117770	4398	76.9	3.7	110	7533	81.3	6.4	116	6966	84.6	5.9	120	19466	80.7	16.5	111
VALUE: \$50,000 OR MORE	70166	2606	45.6	3.7	109	4632	50.0	6.6	120	4544	55.2	6.5	132	12267	50.8	17.5	121
VALUE: UNDER \$50,000	47604	1792	31.3	3.8	110	2901	31.3	6.1	110	2422	29.4	5.1	104	7199	29.8	15.1	100

		TOTAL U.S. '000	PURINA PUPPY CHOW				ALL GAINES				ALL KEN-L RATION				ALL PURINA			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	5720	100.0	3.4	100	9262	100.0	5.5	100	8237	100.0	4.9	100	24134	100.0	14.4	100
MAGAZINES	QUINTILE 1	34022	1261	22.0	3.7	109	2306	24.9	6.8	123	1985	24.1	5.8	119	5342	22.1	15.7	109
	QUINTILE 2	34800	1233	21.6	3.5	104	2407	26.0	6.9	125	1981	24.1	5.7	116	5381	22.3	15.5	107
	QUINTILE 3	30514	1127	19.7	3.7	108	1451	15.7	4.8	86	1550	18.8	5.1	103	4502	18.7	14.8	103
	QUINTILE 4	33324	1218	21.3	3.7	107	1846	19.9	5.5	100	1458	17.7	4.4	89	5010	20.8	15.0	104
	QUINTILE 5	35066	881	15.4	2.5	74	1252	13.5	3.6	65	1263	15.3	3.6	73	3901	16.2	11.1	77
NEWSPAPERS	QUINTILE 1	29107	888	15.5	3.1	89	1943	21.0	6.7	121	1775	21.5	6.1	124	4636	19.2	15.9	111
	QUINTILE 2	49095	1744	30.5	3.6	104	2549	27.5	5.2	94	2555	31.0	5.2	106	7221	29.9	14.7	102
	QUINTILE 3	23107	812	14.2	3.5	103	1454	15.7	6.3	114	1201	14.6	5.2	106	3644	15.1	15.8	111
	QUINTILE 4	33556	1227	21.5	3.7	107	1637	17.7	4.9	88	1467	17.8	4.4	89	4614	19.1	13.8	96
	QUINTILE 5	32863	1048	18.3	3.2	94	1680	18.1	5.1	93	1238	15.0	3.8	77	4020	16.7	12.2	85
OUTDOOR	QUINTILE 1	33431	1254	21.9	3.8	110	1998	21.6	6.0	108	1845	22.4	5.5	112	5315	22.0	15.9	110
	QUINTILE 2	33478	1238	21.6	3.7	108	1971	21.3	5.9	107	1627	19.8	4.9	99	4512	18.7	13.5	94
	QUINTILE 3	33574	1228	21.5	3.7	107	1802	19.5	5.4	97	1631	19.8	4.9	99	4895	20.3	14.6	101
	QUINTILE 4	33935	989	17.3	2.9	85	1824	19.7	5.4	97	1692	20.5	5.0	102	4996	20.7	14.7	102
	QUINTILE 5	33310	1011	17.7	3.0	89	1669	18.0	5.0	91	1442	17.5	4.3	88	4417	18.3	13.3	92
RADIO-DRIVE TIME	QUINTILE 1	33136	1170	20.5	3.5	104	2256	24.4	6.8	123	1816	22.0	5.5	112	5353	22.2	16.2	112
	QUINTILE 2	31658	1187	20.8	3.7	110	1756	19.0	5.5	100	1602	19.4	5.1	103	4634	19.2	14.6	102
	QUINTILE 3	32541	929	16.2	2.9	84	1926	20.8	5.9	107	1728	21.0	5.3	108	4871	20.2	15.0	104
	QUINTILE 4	34247	1324	23.1	3.9	113	1602	17.3	4.7	85	1752	21.3	5.1	104	4801	19.9	14.0	97
	QUINTILE 5	36144	1110	19.4	3.1	90	1723	18.6	4.8	86	1339	16.3	3.7	75	4475	18.5	12.4	86
RADIO-MID- DAY	TERCILE 1	45037	1540	26.9	3.4	100	2734	29.5	6.1	110	2543	30.9	5.6	115	7038	29.2	15.6	109
	TERCILE 2	44819	1682	29.4	3.8	110	2062	22.3	4.6	83	1974	24.0	4.4	90	6465	26.8	14.4	100
	TERCILE 3	77872	2498	43.7	3.2	94	4466	48.2	5.7	104	3719	45.1	4.8	97	10632	44.1	13.7	95
RADIO-TOTAL	QUINTILE 1	33763	1185	20.7	3.5	103	2214	23.9	6.6	119	1810	22.0	5.4	109	5287	21.9	15.7	109
	QUINTILE 2	33240	1063	18.6	3.2	94	1712	18.5	5.2	93	1673	20.3	5.0	102	4880	20.2	14.7	102
	QUINTILE 3	33408	1157	20.2	3.5	102	1758	19.0	5.3	95	1624	19.7	4.9	99	4878	20.2	14.6	101
	QUINTILE 4	34792	1183	20.7	3.4	100	2072	22.4	6.0	108	1828	22.2	5.3	107	4834	20.0	13.9	97
	QUINTILE 5	32524	1132	19.8	3.5	102	1506	16.3	4.6	84	1302	15.8	4.0	82	4255	17.6	13.1	91
TV-PRIME TIME	QUINTILE 1	33090	1000	17.5	3.0	89	1969	21.3	6.0	108	1669	20.3	5.0	103	4950	20.5	15.0	104
	QUINTILE 2	33357	1081	18.9	3.2	95	1905	20.6	5.7	103	1672	20.3	5.0	102	4921	20.4	14.8	103
	QUINTILE 3	33980	1364	23.8	4.0	118	1664	18.0	4.9	89	1834	22.3	5.4	110	4981	20.6	14.7	102
	QUINTILE 4	33854	1142	20.0	3.4	99	1971	21.3	5.8	105	1676	20.3	5.0	101	4569	18.9	13.5	94
	QUINTILE 5	33444	1131	19.8	3.4	99	1753	18.9	5.2	95	1386	16.8	4.1	84	4714	19.5	14.1	98
TV-DAYTIME	TERCILE 1	49121	1673	29.2	3.4	100	2396	25.9	4.9	88	2375	28.8	4.8	98	6061	25.1	12.3	86
	TERCILE 2	48823	1744	30.5	3.6	105	2712	29.3	5.6	101	2164	26.3	4.4	90	7305	30.3	15.0	104
	TERCILE 3	69782	2303	40.3	3.3	97	4154	44.8	6.0	108	3698	44.9	5.3	108	10768	44.6	15.4	107
TV-TOTAL	QUINTILE 1	33584	1157	20.2	3.4	101	1904	20.6	5.7	103	1624	19.7	4.8	98	4346	18.0	12.9	90
	QUINTILE 2	33441	1003	17.5	3.0	88	1745	18.8	5.2	94	1795	21.8	5.4	109	4974	20.6	14.9	103
	QUINTILE 3	33505	1121	19.6	3.3	98	1810	19.5	5.4	98	1548	18.8	4.6	94	4685	19.4	14.0	97
	QUINTILE 4	33466	1337	23.4	4.0	117	1925	20.8	5.8	104	1644	20.0	4.9	100	5090	21.1	15.2	106
	QUINTILE 5	33731	1102	19.3	3.3	96	1879	20.3	5.6	101	1626	19.7	4.8	98	5040	20.9	14.9	104
MAGAZINES-NEWSPAPERS: DUAL		44503	1516	26.5	3.4	100	3009	32.5	6.8	122	2584	31.4	5.8	118	6660	27.6	15.0	104
MAGAZINE IMPERATIVE		39363	1525	26.7	3.9	114	2518	27.2	6.4	116	1974	24.0	5.0	102	6023	25.0	15.3	106
NEWSPAPER IMPERATIVE		46441	1486	26.0	3.2	94	2190	23.6	4.7	85	2305	28.0	5.0	101	6997	29.0	15.1	105
MAGAZINES-OUTDOOR: DUAL		33726	1273	22.3	3.8	111	2193	23.7	6.5	118	1854	22.5	5.5	112	5478	22.7	16.2	113
MAGAZINE IMPERATIVE		52846	1766	30.9	3.3	98	3342	36.1	6.3	115	2956	35.9	5.6	114	7883	32.7	14.9	104
OUTDOOR IMPERATIVE		52140	1857	32.5	3.6	104	2619	28.3	5.0	91	2435	29.6	4.7	95	7029	29.1	13.5	94
MAGAZINES-RADIO: DUAL		37081	1340	23.4	3.6	106	2351	25.4	6.3	115	1912	23.2	5.2	105	6113	25.3	16.5	115
MAGAZINE IMPERATIVE		49747	1781	31.1	3.6	105	3154	34.1	6.3	115	2816	34.2	5.7	115	7227	29.9	14.5	101
RADIO IMPERATIVE		49208	1588	27.8	3.2	95	2385	25.8	4.8	88	2353	28.6	4.8	97	6941	28.8	14.1	98
MAGAZINES-TELEVISION: DUAL		33103	1129	19.7	3.4	100	2186	23.6	6.6	120	1902	23.1	5.7	117	4819	20.0	14.6	101
MAGAZINE IMPERATIVE		54575	2025	35.4	3.7	109	3422	36.9	6.3	114	3005	36.5	5.5	112	8793	36.4	16.1	112
TELEVISION IMPERATIVE		53249	1709	29.9	3.2	94	2409	26.0	4.5	82	2273	27.6	4.3	87	7024	29.1	13.2	92
NEWSPAPERS-OUTDOOR: DUAL		36255	1492	26.1	4.1	121	2052	22.2	5.7	102	2220	27.0	6.1	125	5799	24.0	16.0	111
NEWSPAPER IMPERATIVE		55591	1691	29.6	3.0	89	3185	34.4	5.7	104	2848	34.6	5.1	104	8271	34.3	14.9	103
OUTDOOR IMPERATIVE		48319	1738	30.4	3.6	105	2716	29.3	5.6	102	2093	25.4	4.3	88	6523	27.0	13.5	94
NEWSPAPERS-RADIO: DUAL		37242	1348	23.6	3.6	106	2150	23.2	5.8	105	1980	24.0	5.3	108	5780	23.9	15.5	108
NEWSPAPER IMPERATIVE		54423	1885	33.0	3.5	102	3087	33.3	5.7	103	3008	36.5	5.5	113	8087	33.5	14.9	103
RADIO IMPERATIVE		46650	1534	26.8	3.3	96	2608	28.2	5.6	101	2139	26.0	4.6	93	6726	27.9	14.4	100
NEWSPAPERS-TELEVISION: DUAL		35974	1161	20.3	3.2	95	1995	21.5	5.5	100	1783	21.6	5.0	101	5170	21.4	14.4	100
NEWSPAPER IMPERATIVE		56095	2024	35.4	3.6	106	3262	35.2	5.8	105	3159	38.4	5.6	115	8744	36.2	15.6	108
TELEVISION IMPERATIVE		47170	1547	27.0	3.3	96	2578	27.8	5.5	99	2216	26.9	4.7	96	6256	25.9	13.3	92
OUTDOOR-RADIO: DUAL		33748	1123	19.6	3.3	98	2039	22.0	6.0	109	1761	21.4	5.2	106	5184	21.5	15.4	107
OUTDOOR IMPERATIVE		52785	2010	35.1	3.8	112	2904	31.4	5.5	100	2530	30.7	4.8	98	7346	30.4	13.9	97
RADIO IMPERATIVE		52882	1658	29.0	3.1	92	296											

	TOTAL U.S. '000	PURINA PUPPY CHOW				ALL GAINES				ALL KEN-L RATION				ALL PURINA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	5720	100.0	3.4	100	9262	100.0	5.5	100	8237	100.0	4.9	100	24134	100.0	14.4	100
ATLANTIC MONTHLY	867	**17	0.3	2.0	57	**19	0.2	2.2	40	**21	0.3	2.4	49	**79	0.3	9.1	63
BARRON'S	1580	**27	0.5	1.7	50	**78	0.8	4.9	89	**64	0.8	4.1	82	**224	0.9	14.2	99
BETTER HOMES & GARDENS	22203	852	14.9	3.8	113	1601	17.3	7.2	131	1339	16.3	6.0	123	3791	15.7	17.1	119
BON APPETIT	3810	**96	1.7	2.5	74	**255	2.8	6.7	121	**222	2.7	5.8	119	557	2.3	14.6	102
BUSINESS WEEK	4663	*164	2.9	3.5	103	*224	2.4	4.8	87	*251	3.0	5.4	110	623	2.6	13.4	93
CAR AND DRIVER	3102	**70	1.2	2.3	66	*187	2.0	6.0	109	**198	2.4	6.4	130	348	1.4	11.2	78
CBS MAGAZINE NETWORK (GROSS)	7311	*377	6.6	5.2	151	422	4.6	5.8	105	*310	3.8	4.2	86	1148	4.8	15.7	109
CHANGING TIMES	3400	**83	1.5	2.4	72	**154	1.7	4.5	82	*172	2.1	5.1	103	410	1.7	12.1	84
COLONIAL HOMES	1796	**48	0.8	2.7	78	**62	0.7	3.5	63	**91	1.1	5.1	103	263	1.1	14.6	102
CONDE NAST MAG. PKG. (GROSS)	19924	819	14.3	4.1	121	1345	14.5	6.8	122	1028	12.5	5.2	105	3098	12.8	15.5	108
CONSUMERS DIGEST	3125	**67	1.2	2.1	63	*251	2.7	8.0	145	*264	3.2	8.4	172	472	2.0	15.1	105
COSMOPOLITAN	10577	388	6.8	3.7	108	751	8.1	7.1	129	578	7.0	5.5	111	1677	6.9	15.9	110
COUNTRY LIVING	3746	*135	2.4	3.6	106	*267	2.9	7.1	129	*223	2.7	6.0	121	665	2.8	17.8	123
CUISINE	2214	**63	1.1	2.8	83	**140	1.5	6.3	115	**101	1.2	4.6	93	388	1.6	17.5	121
CYCLE WORLD	2394	**149	2.6	6.2	183	**197	2.1	8.2	149	**95	1.2	4.0	81	481	2.0	20.1	140
DCI:CREATIVE IDEAS FOR LIV	3068	*166	2.9	5.4	159	*178	1.9	5.8	105	*230	2.8	7.5	153	572	2.4	18.6	130
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	362	6.3	3.8	111	392	4.2	4.1	74	618	7.5	6.5	132	1417	5.9	14.8	103
DISCOVER	2277	**65	1.1	2.9	84	**101	1.1	4.4	80	*72	0.9	3.2	64	236	1.0	10.4	72
EBONY	7187	*239	4.2	3.3	98	308	3.3	4.3	78	*208	2.5	2.9	59	725	3.0	10.1	70
ESQUIRE	2560	**68	1.2	2.7	78	**109	1.2	4.3	77	**107	1.3	4.2	85	295	1.2	11.5	80
ESSENCE	3242	**148	2.6	4.6	134	*97	1.0	3.0	54	**138	1.7	4.3	87	427	1.8	13.2	92
FAMILY CIRCLE	19639	834	14.6	4.2	125	1306	14.1	6.7	120	1444	17.5	7.4	150	3173	13.1	16.2	112
THE FAMILY HANDYMAN	3540	**107	1.9	3.0	89	*241	2.6	6.8	123	*220	2.7	6.2	127	594	2.5	16.8	117
FAMILY WEEKLY	23924	1196	20.9	5.0	147	1558	16.8	6.5	118	1380	16.8	5.8	117	4223	17.5	17.7	123
FIELD & STREAM	9883	535	9.4	5.4	159	784	8.5	7.9	144	510	6.2	5.2	105	1808	7.5	18.3	127
FOOD & WINE	1030	**12	0.2	1.2	34	**35	0.4	3.4	62	**64	0.8	6.2	127	**91	0.4	8.8	61
FORBES	2679	**35	0.6	1.3	38	*97	1.0	3.6	66	**157	1.9	5.9	119	375	1.6	14.0	97
FORTUNE	2931	**117	2.0	4.0	117	*198	2.1	6.8	122	*99	1.2	3.4	69	512	2.1	17.5	121
GENTLEMEN'S QUARTERLY	3481	**80	1.4	2.3	67	*341	3.7	9.8	177	*243	3.0	7.0	142	489	2.0	14.0	98
GLAMOUR	7163	*351	6.1	4.9	144	533	5.8	7.4	135	397	4.8	5.5	113	1225	5.1	17.1	119
GOLF DIGEST	2355	**79	1.4	3.4	98	**185	2.0	7.9	142	*149	1.8	6.3	129	377	1.6	16.0	110
GOLF DIGEST/TENNIS (GROSS)	3610	**93	1.6	2.6	76	*243	2.6	6.7	122	*178	2.2	4.9	100	539	2.2	14.9	104
GOLF MAGAZINE	2046	**63	1.1	3.1	90	*210	2.3	10.3	186	**148	1.8	7.2	147	303	1.3	14.8	103
GOLF MAGAZINE/SKI (GROSS)	3547	**82	1.4	2.3	68	*281	3.0	7.9	143	*200	2.4	5.6	115	428	1.8	12.1	84
GOOD HOUSEKEEPING	20353	846	14.8	4.2	122	1308	14.1	6.4	116	1331	16.2	6.5	133	3508	14.5	17.2	120
HARPER'S BAZAAR	3362	**121	2.1	3.6	106	*234	2.5	7.0	126	*248	3.0	7.4	150	530	2.2	15.8	110
HEALTH	2987	**123	2.2	4.1	121	**153	1.7	5.1	93	**187	2.3	6.3	127	496	2.1	16.6	115
HEARST MAG CORP. BUY (GROSS)	67928	2699	47.2	4.0	117	4514	48.7	6.6	120	4013	48.7	5.9	120	11115	46.1	16.4	114
HEARST MAN POWER (GROSS)	11282	516	9.0	4.6	134	858	9.3	7.6	138	525	6.4	4.7	95	1767	7.3	15.7	109
HEARST WOMAN POWER (GROSS)	40514	1620	28.3	4.0	117	2650	28.6	6.5	118	2515	30.5	6.2	126	6751	28.0	16.7	116
HOUSE BEAUTIFUL	4885	*198	3.5	4.1	119	*313	3.4	6.4	116	*294	3.6	6.0	123	830	3.4	17.0	118
INC.	1308	**23	0.4	1.8	52	**59	0.6	4.5	82	**95	1.2	7.3	148	*285	1.2	21.8	157
JET	6498	*210	3.7	3.2	95	373	4.0	5.7	104	*264	3.2	4.1	83	705	2.9	10.8	79
LADIES' HOME JOURNAL	14797	692	12.1	4.7	137	1087	11.7	7.3	133	795	9.7	5.4	109	2669	11.1	18.0	125
LHJ FAMILY GRP COMBO(GROSS)	21743	980	17.1	4.5	132	1562	16.9	7.2	130	1249	15.2	5.7	117	3860	16.0	17.8	123
LIFE	9881	347	6.1	3.5	103	669	7.2	6.8	123	566	6.9	5.7	117	1403	5.8	14.2	99
L.A. TIMES HOME MAGAZINE	2775	**52	0.9	1.9	55	**108	1.2	3.9	70	**87	1.1	3.1	64	440	1.8	15.9	110
MADAMEISSELLE	4219	**149	2.6	3.5	104	*304	3.3	7.2	130	*210	2.5	5.0	101	609	2.5	14.4	106
MC CALL'S	16422	760	13.3	4.6	136	1104	11.9	6.7	122	1125	13.7	6.9	139	2742	11.4	16.7	116
MC CALL'S/WRK MOTHER (GROSS)	17919	817	14.3	4.6	134	1206	13.0	6.7	122	1208	14.7	6.7	137	2938	12.2	16.4	114
MECHANIX ILLUSTRATED	4433	*183	3.2	4.1	121	*332	3.6	7.5	136	*247	3.0	5.6	113	733	3.0	16.5	115
METROPOLITAN HOME	1504	**21	0.4	1.4	41	*85	0.9	5.7	102	*58	0.7	3.9	79	*149	0.6	9.9	69
MONEY	4723	**152	2.7	3.2	94	*226	2.4	4.8	87	*152	1.8	3.2	66	635	2.6	13.4	93
MOTHER EARTH NEWS	2325	*100	1.7	4.3	126	*191	2.1	8.2	149	*224	2.7	9.6	196	467	1.9	20.1	140
MS.	1189	**73	1.3	6.1	180	*65	0.7	5.5	99	*61	0.7	5.1	104	*187	0.8	15.7	109
NATIONAL ENQUIRER	18892	648	11.3	3.4	101	1142	12.3	6.0	109	1016	12.3	5.4	110	2663	11.0	14.1	99
NATIONAL GEOGRAPHIC	22129	899	15.7	4.1	119	1307	14.1	5.9	107	1233	15.0	5.6	113	3803	15.8	17.2	119
NATIONAL SUNDAY MAGAZINE PKG	103750	3599	62.9	3.5	102	5990	64.7	5.8	105	5621	68.2	5.4	110	15750	65.3	15.2	100
NATURAL HISTORY	1379	**95	1.7	6.9	202	**40	0.4	2.9	53	*52	0.6	3.8	77	*205	0.8	14.9	103
NEW WOMAN	2289	**85	1.5	3.7	109	**133	1.4	5.8	105	**142	1.7	6.2	126	308	1.3	13.5	99
NEW YORK INCLUDING CUE	1088	**28	0.5	2.6	75	**66	0.7	6.1	110	**44	0.5	4.0	82	**123	0.5	11.3	79
THE NEW YORKER	2459	**40	0.7	1.6	48	*175	1.9	7.1	129	*178	2.2	7.2	147	397	1.6	16.1	113
NEWSWEEK	16527	386	6.7	2.3	68	1053	11.4	6.4	115	854	10.4	5.2	105	2307	9.6	14.0	97
THE N.Y. TIMES DAILY EDITION	2739	**61	1.1	2.2	65	*144	1.6	5.3	95	*156	1.9	5.7	116	274	1.1	10.0	70
THE N.Y. TIMES MAGAZINE	4443	**98	1.7	2.2	65	300	3.2	6.8	122	*304	3.7	6.8	139	442	1.8	9.9	69
OMNI	2799	**63	1.1	2.3	66	**136	1.5	4.9	88	*138	1.7	4.9	100	345	1.4	12.3	89
ON CABLE	2209	**30	0.5	1.4	40	**109	1.2	4.9	89	**127	1.5	5.7	117	*250	1.0	11.3	79
1001 HOME IDEAS	3959	*165	2.9	4.2	122	322	3.5	8.1	147	*267	3.2	6.7	137	695	2.9	17.6	121
ORGANIC GARDENING	3111	*200	3.5	6.4	189	*222	2.4	7.1	129	*199	2.4	6.4	130	653	2.7	21.0	141
OUTDOOR LIFE	5024	*240	4.2	4.8	140	408	4.4	8.1	147	*268	3.3	5.3	109	1090	4.5	21.7	150
PARADE MAGAZINE	51292	1555	27.2	3.0	89	2924	31.6	5.7	103	2884	35.0	5.6	114	7668	31.8	14.9	103

	TOTAL U.S. '000	PURINA PUPPY CHOW				ALL GAINES				ALL KEN-L RATION				ALL PURINA			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	5720	100.0	3.4	100	9262	100.0	5.5	100	8237	100.0	4.9	100	24134	100.0	14.4	100
PARENTS	5298	*249	4.4	4.7	138	*338	3.6	6.4	116	*247	3.0	4.7	95	936	3.9	17.7	123
PENTHOUSE	5129	*206	3.6	4.0	118	*283	3.1	5.5	100	*261	3.2	5.1	104	625	2.6	12.2	85
PEOPLE	21070	713	12.5	3.4	99	1376	14.9	6.5	118	1143	13.9	5.4	110	2951	12.2	14.0	97
PLAYBOY	10562	380	6.6	3.6	105	590	6.4	5.6	101	415	5.0	3.9	80	1542	6.4	14.6	101
POPULAR HOT RODDING	2498	**71	1.2	2.8	83	*350	3.8	14.0	254	**88	1.1	3.5	72	390	1.6	15.6	109
POPULAR MECHANICS	5887	*234	4.1	4.0	117	452	4.9	7.7	139	*288	3.5	4.9	100	872	3.6	14.8	103
POPULAR SCIENCE	4317	*131	2.3	3.0	89	*281	3.0	6.5	118	*229	2.8	5.3	108	542	2.2	12.6	87
PREVENTION	5792	*155	2.7	2.7	78	383	4.1	6.6	120	360	4.4	6.2	127	811	3.4	14.0	97
PSYCHOLOGY TODAY	3284	**123	2.2	3.7	110	*177	1.9	5.4	98	*225	2.7	6.9	140	460	1.9	14.0	97
READER'S DIGEST	40046	1427	24.9	3.6	104	2538	27.4	6.3	115	2242	27.2	5.6	114	6370	26.4	15.9	111
REDBOOK	9584	387	6.8	4.0	118	590	6.4	6.2	111	607	7.4	6.3	129	1566	6.5	16.3	114
ROAD & TRACK	2590	**83	1.5	3.2	94	*192	2.1	7.4	134	**147	1.8	5.7	116	392	1.6	15.1	105
ROLLING STONE	3302	**131	2.3	4.0	116	*310	3.3	9.4	170	*203	2.5	6.1	125	419	1.7	12.7	88
RUNNER'S WORLD	1229	**16	0.3	1.3	38	**76	0.8	6.2	112	**54	0.7	4.4	89	**119	0.5	9.7	67
SATURDAY EVENING POST	2110	**50	0.9	2.4	69	**96	1.0	4.5	82	**87	1.1	4.1	84	266	1.1	12.6	88
SCIENCE 84	1543	**92	1.6	6.0	175	**108	1.2	7.0	127	**84	1.0	5.4	111	296	1.2	19.2	133
SCIENCE DIGEST	1747	**59	1.0	3.4	99	**84	0.9	4.8	87	**70	0.8	4.0	82	*180	0.7	10.3	72
SCIENTIFIC AMERICAN	1994	**44	0.8	2.2	65	**140	1.5	7.0	127	**70	0.8	3.5	71	272	1.1	13.6	95
SELF	3119	**135	2.4	4.3	127	*217	2.3	7.0	126	**168	2.0	5.4	110	513	2.1	16.4	114
SEVENTEEN	3923	**162	2.8	4.1	121	*280	3.0	7.1	129	*219	2.7	5.6	114	581	2.4	14.8	103
SKI	1501	**18	0.3	1.2	35	**71	0.8	4.7	86	**52	0.6	3.5	71	**125	0.5	8.3	58
SMITHSONIAN	5976	*181	3.2	3.0	89	354	3.8	5.9	107	*318	3.9	5.3	108	727	3.0	12.2	85
SOAP OPERA DIGEST	4228	**141	2.5	3.3	98	*256	2.8	6.1	110	**162	2.0	3.8	78	437	1.8	10.3	72
SOUTHERN LIVING	6488	*197	3.4	3.0	89	*215	2.3	3.3	60	388	4.7	6.0	122	845	3.5	13.0	91
SPORT	3500	**161	2.8	4.6	135	**194	2.1	5.5	100	*127	1.5	3.6	74	509	2.1	14.5	101
THE SPORTING NEWS	2456	**96	1.7	3.9	115	**181	2.0	7.4	133	**80	1.0	3.3	66	404	1.7	16.4	114
SPORTS AFIELD	3648	*223	3.9	6.1	179	*321	3.5	8.8	159	*166	2.0	4.6	93	715	3.0	19.6	136
SPORTS ILLUSTRATED	14484	540	9.4	3.7	109	1088	11.7	7.5	136	835	10.1	5.8	117	2302	9.5	15.9	110
STAR	12661	362	6.3	2.9	84	777	8.4	6.1	111	648	7.9	5.1	104	1574	6.5	12.4	86
SUNDAY	52799	1619	28.3	3.1	90	3061	33.0	5.8	105	2919	35.4	5.5	113	7600	31.5	14.4	100
SUNSET	3513	**131	2.3	3.7	109	*226	2.4	6.4	117	**139	1.7	4.0	81	663	2.7	18.9	131
TV GUIDE	42766	1359	23.8	3.2	93	2737	29.6	6.4	116	2180	26.5	5.1	104	6125	25.4	14.3	100
TENNIS	1254	**15	0.3	1.2	35	**58	0.6	4.6	84	**29	0.4	2.3	47	*162	0.7	12.9	90
TIME	22054	687	12.0	3.1	91	1398	15.1	6.3	115	963	11.7	4.4	89	3097	12.8	14.0	98
TOWN & COUNTRY	1555	**24	0.4	1.5	45	**55	0.6	3.5	64	**65	0.8	4.2	85	*178	0.7	11.4	80
TRAVEL & LEISURE	2173	**27	0.5	1.2	36	*167	1.8	7.7	139	**123	1.5	5.7	115	273	1.1	12.6	87
TRUE STORY	4636	*247	4.3	5.3	156	*338	3.6	7.3	132	*316	3.8	6.8	139	570	2.4	12.3	85
U.S. NEWS & WORLD REPORT	10353	*267	4.7	2.6	76	521	5.6	5.0	91	690	8.4	6.7	136	1503	6.2	14.5	101
USA TODAY	4994	*174	3.0	3.5	102	227	2.5	4.5	82	*222	2.7	4.4	91	679	2.8	13.6	94
US	3528	**142	2.5	4.0	118	*239	2.6	6.8	123	*227	2.8	6.4	131	650	2.7	18.4	128
VOGUE	5424	*183	3.2	3.4	99	*290	3.1	5.3	97	*253	3.1	4.7	95	751	3.1	13.8	96
HALL STREET JOURNAL	6292	*207	3.6	3.3	96	301	3.2	4.8	87	*260	3.2	4.1	84	999	4.1	15.9	110
HEIGHT WATCHERS	2762	**127	2.2	4.6	135	*293	3.2	10.6	192	**180	2.2	6.5	133	545	2.3	19.7	137
HOMAN'S DAY	16320	610	10.7	3.7	110	1206	13.0	7.4	134	1104	13.4	6.8	138	2675	11.1	16.4	114
WORKING MOTHER	1496	**57	1.0	3.8	112	**102	1.1	6.8	123	**83	1.0	5.5	113	*196	0.8	13.1	91
WORKING WOMAN	1851	**84	1.5	4.5	133	**78	0.8	4.2	76	**86	1.0	4.6	95	*262	1.1	14.2	98
WORLD TENNIS	580	**42	0.7	7.2	212	**7	0.1	1.2	22	**22	0.3	3.8	77	**95	0.4	16.4	114
ZIFF-DAVIS MAG NETWK (GROSS)	12412	387	6.8	3.1	91	656	7.1	5.3	96	609	7.4	4.9	100	1675	6.9	13.5	94
BLAIR INSERTS	91671	2936	51.3	3.2	94	4992	53.9	5.4	99	5011	60.8	5.5	111	13500	55.9	14.7	102
DAILY NEWSPAPERS																	
READ ANY	109190	3640	63.6	3.3	98	6357	68.6	5.8	105	5702	69.2	5.2	106	16241	67.3	14.9	103
READ ONE	89587	3006	52.6	3.4	98	5179	55.9	5.8	105	4658	56.5	5.2	106	13146	54.5	14.7	102
READ TWO OR MORE	19602	635	11.1	3.2	95	1178	12.7	6.0	109	1044	12.7	5.3	108	3095	12.8	15.8	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3845	67.2	3.5	103	6179	66.7	5.6	102	5919	71.9	5.4	110	16522	68.5	15.1	105
READ ONE	95074	3321	58.1	3.5	102	5102	55.1	5.4	97	4918	59.7	5.2	105	14084	58.4	14.8	103
READ TWO OR MORE	14588	524	9.2	3.6	105	1076	11.6	7.4	134	1001	12.2	6.9	140	2437	10.1	16.7	116
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.62				29.58				31.41				30.69			
30 DAY REACH	149706	5054	88.4	3.4	99	8279	89.4	5.5	100	7488	90.9	5.0	102	21402	88.7	14.3	99
50 SHWG - 30 DAY AV FREQ	15.16	16.35				15.39				16.61				16.05			
30 DAY REACH	142406	4903	85.7	3.4	101	7969	86.0	5.6	101	7086	86.0	5.0	101	20505	85.0	14.4	100
25 SHWG - 30 DAY AV FREQ	8.23	8.66				8.28				8.85				8.57			
30 DAY REACH	131152	4637	81.1	3.5	104	7417	80.1	5.7	102	6661	80.9	5.1	103	19187	79.5	14.6	102
CABLE TV: HOME WIRED	66879	2292	40.1	3.4	100	4417	47.7	6.6	120	4021	48.8	6.0	122	10210	42.3	15.3	106
HOME NOT WIRED	100848	3428	59.9	3.4	100	4845	52.3	4.8	87	4216	51.2	4.2	85	13925	57.7	13.8	96
HAVE PAY CABLE	35024	1464	25.6	4.2	123	2865	30.9	8.2	148	2631	31.9	7.5	153	6261	25.9	17.9	124

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	TOTAL U.S. '000	PURINA PUPPY CHOW				ALL GAINES				ALL KEN-L RATION				ALL PURINA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	5720	100.0	3.4	100	9262	100.0	5.5	100	8237	100.0	4.9	100	24134	100.0	14.4	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1634	28.6	3.1	92	2566	27.7	4.9	89	2481	30.1	4.7	97	6823	28.3	13.0	91
NETWORK AFFILIATES - LATE	39164	1475	25.8	3.8	110	2285	24.7	5.8	106	1843	22.4	4.7	96	5823	24.1	14.9	103
INDEPENDENTS - LATE	5133	163	2.8	3.2	93	353	3.8	6.9	125	244	3.0	4.8	97	607	2.5	11.8	82
TV EVENING NTM 6 PM - 2 AM																	
A TEAM	N 22825	724	12.7	3.2	93	1317	14.2	5.8	104	1147	13.9	5.0	102	3267	13.5	14.3	99
ABC MONDAY NIGHT MOVIE	A 11258	393	6.9	3.5	102	639	6.9	5.7	103	587	7.1	5.2	106	1666	6.9	14.8	103
ABC SUNDAY NIGHT MOVIE	A 23600	863	15.1	3.7	107	1379	14.9	5.8	106	1273	15.5	5.4	110	3567	14.8	15.1	105
ABC WORLD NEWS TONIGHT	A 12801	415	7.3	3.2	95	705	7.6	5.5	100	771	9.4	6.0	123	1812	7.5	14.2	96
AFTERMASH	C 10966	*370	6.5	3.4	99	576	6.2	5.3	95	656	8.0	6.0	122	1513	6.3	13.8	96
ALICE	C 17050	595	10.4	3.5	102	878	9.5	5.1	93	815	9.9	4.8	97	2433	10.1	14.3	99
AMERICAN PARADE	C 11998	415	7.3	3.5	101	610	6.6	5.1	92	529	6.4	4.4	90	1643	6.8	13.7	95
BENSON	A 19258	573	10.0	3.0	87	821	8.9	4.3	77	895	10.9	4.6	95	2559	10.6	13.3	92
BLUE THUNDER	A 11478	287	5.0	2.5	73	558	6.0	4.9	88	531	6.4	4.6	94	1587	6.6	13.8	96
CAGNEY & LACEY	C 18263	615	10.8	3.4	99	977	10.5	5.3	97	1005	12.2	5.5	112	2749	11.4	15.1	105
CBS EVENING NEWS-DEAN	C 7733	*333	5.8	4.3	126	356	3.8	4.6	83	359	4.4	4.6	95	1017	4.2	13.2	91
CBS EVENING NEWS-RATHER	C 15653	637	11.1	4.1	119	726	7.8	4.6	84	730	8.9	4.7	95	2225	9.2	14.2	99
CBS SAT. NEWS-SCHIEFFER	C 8744	360	6.3	4.1	121	338	3.6	3.9	70	394	4.8	4.5	92	1216	5.0	13.9	97
CRS SATURDAY NIGHT MOVIE	C 12000	294	5.1	2.4	72	585	6.3	4.9	88	700	8.5	5.8	119	1640	6.8	13.7	95
CBS WEDNESDAY NIGHT MOVIE	C 11522	526	9.2	4.6	134	634	6.8	5.5	100	664	8.1	5.8	117	1702	7.1	14.8	103
CHEERS	N 16818	544	9.5	3.2	95	892	9.6	5.3	96	865	10.5	5.1	105	2484	10.3	14.8	103
DALLAS	C 37510	1322	23.1	3.5	103	2023	21.8	5.4	98	2121	25.7	5.7	115	5845	24.2	15.6	108
DIFF'RENT STROKES	N 11258	473	8.3	4.2	123	632	6.8	5.6	102	550	6.7	4.9	99	1664	6.9	14.8	103
DOUBLE TROUBLE	N 12248	430	7.5	3.5	103	713	7.7	5.8	105	701	8.5	5.7	117	1885	7.8	15.4	107
DUCK FACTORY	N 11100	390	6.8	3.5	103	603	6.5	5.4	98	540	6.6	4.9	99	1671	6.9	15.1	105
DUKES OF HAZZARD	C 12353	408	7.1	3.3	97	605	6.5	4.9	89	634	7.7	5.1	105	1786	7.4	14.5	100
DYNASTY	A 33279	1026	17.9	3.1	90	1808	19.5	5.4	98	1639	19.9	4.9	100	4741	19.6	14.2	99
FACTS OF LIFE	N 13410	495	8.7	3.7	108	741	8.0	5.5	100	835	10.1	6.2	127	2183	9.0	16.3	113
FALCON CREST	C 31093	1027	18.0	3.3	97	1698	18.3	5.5	99	1745	21.2	5.6	114	4751	19.7	15.3	106
FALL GUY	A 18649	481	8.4	2.6	76	988	10.7	5.3	96	967	11.7	5.2	106	2654	11.0	14.2	99
FAMILY TIES	N 13101	417	7.3	3.2	93	807	8.7	6.2	112	599	7.3	4.6	93	1983	8.2	15.1	105
FANTASY ISLAND	A 13069	398	7.0	3.0	89	665	7.2	5.1	92	533	6.5	4.1	83	1954	8.1	15.0	104
FOULUPS,BLEEPS & BLUNDERS	A 16588	549	9.6	3.3	97	832	9.0	5.0	91	876	10.6	5.3	108	2463	10.2	14.8	103
FOUR SEASONS	C 9302	*296	5.2	3.2	93	437	4.7	4.7	85	568	6.9	6.1	124	1260	5.2	13.5	94
GIMME A BREAK	N 13955	426	7.4	3.1	90	707	7.6	5.1	92	548	6.7	3.9	80	1948	8.1	14.0	97
HART TO HART	A 15735	545	9.5	3.5	102	819	8.8	5.2	94	591	7.2	3.8	76	2196	9.1	14.0	97
HILL STREET BLUES	N 18257	525	9.2	2.9	84	978	10.6	5.4	97	785	9.5	4.3	88	2654	11.0	14.5	101
HOTEL	A 24236	776	13.6	3.2	94	1197	12.9	4.9	89	1131	13.7	4.7	95	3546	14.7	14.6	102
JEFFERSONS	C 17010	604	10.6	3.6	104	856	9.2	5.0	91	853	10.4	5.0	102	2423	10.0	14.2	99
JENNIFER SLEPT HERE	N 9397	483	8.4	5.1	151	495	5.3	5.3	95	550	6.7	5.9	119	1517	6.3	16.1	112
KATE & ALLIE	C 16762	661	11.6	3.9	116	1060	11.4	6.3	115	1079	13.1	6.4	131	2672	11.1	15.9	111
KNIGHT RIDER	N 13164	627	11.0	4.8	140	790	8.5	6.0	109	704	8.5	5.3	109	2087	8.6	15.9	110
LOVE BOAT	A 20400	718	12.6	3.5	103	1015	11.0	5.0	90	1001	12.2	4.9	100	3080	12.8	15.1	105
MAGNUM PI	C 22543	757	13.2	3.4	98	1352	14.6	6.0	109	1325	16.1	5.9	120	3436	14.2	15.2	106
MAMA'S FAMILY	N 9852	373	6.5	3.8	111	573	6.2	5.8	105	512	6.2	5.2	106	1513	6.3	15.4	107
MASTER, THE	N 8082	*215	3.8	2.7	78	427	4.6	5.3	96	380	4.6	4.7	96	1094	4.5	13.5	94
MATT HOUSTON	A 12881	398	7.0	3.1	91	758	8.2	5.9	107	605	7.3	4.7	96	1841	7.6	14.3	99
NBC MONDAY NIGHT MOVIE	N 23889	771	13.5	3.2	95	1324	14.3	5.5	100	1155	14.0	4.8	98	3602	14.9	15.1	105
NBC NIGHTLY NEWS	N 11156	258	4.5	2.3	68	494	5.3	4.4	80	442	5.4	4.0	81	1305	5.4	11.7	81
NBC NIGHTLY NEWS-SAT	N 7363	*270	4.7	3.7	108	373	4.0	5.1	92	381	4.6	5.2	105	977	4.0	13.3	92
NBC NIGHTLY NEWS-SUN	N 6214	*214	3.7	3.4	101	363	3.9	5.8	106	323	3.9	5.2	106	783	3.2	12.6	88
NBC SUNDAY NIGHT MOVIE	N 17590	485	8.5	2.8	81	1199	12.9	6.8	123	758	9.2	4.3	88	2602	10.8	14.8	103
NEWHART	C 16740	564	9.9	3.4	99	884	9.5	5.3	96	968	11.8	5.8	118	2407	10.0	14.4	100
ONE DAY AT A TIME	C 11820	394	6.9	3.3	98	496	5.4	4.2	76	500	6.1	4.2	86	1466	6.1	12.4	86
PEOPLE ARE FUNNY	N 9138	389	6.8	4.3	125	509	5.5	5.6	101	382	4.6	4.2	85	1429	5.9	15.6	109
REAL PEOPLE	N 15979	666	11.6	4.2	122	983	10.6	6.2	111	985	12.0	6.2	126	2439	10.1	15.3	106
REMINGTON STEELE	N 14395	460	8.0	3.2	94	690	7.4	4.8	87	770	9.3	5.3	109	2311	9.6	16.1	112
RIPLY'S BELIEVE IT - NOT	A 11362	319	5.6	2.8	82	695	7.5	6.1	111	605	7.3	5.3	108	1917	7.9	16.9	117
RIPTIDE	N 13920	399	7.0	2.9	84	965	10.4	6.9	126	816	9.9	5.9	119	2287	9.5	16.4	114
SCARECROW & MRS. KING	C 17571	557	9.7	3.2	93	1076	11.6	6.1	111	949	11.5	5.4	110	2506	10.4	14.3	99
SIMON & SIMON	C 20208	706	12.3	3.5	102	1271	13.7	6.3	114	1023	12.4	5.1	103	3050	12.6	15.1	105
60 MINUTES	C 27668	898	15.7	3.2	95	1311	14.2	4.7	86	1394	16.9	5.0	103	3705	15.4	13.4	93
ST. ELSEWHERE	N 13699	432	7.6	3.2	92	871	9.4	6.4	115	797	9.7	5.8	118	2172	9.0	15.9	110
THREE'S COMPANY	A 20632	773	13.5	3.7	110	1100	11.9	5.3	97	1121	13.6	5.4	111	3117	12.9	15.	

	SERVE DIFFERENT FORMS OF COM'L DOG FOOD					ALL OF THE TIME					MOST OF THE TIME					SOME OF THE TIME				
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX			
TOTAL ADULTS	167727	29548	100.0	17.6	100	6769	100.0	4.0	100	5822	100.0	3.5	100	8570	100.0	5.1	100			
MALES	79263	13921	47.1	17.6	100	3205	47.3	4.0	100	2728	46.9	3.4	99	3948	46.1	5.0	97			
FEMALES	88464	15628	52.9	17.7	100	3564	52.7	4.0	100	3095	53.2	3.5	101	4622	53.9	5.2	102			
18 - 24	28671	4975	16.8	17.4	98	1131	16.7	3.9	98	879	15.1	3.1	88	1431	16.7	5.0	98			
25 - 34	39536	6951	23.5	17.6	100	1494	22.1	3.8	94	1408	24.2	3.6	103	1941	22.6	4.9	96			
35 - 44	28978	6190	20.9	21.4	121	1334	19.7	4.6	114	1041	17.9	3.6	103	1928	22.5	6.7	130			
45 - 54	22345	4386	14.8	19.6	111	1153	17.0	5.2	128	1064	18.3	4.8	137	1100	12.8	4.9	96			
55 - 64	22224	3796	12.8	17.1	97	965	14.3	4.3	108	577	9.9	2.6	75	1230	14.4	5.5	108			
65 OR OLDER	25973	3252	11.0	12.5	71	692	10.2	2.7	66	853	14.7	3.3	95	941	11.0	3.6	71			
18 - 34	68207	11926	40.4	17.5	99	2625	38.8	3.8	95	2288	39.3	3.4	97	3371	39.3	4.9	97			
18 - 49	108058	20246	68.5	18.7	106	4519	66.8	4.2	104	3894	66.9	3.6	104	5720	66.7	5.3	104			
25 - 54	90859	17526	59.3	19.3	109	3981	58.8	4.4	109	3513	60.3	3.9	111	4968	58.0	5.5	107			
35 - 49	39851	8320	28.2	20.9	119	1894	28.0	4.8	118	1606	27.6	4.0	116	2349	27.4	5.9	115			
50 OR OLDER	59669	9302	31.5	15.6	88	2250	33.2	3.8	93	1929	33.1	3.2	93	2850	33.3	4.8	93			
GRADUATED COLLEGE	28091	4447	15.1	15.8	90	1278	18.9	4.5	113	955	16.4	3.4	98	1056	12.3	3.8	74			
ATTENDED COLLEGE	28938	5376	18.2	18.6	105	1282	18.9	4.4	110	1100	18.9	3.8	110	1257	14.7	4.3	85			
GRADUATED HIGH SCHOOL	65503	12652	42.8	19.3	110	2348	34.7	3.6	89	2477	42.5	3.8	109	4077	47.6	6.2	122			
DID NOT GRADUATE HIGH SCHOOL	45195	7074	23.9	15.7	89	1861	27.5	4.1	102	1290	22.2	2.9	82	2181	25.4	4.8	94			
EMPLOYED MALES	56429	10300	34.9	18.3	104	2349	34.7	4.2	103	2031	34.9	3.6	104	2820	32.9	5.0	98			
EMPLOYED FEMALES	43971	8642	29.2	19.7	112	1888	27.9	4.3	106	1613	27.7	3.7	106	2344	27.4	5.3	104			
EMPLOYED FULL-TIME	87773	16458	55.7	18.8	106	3770	55.7	4.3	106	3052	52.4	3.5	100	4474	52.2	5.1	100			
EMPLOYED PART-TIME	12627	2484	8.4	19.7	112	*467	6.9	3.7	92	*591	10.2	4.7	135	*689	8.0	5.5	107			
NOT EMPLOYED	67327	10607	35.9	15.8	89	2532	37.4	3.8	93	2179	37.4	3.2	93	3407	39.8	5.1	95			
PROFESSIONAL/MANAGER	25845	4091	13.8	15.8	90	1147	16.9	4.4	110	894	15.4	3.5	100	908	10.6	3.5	69			
TECH/CLERICAL/SALES	30895	6347	21.5	20.5	117	1430	21.1	4.6	115	1231	21.1	4.0	115	1735	20.2	5.6	110			
PRECISION/CRAFT	12629	2523	8.5	20.0	113	*491	7.3	3.9	96	*436	7.5	3.5	99	772	9.0	6.1	120			
OTHER EMPLOYED	31031	5980	20.2	19.3	109	1169	17.3	3.8	93	1083	18.6	3.5	101	1748	20.4	5.6	110			
SINGLE	35557	5738	19.4	16.1	92	1403	20.7	3.9	98	1291	22.2	3.6	105	1571	18.3	4.4	86			
MARRIED	103585	19673	66.6	19.0	108	4482	66.2	4.3	107	3642	62.6	3.5	101	5760	67.2	5.6	105			
DIVORCED/SEPARATED/WIDOWED	28585	4137	14.0	14.5	82	883	13.0	3.1	77	889	15.3	3.1	90	1240	14.5	4.3	85			
PARENTS	59295	11323	38.3	19.1	108	2134	31.5	3.6	89	1992	34.2	3.4	97	3588	41.9	6.1	118			
WHITE	146081	26534	89.8	18.2	103	6038	89.2	4.1	102	5122	88.0	3.5	101	7755	90.5	5.3	104			
BLACK	17974	2398	8.1	13.3	76	614	9.1	3.4	85	558	9.6	3.1	89	607	7.1	3.4	66			
OTHER	3672	*617	2.1	16.8	95	**116	1.7	3.2	78	**142	2.4	3.9	111	**207	2.4	5.6	110			
NORTHEAST-CENSUS	37005	6203	21.0	16.8	95	1647	24.3	4.5	110	1340	23.0	3.6	104	1680	19.6	4.5	89			
NORTH CENTRAL	42642	7188	24.3	16.9	96	1435	21.2	3.4	83	980	16.8	2.3	66	1840	21.5	4.3	84			
SOUTH	56777	9740	33.0	17.2	97	1779	26.3	3.1	78	2108	36.2	3.7	107	3277	38.2	5.8	111			
WEST	31303	6417	21.7	20.5	116	1908	28.2	6.1	151	1395	24.0	4.5	128	1773	20.7	5.7	111			
NORTHEAST-MKTG.	38125	6258	21.2	16.4	93	1625	24.0	4.3	106	1470	25.2	3.9	111	1616	18.9	4.2	83			
EAST CENTRAL	24794	4642	15.7	18.7	106	873	12.9	3.5	87	853	14.7	3.4	99	1441	16.8	5.8	114			
WEST CENTRAL	28511	4654	15.8	16.3	93	881	13.0	3.1	77	553	9.5	1.9	56	1118	13.0	3.9	77			
SOUTH	48953	8531	28.9	17.4	99	1613	23.8	3.3	82	1665	28.6	3.4	98	2953	34.5	6.0	114			
PACIFIC	27344	5464	18.5	20.0	113	1777	26.3	6.5	161	1281	22.0	4.7	135	1442	16.8	5.3	103			
COUNTY SIZE A	69301	11921	40.3	17.2	98	3388	50.1	4.9	121	2431	41.8	3.5	101	3063	35.7	4.4	87			
COUNTY SIZE B	50633	8727	29.5	17.2	98	1845	27.3	3.6	90	1649	28.3	3.3	94	2739	32.0	5.4	106			
COUNTY SIZE C	26259	5055	17.1	19.3	109	969	14.3	3.7	91	961	16.5	3.7	105	1635	19.1	6.2	121			
COUNTY SIZE D	21534	3846	13.0	17.9	101	567	8.4	2.6	65	782	13.4	3.6	105	1134	13.2	5.3	103			
METRO CENTRAL CITY	50014	7643	25.9	15.3	87	1891	27.9	3.8	94	1637	28.1	3.3	94	2197	25.6	4.4	86			
METRO SUBURBAN	76832	14661	49.6	19.1	108	3675	54.3	4.8	119	2673	45.9	3.5	100	4082	47.6	5.3	104			
NON METRO	40881	7244	24.5	17.7	101	1204	17.8	2.9	73	1512	26.0	3.7	107	2291	26.7	5.6	110			
TOP 5 ADI'S	39550	6821	23.1	17.2	98	2068	30.6	5.2	130	1553	26.7	3.9	113	1617	18.9	4.1	86			
TOP 10 ADI'S	54877	9532	32.3	17.4	99	3043	45.0	5.5	137	1990	34.2	3.6	104	2244	26.2	4.1	86			
TOP 20 ADI'S	77516	13607	46.1	17.6	100	3808	56.3	4.9	122	2968	51.0	3.8	110	3539	41.3	4.6	89			
HSOLD INC. \$50,000 OR MORE	17257	3583	12.1	20.8	118	1033	15.3	6.0	148	760	13.1	4.4	127	790	9.2	4.6	99			
\$40,000 OR MORE	33235	6420	21.7	19.3	110	1503	22.2	4.5	112	1349	23.2	4.1	117	1693	19.8	5.1	100			
\$30,000 OR MORE	59693	11769	39.8	19.7	112	2858	42.2	4.8	119	2406	41.3	4.0	116	3107	36.3	5.2	101			
\$25,000 OR MORE	76275	14788	50.0	19.4	110	3739	55.2	4.9	121	2918	50.1	3.8	110	4025	47.0	5.3	101			
\$20,000 - \$24,999	18607	3723	12.6	20.0	114	697	10.3	3.7	93	629	10.8	3.4	97	1307	15.3	7.0	130			
\$15,000 - \$19,999	17175	3094	10.5	18.0	102	752	11.1	4.4	108	*489	8.4	2.8	82	850	9.9	4.9	99			
\$10,000 - \$14,999	24569	3840	13.0	15.6	89	594	8.8	2.4	60	852	14.6	3.5	100	1039	12.1	4.2	83			
UNDER \$10,000	31101	4103	13.9	13.2	75	987	14.6	3.2	79	935	16.1	3.0	87	1350	15.8	4.3	83			
HOUSEHOLD OF 1 PERSON	19441	1867	6.3	9.6	55	581	8.6	3.0	74	467	8.0	2.4	69	516	6.0	2.7	55			
2 PEOPLE																				

DIFFERENT FORMS OF COMMERCIAL DOG FOOD SERVED IN SAME MEAL TO SAME DOG: HOW OFTEN
(ADULTS)

		SERVE DIFFERENT FORMS OF COM'L DOG FOOD				ALL OF THE TIME				MOST OF THE TIME				SOME OF THE TIME				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	29548	100.0	17.6	100	6769	100.0	4.0	100	5822	100.0	3.5	100	8570	100.0	5.1	100
MAGAZINES	QUINTILE 1	34022	7157	24.2	21.0	119	1828	27.0	5.4	133	1331	22.9	3.9	113	1956	22.8	5.7	113
	QUINTILE 2	34800	6501	22.0	18.7	106	1410	20.8	4.1	100	1201	20.6	3.5	99	1786	20.8	5.1	100
	QUINTILE 3	30514	5412	18.3	17.7	101	1259	18.6	4.1	102	1122	19.3	3.7	106	1720	20.1	5.6	110
	QUINTILE 4	33324	5772	19.5	17.3	98	1245	18.4	3.7	93	1197	20.6	3.6	103	1650	19.3	5.0	97
	QUINTILE 5	35066	4707	15.9	13.4	76	1027	15.2	2.9	73	971	16.7	2.8	80	1459	17.0	4.2	81
NEWSPAPERS	QUINTILE 1	29107	5889	19.9	20.2	115	1391	20.5	4.8	118	1161	19.9	4.0	115	1684	19.6	5.8	113
	QUINTILE 2	49095	8767	29.7	17.9	101	2311	34.1	4.7	117	1624	27.9	3.3	95	2522	29.4	5.1	101
	QUINTILE 3	23107	4440	15.0	19.2	109	1152	17.0	5.0	124	905	15.5	3.9	113	1089	12.7	4.7	92
	QUINTILE 4	33556	5458	18.5	16.3	92	981	14.5	2.9	72	938	16.1	2.8	81	1743	20.3	5.2	102
	QUINTILE 5	32863	4996	16.9	15.2	86	933	13.8	2.8	70	1194	20.5	3.6	105	1532	17.9	4.7	91
OUTDOOR	QUINTILE 1	33431	6291	21.3	18.8	107	1329	19.6	4.0	99	1175	20.2	3.5	101	2199	25.7	6.6	129
	QUINTILE 2	33478	5560	18.8	16.6	94	1274	18.8	3.8	94	1078	18.5	3.2	93	1529	17.8	4.6	89
	QUINTILE 3	33574	6099	20.6	18.2	103	1487	22.0	4.4	110	1146	19.7	3.4	98	1540	18.0	4.6	90
	QUINTILE 4	33935	5930	20.1	17.5	99	1509	22.3	4.4	110	1339	23.0	3.9	114	1502	17.5	4.4	87
	QUINTILE 5	33310	5669	19.2	17.0	97	1170	17.3	3.5	87	1085	18.6	3.3	94	1800	21.0	5.4	106
RADIO-DRIVE TIME	QUINTILE 1	33136	6428	21.8	19.4	110	1454	21.5	4.4	109	1173	20.1	3.5	102	1957	22.8	5.9	116
	QUINTILE 2	31658	5826	19.7	18.4	104	1250	18.5	3.9	98	969	16.6	3.1	88	1703	19.9	5.4	105
	QUINTILE 3	32541	6124	20.7	18.8	107	1369	20.2	4.2	104	1356	23.3	4.2	120	1575	18.4	4.8	95
	QUINTILE 4	34247	5608	19.0	16.4	93	1230	18.2	3.6	89	1138	19.5	3.3	96	1808	21.1	5.3	103
	QUINTILE 5	36144	5563	18.8	15.4	87	1467	21.7	4.1	101	1188	20.4	3.3	95	1528	17.8	4.2	83
RADIO-MID-DAY	TERCILE 1	45037	8298	28.1	18.4	105	1718	25.4	3.8	95	1578	27.1	3.5	101	2701	31.5	6.0	117
	TERCILE 2	44819	7883	26.7	17.6	100	1988	29.4	4.4	110	1536	26.4	3.4	99	2210	25.8	4.9	97
	TERCILE 3	77872	13368	45.2	17.2	97	3063	45.3	3.9	97	2708	46.5	3.5	100	3658	42.7	4.7	92
RADIO-TOTAL	QUINTILE 1	33763	6593	22.3	19.5	111	1432	21.2	4.2	105	1242	21.3	3.7	106	2076	24.2	6.1	120
	QUINTILE 2	33240	5748	19.5	17.3	98	1250	18.5	3.8	93	891	15.3	2.7	77	1735	20.2	5.2	102
	QUINTILE 3	33408	6041	20.4	18.1	103	1366	20.2	4.1	101	1347	23.1	4.0	116	1641	19.1	4.9	96
	QUINTILE 4	34792	6006	20.3	17.3	98	1340	19.8	3.9	95	1380	23.7	4.0	114	1642	19.2	4.7	92
	QUINTILE 5	32524	5161	17.5	15.9	90	1381	20.4	4.2	105	963	16.5	3.0	85	1477	17.2	4.5	89
TV-PRIME TIME	QUINTILE 1	33090	6245	21.1	18.9	107	1240	18.3	3.7	93	1276	21.9	3.9	111	1957	22.8	5.9	116
	QUINTILE 2	33357	6170	20.9	18.5	105	1415	20.9	4.2	105	1263	21.7	3.8	109	1750	20.4	5.2	103
	QUINTILE 3	33980	6276	21.2	18.5	105	1601	23.7	4.7	117	1060	18.2	3.1	90	1908	22.3	5.6	110
	QUINTILE 4	33854	5635	19.1	16.6	94	1221	18.0	3.6	89	1184	20.3	3.5	101	1617	18.9	4.8	93
	QUINTILE 5	33444	5223	17.7	15.6	89	1292	19.1	3.9	96	1039	17.8	3.1	90	1338	15.6	4.0	78
TV-DAYTIME	TERCILE 1	49121	8039	27.2	16.4	93	1737	25.7	3.5	88	1831	31.4	3.7	107	2442	28.5	5.0	97
	TERCILE 2	48823	8606	29.1	17.6	100	1907	28.2	3.9	97	1662	28.5	3.4	98	2308	26.9	4.7	93
	TERCILE 3	69782	12904	43.7	18.5	105	3125	46.2	4.5	111	2330	40.0	3.3	96	3820	44.6	5.5	107
TV-TOTAL	QUINTILE 1	33584	5723	19.4	17.0	97	1099	16.2	3.3	81	1284	22.1	3.8	110	1852	21.6	5.5	108
	QUINTILE 2	33441	6231	21.1	18.6	106	1378	20.4	4.1	102	1380	23.7	4.1	119	1825	21.3	5.5	107
	QUINTILE 3	33505	5800	19.6	17.3	98	1542	22.8	4.6	114	1049	18.0	3.1	90	1638	19.1	4.9	96
	QUINTILE 4	33466	6057	20.5	18.1	103	1406	20.8	4.2	104	981	16.8	2.9	84	1737	20.3	5.2	102
	QUINTILE 5	33731	5738	19.4	17.0	97	1344	19.9	4.0	99	1128	19.4	3.3	96	1518	17.7	4.5	88
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		44503	8882	30.1	20.0	113	2280	33.7	5.1	127	1658	28.5	3.7	107	2383	27.8	5.4	105
		39363	7257	24.6	18.4	105	1474	21.8	3.7	93	1456	25.0	3.7	107	2180	25.4	5.5	108
		46441	8101	27.4	17.4	99	1949	28.8	4.2	104	1615	27.7	3.5	100	2363	27.6	5.1	100
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		33726	6644	22.5	19.7	112	1599	23.6	4.7	117	1177	20.2	3.5	101	1954	22.8	5.8	113
		52846	10236	34.6	19.4	110	2452	36.2	4.6	115	2036	35.0	3.9	111	2713	31.7	5.1	100
		52140	8421	28.5	16.2	92	1794	26.5	3.4	85	1780	30.6	3.4	98	2603	30.4	5.0	98
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		37081	7595	25.7	20.5	116	1840	27.2	5.0	123	1176	20.2	3.2	91	2148	25.1	5.8	113
		49747	9242	31.3	18.6	105	2229	32.9	4.5	111	2005	34.4	4.0	116	2443	28.5	4.9	96
		49208	8133	27.5	16.5	94	1684	24.9	3.4	85	1693	29.1	3.4	99	2486	29.0	5.1	99
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		33103	6584	22.3	19.9	113	1425	21.1	4.3	107	1326	22.8	4.0	115	2041	23.8	6.2	121
		54575	10330	35.0	18.9	107	2697	39.8	4.9	122	1795	30.8	3.3	95	2663	31.1	4.9	95
		53249	8423	28.5	15.8	90	1740	25.7	3.3	81	1922	33.0	3.6	104	2633	30.7	4.9	97
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		36255	6866	23.2	18.9	108	1678	24.8	4.6	115	1366	23.5	3.8	109	1949	22.7	5.4	105
		55591	10424	35.3	18.8	106	2712	40.1	4.9	121	2040	35.0	3.7	106	2830	33.0	5.1	100
		48319	7974	27.0	16.5	94	1532	22.6	3.2	79	1502	25.8	3.1	90	2528	29.5	5.2	102
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		37242	7046	23.8	18.9	107	1858	27.4	5.0	124	1254	21.5	3.4	97	1993	23.3	5.4	105
		54423	10034	34.0	18.4	105	2550	37.7	4.7	116	2028	34.8	3.7	107	2779	32.4	5.1	100
		46650	8229	27.8	17.6	100	1409	20.8	3.0	75	1554	26.7	3.3	96	2539	29.6	5.4	107
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		35974	6311	21.4	17.5	100	1462	21.6	4.1	101	1335	22.9	3.7	107	1872	21.8	5.2	102
		56095	10768	36.4	19.2	109	2985	44.1	5.3	132	1872	32.2	3.3	96	2856	33.3	5.1	100
		47170	8115	27.5	17.2	98	1530	22.6	3.2	80	1753	30.1	3.7	107	2610	30.5	5.5	108
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		33748	5952	20.1	17.6	100	1294	19.1	3.8	95	1035	17.8	3.1	88	1968	23.0	5.8	114
		52785	9358	31.7	17.7	101	2153	31.8	4.1	101	1883	32.3	3.6	103				

	SERVE DIFFERENT FORMS OF COM'L DOG FOOD				ALL OF THE TIME				MOST OF THE TIME				SOME OF THE TIME				
	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	29548	100.0	17.6	100	6769	100.0	4.0	100	5822	100.0	3.5	100	8570	100.0	5.1	100
ATLANTIC MONTHLY	867	**128	0.4	14.8	84	**45	0.7	5.2	129	**35	0.6	4.0	116	**32	0.4	3.7	7
BARRON'S	1580	367	1.2	23.2	132	**108	1.6	6.8	169	**110	1.9	7.0	201	**71	0.8	4.5	8
BETTER HOMES & GARDENS	22203	4392	14.9	19.8	112	1021	15.1	4.6	114	781	13.4	3.5	101	1224	14.3	5.5	10
BON APPETIT	3810	708	2.4	18.6	105	**226	3.3	5.9	147	**164	2.8	4.3	124	**130	1.5	3.4	6
BUSINESS WEEK	4663	845	2.9	18.1	103	*156	2.3	3.3	83	*127	2.2	2.7	78	*278	3.2	6.0	13
CAR AND DRIVER	3102	501	1.7	16.2	92	**73	1.1	2.4	58	**140	2.4	4.5	130	**117	1.4	3.8	8
CBS MAGAZINE NETWORK (GROSS)	7311	1436	4.9	19.6	111	*256	3.8	3.5	87	401	6.9	5.5	158	*390	4.6	5.3	10
CHANGING TIMES	3400	566	1.9	16.6	94	*192	2.8	5.6	140	**74	1.3	2.2	63	*159	1.9	4.7	9
COLONIAL HOMES	1796	325	1.1	18.1	103	**69	1.0	3.8	95	**48	0.8	2.7	77	**87	1.0	4.8	9
CONDE NAST MAG. PKG. (GROSS)	19924	3738	12.7	18.8	106	900	13.3	4.5	112	681	11.7	3.4	98	1105	12.9	5.5	10
CONSUMERS DIGEST	3125	674	2.3	21.6	122	*194	2.9	6.2	154	**126	2.2	4.0	116	*169	2.0	5.4	10
COSMOPOLITAN	10577	2175	7.4	20.6	117	463	6.8	4.4	108	371	6.4	3.5	101	595	6.9	5.6	13
COUNTRY LIVING	3746	712	2.4	19.0	108	*201	3.0	5.4	133	*158	2.7	4.2	122	*200	2.3	5.3	10
CUISINE	2214	383	1.3	17.3	98	**105	1.6	4.7	118	**75	1.3	3.4	98	**74	0.9	3.3	6
CYCLE WORLD	2394	485	1.6	20.3	115	**97	1.4	4.1	100	**128	2.2	5.3	154	**107	1.2	4.5	8
DCI:CREATIVE IDEAS FOR LIV	3068	595	2.0	19.4	110	**124	1.8	4.0	100	**106	1.8	3.5	100	*181	2.1	5.9	13
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1679	5.7	17.6	100	375	5.5	3.9	97	359	6.2	3.8	108	547	6.4	5.7	13
DISCOVER	2277	439	1.5	19.3	109	**111	1.6	4.9	121	**46	0.8	2.0	58	**123	1.4	5.4	10
EBONY	7187	1030	3.5	14.3	81	*270	4.0	3.8	93	*197	3.4	2.7	79	*243	2.8	3.4	6
ESQUIRE	2560	454	1.5	17.7	101	**69	1.0	2.7	67	*73	1.3	2.9	82	*160	1.9	6.3	12
ESSENCE	3242	522	1.8	16.1	91	**150	2.2	4.6	115	**125	2.1	3.9	111	**97	1.1	3.0	5
FAMILY CIRCLE	19639	3860	13.1	19.7	112	952	14.1	4.8	120	632	10.9	3.2	93	1223	14.3	6.2	12
THE FAMILY HANDYMAN	3540	820	2.8	23.2	131	*235	3.5	6.6	164	*146	2.5	4.1	119	*247	2.9	7.0	13
FAMILY WEEKLY	23924	4622	15.6	19.3	110	995	14.7	4.2	103	820	14.1	3.4	99	1374	16.0	5.7	13
FIELD & STREAM	9883	2299	7.8	23.3	132	458	6.8	4.6	115	444	7.6	4.5	129	747	8.7	7.6	14
FOOD & WINE	1030	*168	0.6	16.3	93	**50	0.7	4.9	120	**66	1.1	6.4	185	**32	0.4	3.1	6
FORBES	2679	515	1.7	19.2	109	*114	1.7	4.3	105	**96	1.6	3.6	103	**123	1.4	4.6	9
FORTUNE	2931	646	2.2	22.0	125	*153	2.3	5.2	129	*127	2.2	4.3	125	**110	1.3	3.8	7
GENTLEMEN'S QUARTERLY	3481	739	2.5	21.2	121	*230	3.4	6.6	164	**137	2.4	3.9	113	**192	2.2	5.5	10
GLAMOUR	7163	1370	4.6	19.1	109	*326	4.8	4.6	113	*287	4.9	4.0	115	374	4.4	5.2	10
GOLF DIGEST	2355	465	1.6	19.7	112	*143	2.1	6.1	150	*73	1.3	3.1	89	**132	1.5	5.6	13
GOLF DIGEST/TENNIS (GROSS)	3610	737	2.5	20.4	116	*238	3.5	6.6	163	*151	2.6	4.2	121	*168	2.0	4.7	9
GOLF MAGAZINE	2046	354	1.2	17.3	98	*83	1.2	4.1	101	*120	2.1	5.9	169	*74	0.9	3.6	7
GOLF MAGAZINE/SKI (GROSS)	3547	558	1.9	15.7	89	*143	2.1	4.0	100	*120	2.1	3.4	97	*151	1.8	4.3	7
GOOD HOUSEKEEPING	20353	3749	12.7	18.4	105	813	12.0	4.0	99	721	12.4	3.5	102	1146	13.4	5.6	13
HARPER'S BAZAAR	3362	603	2.0	17.9	102	**101	1.5	3.0	74	**159	2.7	4.7	136	**125	1.5	3.7	7
HEALTH	2987	658	2.2	22.0	125	**157	2.3	5.3	130	**146	2.5	4.9	141	*179	2.1	6.0	13
HEARST MAG CORP. BUY (GROSS)	67928	13040	44.1	19.2	109	2771	40.9	4.1	101	2469	42.4	3.6	105	3817	44.5	5.6	13
HEARST MAN POWER (GROSS)	11282	2363	8.0	20.9	119	405	6.0	3.6	89	311	5.3	2.8	79	868	10.1	7.7	15
HEARST WOMAN POWER (GROSS)	40514	7737	26.2	19.1	108	1694	25.0	4.2	104	1460	25.1	3.6	104	2226	26.0	5.5	10
HOUSE BEAUTIFUL	4885	936	3.2	19.2	109	*185	2.7	3.8	94	*225	3.9	4.6	133	*242	2.8	5.0	9
INC.	1308	*297	1.0	22.7	129	**88	1.3	6.7	167	**93	1.6	7.1	205	**44	0.5	3.4	6
JET	6498	1101	3.7	16.9	96	*248	3.7	3.8	95	*179	3.1	2.8	79	332	3.9	5.1	10
LADIES' HOME JOURNAL	14797	3095	10.5	20.9	119	723	10.7	4.9	121	579	9.9	3.9	113	932	10.9	6.3	13
LHJ FAMILY GRP COMBO(GROSS)	21743	4721	16.0	21.7	123	1092	16.1	5.0	124	908	15.6	4.2	120	1453	17.0	6.7	13
LIFE	9881	1956	6.6	19.8	112	396	5.9	4.0	99	397	6.8	4.0	116	514	6.0	5.2	10
L.A. TIMES HOME MAGAZINE	2775	643	2.2	23.2	132	*244	3.6	8.8	218	*217	3.7	7.8	225	**100	1.2	3.6	6
MADMOISELLE	4219	829	2.8	19.6	112	*177	2.6	4.2	104	**155	2.7	3.7	106	*236	2.8	5.6	10
MC CALL'S	16422	3111	10.5	18.9	108	645	9.5	3.9	97	666	11.4	4.1	117	948	11.1	5.8	13
MC CALL'S/WRK MOTHER (GROSS)	17919	3406	11.5	19.0	108	731	10.8	4.1	101	710	12.2	4.0	114	1008	11.8	5.6	13
MECHANIX ILLUSTRATED	4433	1091	3.7	24.6	140	*260	3.8	5.9	145	*159	2.7	3.6	103	372	4.3	8.4	16
METROPOLITAN HOME	1504	*277	0.9	18.4	105	**110	1.6	7.3	181	**29	0.5	1.9	56	*37	0.4	2.5	4
MONEY	4723	832	2.8	17.6	100	*235	3.5	5.0	123	*223	3.8	4.7	136	*165	1.9	3.5	6
MOTHER EARTH NEWS	2325	475	1.6	20.4	116	**125	1.8	5.4	133	*81	1.4	3.5	100	*114	1.3	4.9	9
MS.	1189	*186	0.6	15.6	89	**25	0.4	2.1	52	*40	0.7	3.4	97	*44	0.5	3.7	7
NATIONAL ENQUIRER	18892	4097	13.9	21.7	123	879	13.0	4.7	115	776	13.3	4.1	118	1289	15.0	6.8	13
NATIONAL GEOGRAPHIC	22129	4347	14.7	19.6	112	1223	18.1	5.5	137	801	13.8	3.6	104	1120	13.1	5.1	9
NATIONAL SUNDAY MAGAZINE PKG	103750	19105	64.7	18.4	105	4626	68.3	4.5	110	3670	63.0	3.5	102	5297	61.8	5.1	10
NATURAL HISTORY	1379	*154	0.5	11.2	63	**74	1.1	5.4	133	**11	0.2	0.8	23	**31	0.4	2.2	4
NEW WOMAN	2289	430	1.5	18.8	107	*148	2.2	6.5	160	*67	1.2	2.9	84	*51	0.6	2.2	4
NEW YORK INCLUDING CUE	1088	**142	0.5	13.1	74	*38	0.6	3.5	87	*6	0.1	0.6	16	*24	0.3	2.2	4
THE NEW YORKER	2459	465	1.6	18.9	107	*141	2.1	5.7	142	*81	1.4	3.3	95	*60	0.7	2.4	4
NEWSWEEK	16527	3262	11.0	19.7	112	847	12.5	5.1	127	557	9.6	3.4	97	711	8.3	4.3	8
THE N.Y. TIMES DAILY EDITION	2739	499	1.7	18.2	103	*168	2.5	6.1	152	*121	2.1	4.4	127	*98	1.1	3.6	6
THE N.Y. TIMES MAGAZINE	4443	755	2.6	17.0	96	*206	3.0	4.6	115	*207	3.6	4.7	134	*161	1.9	3.6	6
OMNI	2799	533	1.8	19.0	108	*106	1.6	3.8	94	*100	1.7	3.6	103	*133	1.6	4.8	9
ON CABLE	2209	435	1.5	19.7	112	*105	1.6	4.8	118	*69	1.2	3.1	90	*85	1.0	3.8	8
1001 HOME IDEAS	3959	968	3.3	24.5	139	*213	3.1	5.4	133	*183	3.1	4.6	133	342	4.0	8.6	16
ORGANIC GARDENING	3111	716	2.4	23.0	131	*152	2.2	4.9	121	*118	2.0	3.8	109	*249	2.9	8.0	16
OUTDOOR LIFE	5024	1081	3.7	21.5	122	*261	3.9	5.2	129	*163	2.8	3.2	93	*350	4.1	7.0	13
PARADE MAGAZINE	5																

	TOTAL U.S. '000	SERVE DIFFERENT FORMS OF COM'L DOG FOOD				ALL OF THE TIME				MOST OF THE TIME				SOME OF THE TIME			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	29548	100.0	17.6	100	6769	100.0	4.0	100	5822	100.0	3.5	100	8570	100.0	5.1	100
PARENTS	5298	916	3.1	17.3	98	*158	2.3	3.0	74	**140	2.4	2.6	76	*267	3.1	5.0	99
PENTHOUSE	5129	1067	3.6	20.8	118	*227	3.4	4.4	110	*237	4.1	4.6	133	*328	3.8	6.4	125
PEOPLE	21070	4328	14.6	20.5	117	1122	16.6	5.3	132	751	12.9	3.6	103	1192	13.9	5.7	111
PLAYBOY	10562	1981	6.7	18.8	106	591	8.7	5.6	139	359	6.2	3.4	98	523	6.1	5.0	97
POPULAR HOT RODDING	2498	508	1.7	20.3	115	**110	1.6	4.4	109	**86	1.5	3.4	99	*183	2.1	7.3	143
POPULAR MECHANICS	5887	1213	4.1	20.6	117	*199	2.9	3.4	84	*147	2.5	2.5	72	438	5.1	7.4	146
POPULAR SCIENCE	4317	760	2.6	17.6	100	*178	2.6	4.1	102	**91	1.6	2.1	61	*188	2.2	4.4	85
PREVENTION	5792	1117	3.8	19.3	109	*261	3.9	4.5	112	*167	2.9	2.9	83	316	3.7	5.5	107
PSYCHOLOGY TODAY	3284	652	2.2	19.9	113	*219	3.2	6.7	165	*145	2.5	4.4	127	**149	1.7	4.5	89
READER'S DIGEST	40046	7618	25.8	19.0	108	1985	29.3	5.0	123	1366	23.5	3.4	98	2085	24.3	5.2	102
REDBOOK	9584	1813	6.1	18.9	107	418	6.2	4.4	108	367	6.3	3.8	110	484	5.6	5.1	99
ROAD & TRACK	2590	561	1.9	21.7	123	**106	1.6	4.1	101	*159	2.7	6.1	177	**173	2.0	6.7	131
ROLLING STONE	3302	604	2.0	18.3	104	**129	1.9	3.9	97	**94	1.6	2.8	82	**190	2.2	5.8	113
RUNNER'S WORLD	1229	*216	0.7	17.6	100	**45	0.7	3.7	91	**52	0.9	4.2	122	**99	1.2	8.1	158
SATURDAY EVENING POST	2110	304	1.0	14.4	82	**76	1.1	3.6	89	**51	0.9	2.4	70	**83	1.0	3.9	77
SCIENCE 84	1543	323	1.1	20.9	119	**104	1.5	6.7	167	**40	0.7	2.6	75	**44	0.5	2.9	56
SCIENCE DIGEST	1747	*279	0.9	16.0	91	**57	0.8	3.3	81	**24	0.4	1.4	40	**115	1.3	6.6	129
SCIENTIFIC AMERICAN	1994	418	1.4	21.0	119	**151	2.2	7.6	188	**75	1.3	3.8	108	**54	0.6	2.7	53
SELF	3119	565	1.9	18.1	103	**114	1.7	3.7	91	**39	0.7	1.3	36	*197	2.3	6.3	124
SEVENTEEN	3923	803	2.7	20.5	116	*268	4.0	6.8	169	**144	2.5	3.7	106	**164	1.9	4.2	82
SKI	1501	*203	0.7	13.5	77	**60	0.9	4.0	99	**0	0.0	0.0	0	**77	0.9	5.1	100
SMITHSONIAN	5976	1138	3.9	19.0	108	253	3.7	4.2	105	*199	3.4	3.3	96	276	3.2	4.6	90
SOAP OPERA DIGEST	4228	871	2.9	20.6	117	*221	3.3	5.2	130	**133	2.3	3.1	91	*232	2.7	5.5	107
SOUTHERN LIVING	6488	1084	3.7	16.7	95	*251	3.7	3.9	96	*253	4.3	3.9	112	365	4.3	5.6	110
SPORT	3500	814	2.8	23.3	132	*198	2.9	5.7	140	**176	3.0	5.0	145	*279	3.3	8.0	156
THE SPORTING NEWS	2456	564	1.9	23.0	130	**165	2.4	6.7	166	**30	0.5	1.2	35	*183	2.1	7.5	146
SPORTS AFIELD	3648	871	2.9	23.9	136	*150	2.2	4.1	102	**140	2.4	3.8	111	*315	3.7	8.6	169
SPORTS ILLUSTRATED	14484	2901	9.8	20.0	114	736	10.9	5.1	126	546	9.4	3.8	109	790	9.2	5.5	107
STAR	12661	2674	9.0	21.1	120	556	8.2	4.4	109	515	8.8	4.1	117	828	9.7	6.5	128
SUNDAY	52799	9206	31.2	17.4	99	2437	36.0	4.6	114	1811	31.1	3.4	99	2475	28.9	4.7	92
SUNSET	3513	781	2.6	22.2	126	*251	3.7	7.1	177	*183	3.1	5.2	150	*174	2.0	5.0	97
TV GUIDE	42766	7986	27.0	18.7	106	1880	27.8	4.4	109	1697	29.1	4.0	114	2231	26.0	5.2	102
TENNIS	1254	*273	0.9	21.8	124	**95	1.4	7.6	188	**78	1.3	6.2	179	**36	0.4	2.9	56
TIME	22054	4177	14.1	18.9	108	1077	15.9	4.9	121	823	14.1	3.7	108	1000	11.7	4.5	89
TOWN & COUNTRY	1555	*222	0.8	14.3	81	**78	1.2	5.0	124	**52	0.9	3.3	96	**49	0.6	3.2	62
TRAVEL & LEISURE	2173	350	1.2	16.1	91	**123	1.8	5.7	140	**43	0.7	2.0	57	**83	1.0	3.8	75
TRUE STORY	4636	1030	3.5	22.2	126	**135	2.0	2.9	72	*178	3.1	3.8	111	*349	4.1	7.5	147
U.S. NEWS & WORLD REPORT	10353	1940	6.6	18.7	106	532	7.9	5.1	127	305	5.2	2.9	85	531	6.2	5.1	100
USA TODAY	4994	908	3.1	18.2	103	*229	3.4	4.6	114	*125	2.1	2.5	72	*250	2.9	5.0	98
US	3528	707	2.4	20.0	114	**144	2.1	4.1	101	**122	2.1	3.5	100	*205	2.4	5.8	114
VOGUE	5424	974	3.3	18.0	102	*284	4.2	5.2	130	*199	3.4	3.7	106	*298	3.5	5.5	108
HALL STREET JOURNAL	6292	1117	3.8	17.8	101	351	5.2	5.6	138	*177	3.0	2.8	81	*206	2.4	3.3	64
HEIGHT WATCHERS	2762	701	2.4	25.4	144	*175	2.6	6.3	157	**140	2.4	5.1	146	*149	1.7	5.4	106
WOMAN'S DAY	16320	3257	11.0	20.0	113	671	9.9	4.1	102	678	11.6	4.2	120	1096	12.8	6.7	131
WORKING MOTHER	1496	*295	1.0	19.7	112	**86	1.3	5.7	142	**44	0.8	2.9	85	**60	0.7	4.0	78
WORKING WOMAN	1851	361	1.2	19.5	111	**108	1.6	5.8	145	**81	1.4	4.4	126	**43	0.5	2.3	45
WORLD TENNIS	580	**144	0.5	24.8	141	**30	0.4	5.2	128	**59	1.0	10.2	293	**7	0.1	1.2	24
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2363	8.0	19.0	108	548	8.1	4.4	109	431	7.4	3.5	100	612	7.1	4.9	97
BLAIR INSERTS	91671	16713	56.6	18.2	103	4146	61.2	4.5	112	3195	54.9	3.5	100	4581	53.5	5.0	98
DAILY NEWSPAPERS																	
READ ANY	109190	20177	68.3	18.5	105	4900	72.4	4.5	111	3812	65.5	3.5	101	5852	68.3	5.4	105
READ ONE	89587	16384	55.4	18.3	104	3961	58.5	4.4	110	3016	51.8	3.4	97	4847	56.6	5.4	106
READ TWO OR MORE	19602	3793	12.8	19.4	110	939	13.9	4.8	119	795	13.7	4.1	117	1005	11.7	5.1	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	20179	68.3	18.4	104	4892	72.3	4.5	111	3906	67.1	3.6	103	5642	65.8	5.1	101
READ ONE	95074	17126	58.0	18.0	102	4150	61.3	4.4	108	3311	56.9	3.5	100	4833	56.4	5.1	99
READ TWO OR MORE	14588	3053	10.3	20.9	119	742	11.0	5.1	126	595	10.2	4.1	118	809	9.4	5.5	109
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	29.71				29.38				29.26				32.69			
30 DAY REACH	149706	26207	88.7	17.5	99	6026	89.0	4.0	100	5113	87.8	3.4	98	7490	87.4	5.0	98
50 SHMG - 30 DAY AV FREQ	15.16	15.52				15.31				15.14				17.15			
30 DAY REACH	142406	25123	85.0	17.6	100	5784	85.4	4.1	101	4952	85.1	3.5	100	7154	83.5	5.0	98
25 SHMG - 30 DAY AV FREQ	8.23	8.35				8.26				8.12				9.22			
30 DAY REACH	131152	23347	79.0	17.8	101	5376	79.4	4.1	102	4644	79.8	3.5	102	6644	77.5	5.1	99
CABLE TV: HOME WIRED	66879	12363	41.8	18.5	105	2869	42.4	4.3	106	2267	38.9	3.4	98	3669	42.8	5.5	107
HOME NOT WIRED	100848	17186	58.2	17.0	97	3900	57.6	3.9	96	3556	61.1	3.5	102	4901	57.2	4.9	95
HAVE PAY CABLE	35024	7239	24.5	20.7	117	1639	24.2	4.7	116	1301	22.3	3.7	107	2168	25.3	6.2	121

	SERVE DIFFERENT FORMS OF COM'L DOG FOOD				ALL OF THE TIME				MOST OF THE TIME				SOME OF THE TIME				
	TOTAL U.S. '000	A	B	C	A	B	C	D	A	B	C	D	A	B	C	D	
	'000	'000	% DOWN	% ACROSS INDX	'000	% DOWN	% ACROSS INDX	'000	% DOWN	% ACROSS INDX	'000	% DOWN	% ACROSS INDX	'000	% DOWN	% ACROSS INDX	
TOTAL ADULTS	167727	29548	100.0	17.6	100	6769	100.0	4.0	100	5822	100.0	3.5	100	8570	100.0	5.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	17762	60.1	18.6	105	3855	57.0	4.0	100	3298	56.6	3.4	99	5186	60.5	5.4	100
10:00 AM - 3:00 PM	63599	11710	39.6	18.4	105	2571	38.0	4.0	100	2232	38.3	3.5	101	3700	43.2	5.8	111
3:00 PM - 7:00 PM	72097	13399	45.3	18.6	105	3067	45.3	4.3	105	2473	42.5	3.4	99	3986	46.5	5.5	100
7:00 PM - MIDNIGHT	36670	6371	21.6	17.4	99	1242	18.3	3.4	84	1216	20.9	3.3	96	2094	24.4	5.7	111
MIDNIGHT - 6:00 AM	21908	4012	13.6	18.3	104	905	13.4	4.1	102	737	12.7	3.4	97	1114	13.0	5.1	100
6:00 AM - MIDNIGHT	127571	23049	78.0	18.1	103	5085	75.1	4.0	99	4384	75.3	3.4	99	6804	79.4	5.3	100
ENTIRE DAY	129239	23294	78.8	18.0	102	5175	76.5	4.0	99	4466	76.7	3.5	100	6852	80.0	5.3	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	6224	21.1	18.3	104	1394	20.6	4.1	102	1112	19.1	3.3	94	1725	20.1	5.1	99
ALL NEWS	6062	1107	3.7	18.3	104	354	5.2	5.8	145	278	4.8	4.6	132	*274	3.2	4.5	81
AOR/PROGRESSIVE	11884	2264	7.7	19.1	108	680	10.0	5.7	142	357	6.1	3.0	87	608	7.1	5.1	100
BEAUTIFUL MUSIC	11180	2080	7.0	18.6	106	499	7.4	4.5	111	473	8.1	4.2	122	526	6.1	4.7	99
BLACK	4538	697	2.4	15.4	87	**141	2.1	3.1	77	*130	2.2	2.9	83	*209	2.4	4.6	90
CLASSICAL	3857	743	2.5	19.3	109	*155	2.3	4.0	100	**169	2.9	4.4	126	*221	2.6	5.7	111
CHR/ROCK	21946	4288	14.5	19.5	111	815	12.0	3.7	92	871	15.0	4.0	114	1367	16.0	6.2	121
COUNTRY	27262	5066	17.1	18.6	105	900	13.3	3.3	82	940	16.1	3.4	99	1636	19.1	6.0	111
GOLDEN OLDIES	3339	547	1.9	16.4	93	**74	1.1	2.2	55	**75	1.3	2.2	65	*187	2.2	5.6	110
MOR/NOSTALGIA	10346	1969	6.7	19.0	108	506	7.5	4.9	121	420	7.2	4.1	117	517	6.0	5.0	99
NEWS/TALK	8929	1550	5.2	17.4	99	403	6.0	4.5	112	211	3.6	2.4	68	406	4.7	4.5	81
RELIGIOUS	5488	870	2.9	15.9	90	*179	2.6	3.3	81	**135	2.3	2.5	71	*339	4.0	6.2	121
SOFT ROCK	1232	*170	0.6	13.8	78	**42	0.6	3.4	84	**36	0.6	2.9	84	**52	0.6	4.2	81
URBAN CONTEMPORARY	3184	478	1.6	15.0	85	**123	1.8	3.9	96	**164	2.8	5.2	148	**104	1.2	3.3	61
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1370	4.6	19.8	113	288	4.3	4.2	103	*245	4.2	3.5	102	328	3.8	4.7	99
ABC DIRECTION	5212	1008	3.4	19.3	110	229	3.4	4.4	109	*144	2.5	2.8	80	*251	2.9	4.8	99
ABC ENTERTAINMENT	10385	1992	6.7	19.2	109	511	7.5	4.9	122	347	6.0	3.3	96	623	7.3	6.0	111
ABC FM	4762	857	2.9	18.0	102	*122	1.8	2.6	63	*215	3.7	4.5	130	*304	3.5	6.4	121
ABC INFORMATION	11339	2100	7.1	18.5	105	418	6.2	3.7	91	407	7.0	3.6	103	605	7.1	5.3	100
ABC ROCK	4878	944	3.2	19.4	110	*236	3.5	4.8	120	*152	2.6	3.1	90	*228	2.7	4.7	99
CBS	10709	1876	6.3	17.5	99	492	7.3	4.6	114	391	6.7	3.7	105	504	5.9	4.7	99
MUTUAL	10251	1731	5.9	16.9	96	415	6.1	4.0	100	374	6.4	3.6	105	513	6.0	5.0	99
NBC	12243	2203	7.5	18.0	102	413	6.1	3.4	84	353	6.1	2.9	83	651	7.6	5.3	100
RADIORADIO	4606	753	2.5	16.3	93	*153	2.3	3.3	82	*130	2.2	2.8	81	*239	2.8	5.2	100
RKO ONE	5148	851	2.9	16.5	94	*192	2.8	3.7	92	*184	3.2	3.6	103	*241	2.8	4.7	99
RKO TWO	7313	1430	4.8	19.6	111	308	4.6	4.2	104	*169	2.9	2.3	67	560	6.5	7.7	151
THE SOURCE	5981	1200	4.1	20.1	114	*346	5.1	5.8	143	**193	3.3	3.2	93	396	4.6	6.6	130
NON-WIRED : BLAIR	19329	3312	11.2	17.1	97	474	7.0	2.5	61	696	12.0	3.6	104	972	11.3	5.0	99
INTERNET	27139	5217	17.7	19.2	109	1237	18.3	4.6	113	927	15.9	3.4	98	1565	18.3	5.8	111
KATZ RADIO GROUP	36319	6824	23.1	18.8	107	1608	23.8	4.4	110	1207	20.7	3.3	96	2037	23.8	5.6	111
SUPERNET	22361	4043	13.7	18.1	103	905	13.4	4.0	100	807	13.9	3.6	104	1179	13.8	5.3	100
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2632	8.9	18.1	103	602	8.9	4.1	103	505	8.7	3.5	100	857	10.0	5.9	111
WKDAY 9:00 AM - 1:00 PM	18688	3093	10.5	16.6	94	642	9.5	3.4	85	729	12.5	3.9	112	957	11.2	5.1	100
WKDAY 1:00 PM - 4:30 PM	24061	3950	13.4	16.4	93	863	12.7	3.6	89	865	14.9	3.6	104	1229	14.3	5.1	100
WKDAY 4:30 PM - 7:30 PM	44079	7579	25.6	17.2	98	1719	25.4	3.9	97	1653	28.4	3.8	108	2273	26.5	5.2	100
WKDAY 7:30 PM - 8:00 PM	61979	10696	36.2	17.3	98	2369	35.0	3.8	95	2378	40.8	3.8	111	3103	36.2	5.0	99
WKDAY 11:00 PM - 11:30 PM	49084	9093	30.8	18.5	105	1969	29.1	4.0	99	1654	28.4	3.4	97	2717	31.7	5.5	100
WKDAY 11:30 PM - 1:00 AM	16560	3131	10.6	18.9	107	655	9.7	4.0	98	572	9.8	3.5	100	1001	11.7	6.0	111
M-SAT 8-11 PM-SUN 7-11 PM	66967	12297	41.6	18.4	104	2736	40.4	4.1	101	2482	42.6	3.7	107	3642	42.5	5.4	100
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1615	5.5	17.4	99	276	4.1	3.0	74	477	8.2	5.1	148	448	5.2	4.8	99
ANOTHER WORLD	N 6138	941	3.2	15.3	87	212	3.1	3.5	86	175	3.0	2.9	82	326	3.8	5.3	100
AS THE WORLD TURNS	C 7707	1239	4.2	16.1	91	292	4.3	3.8	94	227	3.9	2.9	85	393	4.6	5.1	100
CAPITOL	C 4688	711	2.4	15.2	86	*232	3.4	4.9	123	*144	2.5	3.1	88	164	1.9	3.5	61
CBS MORN. NEWS 1	C 2792	549	1.9	19.7	112	*95	1.4	3.4	84	*107	1.8	3.8	110	192	2.2	6.9	131
CBS MORN. NEWS 2	C 2071	387	1.3	18.7	106	*121	1.8	5.8	145	*61	1.0	2.9	85	119	1.4	5.7	111
DAYS OF OUR LIVES	N 8018	1359	4.6	16.9	96	239	3.5	3.0	74	263	4.5	3.3	94	529	6.2	6.6	121
FACTS OF LIFE - DAYTIME	N 3487	459	1.6	13.2	75	*67	1.0	1.9	48	*113	1.9	3.2	93	132	1.5	3.8	71
FAMILY FEUD	A 4817	626	2.1	13.0	74	143	2.1	3.0	74	180	3.1	3.7	108	183	2.1	3.8	79
GENERAL HOSPITAL	A 8333	1393	4.7	16.7	95	240	3.5	2.9	71	400	6.9	4.8	138	408	4.8	4.9	99
GOOD MORNING, AMERICA-730	A 5472	971	3.3	17.7	101	264	3.9	4.8	120	196	3.4	3.6	103	238	2.8	4.3	81
GOOD MORNING, AMERICA-830	A 3965	735	2.5	18.5	105	178	2.6	4.5	111	155	2.7	3.9	113	208	2.4	5.2	100
GUIDING LIGHT	C 7542	1258	4.3	16.7	95	340	5.0	4.5	112	228	3.9	3.0	87	355	4.1	4.7	99
ONE LIFE TO LIVE	A 6018	990	3.4	16.5	93	203	3.0	3.4	84	255	4.4	4.2	122	322	3.8	5.4	100
PRESS YOUR LUCK	C 3589	544	1.8	15.2	86	*121	1.8	3.4	84	*105	1.8	2.9	84	150	1.8	4.2	81
PRICE IS RIGHT 1	C 7418	1158	3.9	15.6	89	235	3.5	3.2									

	TOTAL U.S. '000	SERVE DIFFERENT FORMS OF COM'L DOG FOOD				ALL OF THE TIME				MOST OF THE TIME				SOME OF THE TIME			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	29548	100.0	17.6	100	6769	100.0	4.0	100	5822	100.0	3.5	100	8570	100.0	5.1	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	8793	29.8	16.8	95	1939	28.6	3.7	92	1905	32.7	3.6	105	2681	31.3	5.1	100
NETWORK AFFILIATES - LATE	39164	7344	24.9	18.8	106	1597	23.6	4.1	101	1290	22.2	3.3	95	2213	25.8	5.7	111
INDEPENDENTS - LATE	5133	858	2.9	16.7	95	207	3.1	4.0	100	219	3.8	4.3	123	213	2.5	4.1	81
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	4183	14.2	18.3	104	924	13.7	4.0	100	815	14.0	3.6	103	1260	14.7	5.5	108
ABC MONDAY NIGHT MOVIE	A 11258	1833	6.2	16.3	92	386	5.7	3.4	85	482	8.3	4.3	123	483	5.6	4.3	84
ABC SUNDAY NIGHT MOVIE	A 23600	4145	14.0	17.6	100	822	12.1	3.5	86	874	15.0	3.7	107	1161	13.5	4.9	96
ABC WORLD NEWS TONIGHT	A 12801	2183	7.4	17.1	97	488	7.2	3.8	94	502	8.6	3.9	113	702	8.2	5.5	107
AFTERMASH	C 10966	1775	6.0	16.2	92	431	6.4	3.9	97	*360	6.2	3.3	95	561	6.5	5.1	100
ALICE	C 17050	2752	9.3	16.1	92	742	11.0	4.4	108	612	10.5	3.6	103	681	7.9	4.0	78
AMERICAN PARADE	C 11998	2028	6.9	16.9	96	556	8.2	4.6	115	295	5.1	2.5	71	595	6.9	5.0	97
BENSON	A 19258	3138	10.6	16.3	92	691	10.2	3.6	89	813	14.0	4.2	122	851	9.9	4.4	86
BLUE THUNDER	A 11478	2102	7.1	18.3	104	412	6.1	3.6	89	434	7.5	3.8	109	640	7.5	5.6	109
CAGNEY & LACEY	C 18263	3461	11.7	19.0	108	813	12.0	4.5	110	615	10.6	3.4	97	889	10.4	4.9	95
CBS EVENING NEWS-DEAN	C 7733	1270	4.3	16.4	93	296	4.4	3.8	95	*231	4.0	3.0	86	356	4.2	4.6	90
CBS EVENING NEWS-RATHER	C 15653	2773	9.4	17.7	101	623	9.2	4.0	99	472	8.1	3.0	87	865	10.1	5.5	108
CBS SAT. NEWS-SCHIEFFER	C 8744	1485	5.0	17.0	96	396	5.9	4.5	112	323	5.5	3.7	106	433	5.1	5.0	97
CBS SATURDAY NIGHT MOVIE	C 12000	2299	7.8	19.2	109	509	7.5	4.2	105	445	7.6	3.7	107	702	8.2	5.8	114
CBS WEDNESDAY NIGHT MOVIE	C 11522	2334	7.9	20.3	115	436	6.4	3.8	94	478	8.2	4.1	120	758	8.8	6.6	129
CHEERS	N 16818	3179	10.8	18.9	107	751	11.1	4.5	111	598	10.3	3.6	102	987	11.5	5.9	115
DALLAS	C 37510	6823	23.1	18.2	103	1513	22.4	4.0	100	1329	22.8	3.5	102	2027	23.7	5.4	106
DIFF'RENT STROKES	N 11258	2062	7.0	18.3	104	354	5.2	3.1	78	427	7.3	3.8	109	691	8.1	6.1	120
DOUBLE TROUBLE	N 12248	2167	7.3	17.7	100	471	7.0	3.8	95	386	6.6	3.2	91	799	9.3	6.5	128
DUCK FACTORY	N 11100	2149	7.3	19.4	110	503	7.4	4.5	112	366	6.3	3.3	95	691	8.1	6.2	122
DUKES OF HAZZARD	C 12353	2369	8.0	19.2	109	504	7.4	4.1	101	556	9.5	4.5	130	785	9.2	6.4	124
DYNASTY	A 33279	6096	20.6	18.3	104	1226	18.1	3.7	91	1216	20.9	3.7	105	1936	22.6	5.8	114
FACTS OF LIFE	N 13410	2439	8.3	18.2	103	592	8.7	4.4	109	448	7.7	3.3	96	739	8.6	5.5	108
FALCON CREST	C 31093	5679	19.2	18.3	104	1307	19.3	4.2	104	1043	17.9	3.4	97	1625	19.0	5.2	102
FALL GUY	A 18649	3397	11.5	18.2	103	749	11.1	4.0	100	687	11.8	3.7	106	1097	12.8	5.9	115
FAMILY TIES	N 13101	2342	7.9	17.9	101	472	7.0	3.6	89	456	7.8	3.5	100	765	8.9	5.8	114
FANTASY ISLAND	A 13069	2199	7.4	16.8	96	555	8.2	4.2	105	402	6.9	3.1	89	541	6.3	4.1	81
FOULUPS, BLEEPs & BLUNDERS	A 16588	2999	10.1	18.1	103	629	9.3	3.8	94	610	10.5	3.7	106	681	7.9	4.1	80
FOUR SEASONS	C 9302	1585	5.4	17.0	97	445	6.6	4.8	119	*308	5.3	3.3	95	520	6.1	5.6	109
GIMME A BREAK	N 13955	2355	8.0	16.9	96	468	6.9	3.4	83	500	8.6	3.6	103	739	8.6	5.3	104
HART TO HART	A 15735	2705	9.2	17.2	98	592	8.7	3.8	93	567	9.7	3.6	104	800	9.3	5.1	100
HILL STREET BLUES	N 18257	3741	12.7	20.5	116	901	13.3	4.9	122	599	10.3	3.3	95	1037	12.1	5.7	111
HOTEL	A 24236	4787	16.2	19.8	112	1130	16.7	4.7	116	842	14.5	3.5	100	1406	16.4	5.8	114
JEFFERSONS	C 17010	2819	9.5	16.6	94	799	11.8	4.7	116	578	9.9	3.4	98	760	8.9	4.5	87
JENNIFER SLEPT HERE	N 9397	1759	6.0	18.7	106	286	4.2	3.0	75	368	6.3	3.9	113	478	5.6	5.1	100
KATE & ALLIE	C 16762	3266	11.1	19.5	111	735	10.9	4.4	109	604	10.4	3.6	104	988	11.5	5.9	115
KNIGHT RIDER	N 13164	2467	8.3	18.7	106	676	10.0	5.1	127	453	7.8	3.4	99	665	7.8	5.1	99
LOVE BOAT	A 20400	3675	12.4	18.0	102	828	12.2	4.1	101	704	12.1	3.5	99	962	11.2	4.7	92
MAGNUM PI	C 22543	4531	15.3	20.1	114	900	13.3	4.0	99	906	15.6	4.0	116	1471	17.2	6.5	128
MAMA'S FAMILY	N 9852	1890	6.4	19.2	109	261	3.9	2.6	66	410	7.0	4.2	120	671	7.8	6.8	133
MASTER, THE	N 8082	1550	5.2	19.2	109	397	5.9	4.9	122	*278	4.8	3.4	99	423	4.9	5.2	102
MATT HOUSTON	A 12881	2417	8.2	18.8	107	520	7.7	4.0	100	584	10.0	4.5	131	663	7.7	5.1	101
NBC MONDAY NIGHT MOVIE	N 23889	4429	15.0	18.5	105	796	11.8	3.3	83	926	15.9	3.9	112	1397	16.3	5.8	114
NBC NIGHTLY NEWS	N 11156	1783	6.0	16.0	91	395	5.8	3.5	88	373	6.4	3.3	96	563	6.6	5.0	99
NBC NIGHTLY NEWS-SAT	N 7363	1201	4.1	16.3	93	254	3.8	3.4	85	*237	4.1	3.2	93	412	4.8	5.6	110
NBC NIGHTLY NEWS-SUN	N 6214	1158	3.9	18.6	106	395	5.8	6.4	158	*193	3.3	3.1	89	312	3.6	5.0	98
NBC SUNDAY NIGHT MOVIE	N 17590	3548	12.0	20.2	114	828	12.2	4.7	117	634	10.9	3.6	104	1027	12.0	5.8	114
NEWHART	C 16740	3193	10.8	19.1	108	751	11.1	4.5	111	643	11.0	3.8	111	890	10.4	5.3	104
ONE DAY AT A TIME	C 11820	1823	6.2	15.4	88	362	5.3	3.1	76	369	6.3	3.1	90	596	7.0	5.0	99
PEOPLE ARE FUNNY	N 9138	1709	5.8	18.7	106	278	4.1	3.0	75	342	5.9	3.7	108	562	6.6	6.2	120
REAL PEOPLE	N 15979	2945	10.0	18.4	105	645	9.5	4.0	100	563	9.7	3.5	102	919	10.7	5.8	113
REMINGTON STEELE	N 14395	2831	9.6	19.7	112	536	7.9	3.7	92	591	10.2	4.1	118	856	10.0	5.9	116
RIPLY'S BELIEVE IT - NOT	N 11362	2237	7.6	19.7	112	524	7.7	4.6	114	457	7.8	4.0	116	611	7.1	5.4	105
RIPRIIDE	N 13920	2937	9.9	21.1	120	619	9.1	4.4	110	548	9.4	3.9	113	884	10.3	6.4	124
SCARECROW & MRS. KING	C 17571	3237	11.0	18.4	105	698	10.3	4.0	98	669	11.5	3.8	110	975	11.4	5.5	109
SIMON & SIMON	C 20208	3985	13.5	19.7	112	950	14.0	4.7	116	717	12.3	3.5	102	1304	15.2	6.5	126
60 MINUTES	C 27668	4926	16.7	17.8	101	1260	18.6	4.6	113	1044	17.9	3.8	109	1424	16.6	5.1	101
ST. ELSEWHERE	N 13699	2821	9.5	20.6	117	633	9.4	4.6	114	564	9.7	4.1	119	799	9.3	5.8	114
THREE'S COMPANY	A 20632	3544	12.0	17.2	98	855	12.6	4.1									

	TOTAL U.S. '000	A '000	RARELY B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	8387	100.0	5.0	100												
MALES	79263	4040	48.2	5.1	102												
FEMALES	88464	4347	51.8	4.9	98												
18 - 24	28671	1535	18.3	5.4	107												
25 - 34	39536	2108	25.1	5.3	107												
35 - 44	28978	1888	22.5	6.5	130												
45 - 54	22345	1068	12.7	4.8	96												
55 - 64	22224	1024	12.2	4.6	92												
65 OR OLDER	25973	766	9.1	2.9	59												
18 - 34	68207	3642	43.4	5.3	107												
18 - 49	108058	6113	72.9	5.7	113												
25 - 54	90859	5063	60.4	5.6	111												
35 - 49	39851	2471	29.5	6.2	124												
50 OR OLDER	59669	2274	27.1	3.8	76												
GRADUATED COLLEGE	28091	1158	13.8	4.1	82												
ATTENDED COLLEGE	28938	1738	20.7	6.0	120												
GRADUATED HIGH SCHOOL	65503	3750	44.7	5.7	114												
DID NOT GRADUATE HIGH SCHOOL	45195	1741	20.8	3.9	77												
EMPLOYED MALES	56429	3101	37.0	5.5	110												
EMPLOYED FEMALES	43971	2797	33.3	6.4	127												
EMPLOYED FULL-TIME	87773	5161	61.5	5.9	118												
EMPLOYED PART-TIME	12627	737	8.8	5.8	117												
NOT EMPLOYED	67327	2489	29.7	3.7	74												
PROFESSIONAL/MANAGER	25845	1141	13.6	4.4	88												
TECH/CLERICAL/SALES	30895	1951	23.3	6.3	126												
PRECISION/CRAFT	12629	825	9.8	6.5	131												
OTHER EMPLOYED	31031	1981	23.6	6.4	128												
SINGLE	35557	1474	17.6	4.1	83												
MARRIED	103585	5789	69.0	5.6	112												
DIVORCED/SEPARATED/WIDOWED	28585	1125	13.4	3.9	79												
PARENTS	59295	3609	43.0	6.1	122												
WHITE	146081	7619	90.8	5.2	104												
BLACK	17974	618	7.4	3.4	69												
OTHER	3672	**150	1.8	4.1	82												
NORTHEAST-CENSUS	37005	1537	18.3	4.2	83												
NORTH CENTRAL	42642	2933	35.0	6.9	138												
SOUTH	56777	2576	30.7	4.5	91												
WEST	31303	1341	16.0	4.3	86												
NORTHEAST-MKTG.	38125	1547	18.4	4.1	81												
EAST CENTRAL	24794	1475	17.6	5.9	119												
WEST CENTRAL	28511	2102	25.1	7.4	147												
SOUTH	48953	2300	27.4	4.7	94												
PACIFIC	27344	963	11.5	3.5	70												
COUNTY SIZE A	69301	3039	36.2	4.4	88												
COUNTY SIZE B	50633	2494	29.7	4.9	99												
COUNTY SIZE C	26259	1491	17.8	5.7	114												
COUNTY SIZE D	21534	1364	16.3	6.3	127												
METRO CENTRAL CITY	50014	1918	22.9	3.8	77												
METRO SUBURBAN	76832	4231	50.4	5.5	110												
NON METRO	40881	2238	26.7	5.5	109												
TOP 5 ADI'S	39550	1584	18.9	4.0	80												
TOP 10 ADI'S	54877	2255	26.9	4.1	82												
TOP 20 ADI'S	77516	3292	39.3	4.2	85												
HSOLD INC. \$50,000 OR MORE	17257	1000	11.9	5.8	116												
\$40,000 OR MORE	33235	1874	22.3	5.6	113												
\$30,000 OR MORE	59693	3398	40.5	5.7	114												
\$25,000 OR MORE	76275	4106	49.0	5.4	108												
\$20,000 - \$24,999	18607	1091	13.0	5.9	117												
\$15,000 - \$19,999	17175	1004	12.0	5.8	117												
\$10,000 - \$14,999	24569	1355	16.2	5.5	110												
UNDER \$10,000	31101	832	9.9	2.7	53												
HOUSEHOLD OF 1 PERSON	19441	303	3.6	1.6	31												
2 PEOPLE	51803	2151	25.6	4.2	83												
3 OR 4 PEOPLE	66933	3864	46.1	5.8	115												
5 OR MORE PEOPLE	29550	2069	24.7	7.0	140												
NO CHILD IN HSHLD	96587	3896	46.5	4.0	81												
CHILD(REN) UNDER 2 YRS	10844	*580	6.9	5.3	107												
2 - 5 YEARS	26358	1515	18.1	5.7	115												
6 - 11 YEARS	30453	2077	24.8	6.8	136												
12 - 17 YEARS	36575	2452	29.2	6.7	134												
RESIDENCE OWNED	117770	6887	82.1	5.8	117												
VALUE: \$50,000 OR MORE	70166	3991	47.6	5.7	114												
VALUE: UNDER \$50,000	47604	2896	34.5	6.1	122												

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS		167727	8387	100.0	5.0	100												
MAGAZINES	QUINTILE 1	34022	2043	24.4	6.0	120												
	QUINTILE 2	34800	2104	25.1	6.0	121												
	QUINTILE 3	30514	1311	15.6	4.3	86												
	QUINTILE 4	33324	1679	20.0	5.0	101												
	QUINTILE 5	35066	1250	14.9	3.6	71												
NEWSPAPERS	QUINTILE 1	29107	1653	19.7	5.7	114												
	QUINTILE 2	49095	2310	27.5	4.7	94												
	QUINTILE 3	23107	1293	15.4	5.6	112												
	QUINTILE 4	33556	1796	21.4	5.4	107												
	QUINTILE 5	32863	1336	15.9	4.1	81												
OUTDOOR	QUINTILE 1	33431	1588	18.9	4.8	95												
	QUINTILE 2	33478	1680	20.0	5.0	100												
	QUINTILE 3	33574	1926	23.0	5.7	115												
	QUINTILE 4	33935	1580	18.8	4.7	93												
	QUINTILE 5	33310	1615	19.3	4.8	97												
RADIO-DRIVE TIME	QUINTILE 1	33136	1845	22.0	5.6	111												
	QUINTILE 2	31658	1905	22.7	6.0	120												
	QUINTILE 3	32541	1825	21.8	5.6	112												
	QUINTILE 4	34247	1433	17.1	4.2	84												
	QUINTILE 5	36144	1380	16.5	3.8	76												
RADIO-MID- DAY	TERCILE 1	45037	2301	27.4	5.1	102												
	TERCILE 2	44819	2148	25.6	4.8	96												
	TERCILE 3	77872	3939	47.0	5.1	101												
RADIO-TOTAL	QUINTILE 1	33763	1844	22.0	5.5	109												
	QUINTILE 2	33240	1871	22.3	5.6	113												
	QUINTILE 3	33408	1687	20.1	5.0	101												
	QUINTILE 4	34792	1645	19.6	4.7	95												
	QUINTILE 5	32524	1340	16.0	4.1	82												
TV-PRIME TIME	QUINTILE 1	33090	1772	21.1	5.4	107												
	QUINTILE 2	33357	1743	20.8	5.2	104												
	QUINTILE 3	33980	1706	20.3	5.0	100												
	QUINTILE 4	33854	1613	19.2	4.8	95												
	QUINTILE 5	33444	1554	18.5	4.6	93												
TV-DAYTIME	TERCILE 1	49121	2029	24.2	4.1	83												
	TERCILE 2	48823	2730	32.6	5.6	112												
	TERCILE 3	69782	3628	43.3	5.2	104												
TV-TOTAL	QUINTILE 1	33584	1488	17.7	4.4	89												
	QUINTILE 2	33441	1648	19.6	4.9	99												
	QUINTILE 3	33505	1570	18.7	4.7	94												
	QUINTILE 4	33466	1933	23.0	5.8	116												
	QUINTILE 5	33731	1749	20.9	5.2	104												
MAGAZINES-NEWSPAPERS: DUAL		44503	2560	30.5	5.8	115												
MAGAZINE IMPERATIVE		39363	2147	25.6	5.5	109												
NEWSPAPER IMPERATIVE		46441	2175	25.9	4.7	94												
MAGAZINES-OUTDOOR: DUAL		33726	1914	22.8	5.7	113												
MAGAZINE IMPERATIVE		52846	3035	36.2	5.7	115												
OUTDOOR IMPERATIVE		52140	2244	26.8	4.3	86												
MAGAZINES-RADIO: DUAL		37081	2432	29.0	6.6	131												
MAGAZINE IMPERATIVE		49747	2564	30.6	5.2	103												
RADIO IMPERATIVE		49208	2271	27.1	4.6	92												
MAGAZINES-TELEVISION: DUAL		33103	1792	21.4	5.4	108												
MAGAZINE IMPERATIVE		54575	3175	37.9	5.8	116												
TELEVISION IMPERATIVE		53249	2128	25.4	4.0	80												
NEWSPAPERS-OUTDOOR: DUAL		36255	1872	22.3	5.2	103												
NEWSPAPER IMPERATIVE		55591	2842	33.9	5.1	102												
OUTDOOR IMPERATIVE		48319	2411	28.7	5.0	100												
NEWSPAPERS-RADIO: DUAL		37242	1941	23.1	5.2	104												
NEWSPAPER IMPERATIVE		54423	2677	31.9	4.9	98												
RADIO IMPERATIVE		46650	2727	32.5	5.8	117												
NEWSPAPERS-TELEVISION: DUAL		35974	1640	19.6	4.6	91												
NEWSPAPER IMPERATIVE		56095	3055	36.4	5.4	109												
TELEVISION IMPERATIVE		47170	2222	26.5	4.7	94												
OUTDOOR-RADIO: DUAL		33748	1655	19.7	4.9	98												
OUTDOOR IMPERATIVE		52785	2718	32.4	5.1	103												
RADIO IMPERATIVE		52882	3032	36.2	5.7	115												
OUTDOOR-TELEVISION: DUAL		32030	1519	18.1	4.7	95												
OUTDOOR IMPERATIVE		54626	2969	35.4	5.4	109												
TELEVISION IMPERATIVE		54874	2519	30.0	4.6	92												
RADIO-TELEVISION: DUAL		33386	1902	22.7	5.7	114												
RADIO IMPERATIVE		53810	2933	35.0	5.5	109												
TELEVISION IMPERATIVE		54023	2200	26.2	4.1	81												

	TOTAL U.S. '000	A '000	RARELY B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	8387	100.0	5.0	100												
ATLANTIC MONTHLY	867	**17	0.2	2.0	39												
BARRON'S	1580	**77	0.9	4.9	97												
BETTER HOMES & GARDENS	22203	1366	16.3	6.2	123												
BON APPETIT	3810	*188	2.2	4.9	99												
BUSINESS WEEK	4663	*283	3.4	6.1	121												
CAR AND DRIVER	3102	**171	2.0	5.5	110												
CBS MAGAZINE NETWORK (GROSS)	7311	389	4.6	5.3	106												
CHANGING TIMES	3400	*140	1.7	4.1	82												
COLONIAL HOMES	1796	**121	1.4	6.7	135												
CONDE NAST MAG. PKG. (GROSS)	19924	1052	12.5	5.3	106												
CONSUMERS DIGEST	3125	*186	2.2	6.0	119												
COSMOPOLITAN	10577	746	8.9	7.1	141												
COUNTRY LIVING	3746	*153	1.8	4.1	82												
CUISINE	2214	**129	1.5	5.8	117												
CYCLE WORLD	2394	**154	1.8	6.4	129												
DCI:CREATIVE IDEAS FOR LIV	3068	*185	2.2	6.0	121												
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	398	4.7	4.2	83												
DISCOVER	2277	*159	1.9	7.0	140												
EBONY	7187	320	3.8	4.5	89												
ESQUIRE	2560	*151	1.8	5.9	118												
ESSENCE	3242	*150	1.8	4.6	93												
FAMILY CIRCLE	19639	1054	12.6	5.4	107												
THE FAMILY HANDYMAN	3540	*191	2.3	5.4	108												
FAMILY WEEKLY	23924	1433	17.1	6.0	120												
FIELD & STREAM	9883	650	7.8	6.6	132												
FOOD & WINE	1030	**19	0.2	1.8	37												
FORBES	2679	*182	2.2	6.8	136												
FORTUNE	2931	*256	3.1	8.7	175												
GENTLEMEN'S QUARTERLY	3481	*181	2.2	5.2	104												
GLAMOUR	7163	*383	4.6	5.3	107												
GOLF DIGEST	2355	**117	1.4	5.0	99												
GOLF DIGEST/TENNIS (GROSS)	3610	*181	2.2	5.0	100												
GOLF MAGAZINE	2046	**77	0.9	3.8	75												
GOLF MAGAZINE/SKI (GROSS)	3547	*144	1.7	4.1	81												
GOOD HOUSEKEEPING	20353	1068	12.7	5.2	105												
HARPER'S BAZAAR	3362	*218	2.6	6.5	130												
HEALTH	2987	*176	2.1	5.9	118												
HEARST MAG CORP. BUY (GROSS)	67928	3983	47.5	5.9	117												
HEARST MAN POWER (GROSS)	11282	779	9.3	6.9	138												
HEARST WOMAN POWER (GROSS)	40514	2357	28.1	5.8	116												
HOUSE BEAUTIFUL	4885	*285	3.4	5.8	117												
INC.	1308	**72	0.9	5.5	110												
JET	6498	342	4.1	5.3	105												
LADIES' HOME JOURNAL	14797	861	10.3	5.8	116												
LHJ FAMILY GRP COMBO(GROSS)	21743	1268	15.1	5.8	117												
LIFE	9881	650	7.8	6.6	132												
L.A. TIMES HOME MAGAZINE	2775	**83	1.0	3.0	60												
MADMOISELLE	4219	*261	3.1	6.2	124												
MC CALL'S	16422	853	10.2	5.2	104												
MC CALL'S/WRK MOTHER (GROSS)	17919	957	11.4	5.3	107												
MECHANIX ILLUSTRATED	4433	301	3.6	6.8	136												
METROPOLITAN HOME	1504	**101	1.2	6.7	134												
MONEY	4723	*208	2.5	4.4	88												
MOTHER EARTH NEWS	2325	*155	1.8	6.7	133												
MS.	1189	**77	0.9	6.5	130												
NATIONAL ENQUIRER	18892	1152	13.7	6.1	122												
NATIONAL GEOGRAPHIC	22129	1203	14.3	5.4	109												
NATIONAL SUNDAY MAGAZINE PKG	103750	5513	65.7	5.3	106												
NATURAL HISTORY	1379	**39	0.5	2.8	57												
NEW WOMAN	2289	**163	1.9	7.1	142												
NEW YORK INCLUDING CUE	1088	**74	0.9	6.8	136												
THE NEW YORKER	2459	**183	2.2	7.4	149												
NEWSWEEK	16527	1147	13.7	6.9	139												
THE N.Y. TIMES DAILY EDITION	2739	**111	1.3	4.1	81												
THE N.Y. TIMES MAGAZINE	4443	*181	2.2	4.1	81												
OMNI	2799	*194	2.3	6.9	139												
ON CABLE	2209	**176	2.1	8.0	159												
1001 HOME IDEAS	3959	*231	2.8	5.8	117												
ORGANIC GARDENING	3111	*197	2.3	6.3	127												
OUTDOOR LIFE	5024	307	3.7	6.1	122												
PARADE MAGAZINE	51292	2690	32.1	5.2	105												

DIFFERENT FORMS OF COMMERCIAL DOG FOOD SERVED IN SAME MEAL TO SAME DOG: HOW OFTEN
(ADULTS)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL ADULTS	167727	8387	100.0	5.0	100													
PARENTS	5298	352	4.2	6.6	133													
PENTHOUSE	5129	*276	3.3	5.4	108													
PEOPLE	21070	1262	15.0	6.0	120													
PLAYBOY	10562	509	6.1	4.8	96													
POPULAR HOT RODDING	2498	**128	1.5	5.1	102													
POPULAR MECHANICS	5887	429	5.1	7.3	146													
POPULAR SCIENCE	4317	*304	3.6	7.0	141													
PREVENTION	5792	373	4.4	6.4	129													
PSYCHOLOGY TODAY	3284	**139	1.7	4.2	85													
READER'S DIGEST	40046	2182	26.0	5.4	109													
REDBOOK	9584	544	6.5	5.7	114													
ROAD & TRACK	2590	**123	1.5	4.7	95													
ROLLING STONE	3302	**191	2.3	5.8	116													
RUNNER'S WORLD	1229	**20	0.2	1.6	33													
SATURDAY EVENING POST	2110	**94	1.1	4.5	89													
SCIENCE 84	1543	**134	1.6	8.7	174													
SCIENCE DIGEST	1747	**83	1.0	4.8	95													
SCIENTIFIC AMERICAN	1994	*138	1.6	6.9	138													
SELF	3119	*215	2.6	6.9	138													
SEVENTEEN	3923	**228	2.7	5.8	116													
SKI	1501	**67	0.8	4.5	89													
SMITHSONIAN	5976	410	4.9	6.9	137													
SOAP OPERA DIGEST	4228	*285	3.4	6.7	135													
SOUTHERN LIVING	6488	*214	2.6	3.3	66													
SPORT	3500	*161	1.9	4.6	92													
THE SPORTING NEWS	2456	**186	2.2	7.6	151													
SPORTS AFIELD	3648	267	3.2	7.3	146													
SPORTS ILLUSTRATED	14484	829	9.9	5.7	114													
STAR	12661	775	9.2	6.1	122													
SUNDAY	52799	2483	29.6	4.7	94													
SUNSET	3513	*174	2.1	5.0	99													
TV GUIDE	42766	2178	26.0	5.1	102													
TENNIS	1254	**64	0.8	5.1	102													
TIME	22054	1278	15.2	5.8	116													
TOWN & COUNTRY	1555	**42	0.5	2.7	54													
TRAVEL & LEISURE	2173	**101	1.2	4.6	93													
TRUE STORY	4636	*368	4.4	7.9	159													
U.S. NEWS & WORLD REPORT	10353	573	6.8	5.5	111													
USA TODAY	4994	303	3.6	6.1	121													
US	3528	*236	2.8	6.7	134													
VOGUE	5424	*193	2.3	3.6	71													
WALL STREET JOURNAL	8292	383	4.6	6.1	122													
WEIGHT WATCHERS	2762	*237	2.8	8.6	172													
WOMAN'S DAY	16320	812	9.7	5.0	100													
WORKING MOTHER	1496	**105	1.3	7.0	140													
WORKING WOMAN	1851	**129	1.5	7.0	139													
WORLD TENNIS	580	**48	0.6	8.3	166													
ZIFF-DAVIS MAG NETWK (GROSS)	12412	773	9.2	6.2	125													
BLAIR INSERTS	91671	4791	57.1	5.2	105													
DAILY NEWSPAPERS																		
READ ANY	109190	5613	66.9	5.1	103													
READ ONE	89587	4560	54.4	5.1	102													
READ TWO OR MORE	19602	1053	12.6	5.4	107													
WEEKEND/SUNDAY NEWSPAPERS																		
READ ANY	109661	5738	68.4	5.2	105													
READ ONE	95074	4831	57.6	5.1	102													
READ TWO OR MORE	14588	907	10.8	6.2	124													
OUTDOOR																		
100 SHWG - 30 DAY AV FREQ	28.80	27.33																
30 DAY REACH	149706	7578	90.4	5.1	101													
50 SHWG - 30 DAY AV FREQ	15.16	14.33																
30 DAY REACH	142406	7233	86.2	5.1	102													
25 SHWG - 30 DAY AV FREQ	8.23	7.70																
30 DAY REACH	131152	6683	79.7	5.1	102													
CABLE TV: HOME WIRED	66879	3558	42.4	5.3	106													
HOME NOT WIRED	100848	4829	57.6	4.8	96													
HAVE PAY CABLE	35024	2130	25.4	6.1	122													

	TOTAL U.S. '000	RARELY				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D																
TOTAL ADULTS	167727	8387	100.0	5.0	100																
RADIO AVG. DAILY (M-F) CUME																					
6:00 AM - 10:00 AM	95620	5423	64.7	5.7	113																
10:00 AM - 3:00 PM	63599	3207	38.2	5.0	101																
3:00 PM - 7:00 PM	72097	3873	46.2	5.4	107																
7:00 PM - MIDNIGHT	36670	1819	21.7	5.0	99																
MIDNIGHT - 6:00 AM	21908	1256	15.0	5.7	115																
6:00 AM - MIDNIGHT	127571	6776	80.8	5.3	106																
ENTIRE DAY	129239	6802	81.1	5.3	105																
AVG DAILY M-F CUME: 6AM-MDNT																					
FORMATS: ADULT CONTEMPORARY	34009	1993	23.8	5.9	117																
ALL NEWS	6062	*201	2.4	3.3	66																
AOR/PROGRESSIVE	11884	619	7.4	5.2	104																
BEAUTIFUL MUSIC	11180	581	6.9	5.2	104																
BLACK	4538	*218	2.6	4.8	96																
CLASSICAL	3857	*199	2.4	5.2	103																
CHR/ROCK	21946	1234	14.7	5.6	112																
COUNTRY	27262	1590	19.0	5.8	117																
GOLDEN OLDIES	3339	*211	2.5	6.3	126																
MOR/NOTALGIA	10346	527	6.3	5.1	102																
NEWS/TALK	8929	530	6.3	5.9	119																
RELIGIOUS	5488	*219	2.6	4.0	80																
SOFT ROCK	1232	**40	0.5	3.2	65																
URBAN CONTEMPORARY	3184	**87	1.0	2.7	55																
WIRED NETWORKS:																					
ABC CONTEMPORARY	6911	510	6.1	7.4	148																
ABC DIRECTION	5212	384	4.6	7.4	147																
ABC ENTERTAINMENT	10385	511	6.1	4.9	98																
ABC FM	4762	*216	2.6	4.5	91																
ABC INFORMATION	11339	671	8.0	5.9	118																
ABC ROCK	4878	*329	3.9	6.7	135																
CBS	10709	490	5.8	4.6	92																
MUTUAL	10251	428	5.1	4.2	83																
NBC	12243	787	9.4	6.4	129																
RADIORADIO	4606	*231	2.8	5.0	100																
RKO ONE	5148	*235	2.8	4.6	91																
RKO TWO	7313	393	4.7	5.4	107																
THE SOURCE	5981	*265	3.2	4.4	89																
NON-WIRED : BLAIR	19329	1170	14.0	6.1	121																
INTERNET	27139	1488	17.7	5.5	110																
KATZ RADIO GROUP	36319	1972	23.5	5.4	109																
SUPERNET	22361	1152	13.7	5.2	103																
TELEVISION AVG. HALF HOUR																					
WKDAY 7:00 AM - 9:00 AM	14532	668	8.0	4.6	92																
WKDAY 9:00 AM - 1:00 PM	18688	765	9.1	4.1	82																
WKDAY 1:00 PM - 4:30 PM	24061	994	11.9	4.1	83																
WKDAY 4:30 PM - 7:30 PM	44079	1933	23.0	4.4	88																
WKDAY 7:30 PM - 8:00 PM	61979	2846	33.9	4.6	92																
WKDAY 11:00 PM - 11:30 PM	49084	2754	32.8	5.6	112																
WKDAY 11:30 PM - 1:00 AM	16560	903	10.8	5.5	109																
M-SAT 8-11 PM+SUN 7-11 PM	66967	3437	41.0	5.1	103																
WKDY DAYTIME NTHK 7AM-4:30PM																					
ALL MY CHILDREN	A 9269	414	4.9	4.5	89																
ANOTHER WORLD	N 6138	228	2.7	3.7	74																
AS THE WORLD TURNS	C 7707	327	3.9	4.2	85																
CAPITOL	C 4688	171	2.0	3.6	73																
CBS MORN. NEWS 1	C 2792	154	1.8	5.5	110																
CBS MORN. NEWS 2	C 2071	*85	1.0	4.1	82																
DAYS OF OUR LIVES	N 8018	328	3.9	4.1	82																
FACTS OF LIFE - DAYTIME	N 3487	147	1.8	4.2	84																
FAMILY FEUD	A 4817	120	1.4	2.5	50																
GENERAL HOSPITAL	A 8333	345	4.1	4.1	83																
GOOD MORNING, AMERICA-730	A 5472	273	3.3	5.0	100																
GOOD MORNING, AMERICA-830	A 3965	195	2.3	4.9	98																
GUIDING LIGHT	C 7542	335	4.0	4.4	89																
ONE LIFE TO LIVE	A 6018	210	2.5	3.5	70																
PRESS YOUR LUCK	C 3589	168	2.0	4.7	94																
PRICE IS RIGHT 1	C 7418	320	3.8	4.3	86																
PRICE IS RIGHT 2	C 8276	378	4.5	4.6	91																
RYAN'S HOPE	A 4358	157	1.9	3.6	72																
SALE OF THE CENTURY	N 3749	150	1.8	4.0	80																
SEARCH FOR TOMORROW	N 2884	*95	1.1	3.3	66																
TODAY SHOW 1	N 4869	210	2.5	4.3	86																
TODAY SHOW 2	N 4135	166	2.0	4.0	80																
\$25,000 PYRAMID	C 4361	199	2.4	4.6	91																
WHEEL OF FORTUNE	N 6187	240	2.9	3.9	78																
YOUNG AND THE RESTLESS	C 8186	382	4.6	4.7	93																
WEEKEND DAYTIME NTHK PRE 6PM																					
ABC WIDE WORLD-SPORTS SAT A	4727	295	3.5	6.2	125																
NBA PLAYOFF GAME -1	C 5127	282	3.4	5.5	110																
NBC MAJOR LEAGUE PRE-GAME N	3945	**139	1.7	3.5	70																
SPORTSWORLD - SUN	N 3370	*222	2.6	6.6	132																
SUNDAY MORNING	C 4200	235	2.8	5.6	112																

	TOTAL U.S. '000	RARELY				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D												
TOTAL ADULTS	167727	8387	100.0	5.0	100												
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	2268	27.0	4.3	87												
NETWORK AFFILIATES - LATE	39164	2244	26.8	5.7	115												
INDEPENDENTS - LATE	5133	218	2.6	4.2	85												
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	22825	1184	14.1	5.2	104												
ABC MONDAY NIGHT MOVIE	A 11258	483	5.8	4.3	86												
ABC SUNDAY NIGHT MOVIE	A 23600	1287	15.3	5.5	109												
ABC WORLD NEWS TONIGHT	A 12801	491	5.9	3.8	77												
AFTERMASH	C 10966	423	5.0	3.9	77												
ALICE	C 17050	718	8.6	4.2	84												
AMERICAN PARADE	C 11998	582	6.9	4.9	97												
BENSON	A 19258	782	9.3	4.1	81												
BLUE THUNDER	A 11478	615	7.3	5.4	107												
CAGNEY & LACEY	C 18263	1144	13.6	6.3	125												
CBS EVENING NEWS-DEAN	C 7733	387	4.6	5.0	100												
CBS EVENING NEWS-RATHER	C 15653	813	9.7	5.2	104												
CBS SAT. NEWS-SCHIEFFER	C 8744	333	4.0	3.8	76												
CBS SATURDAY NIGHT MOVIE	C 12000	643	7.7	5.4	107												
CBS WEDNESDAY NIGHT MOVIE	C 11522	661	7.9	5.7	115												
CHEERS	N 16818	844	10.1	5.0	100												
DALLAS	C 37510	1953	23.3	5.2	104												
DIFF'RENT STROKES	N 11258	592	7.1	5.3	105												
DOUBLE TROUBLE	N 12248	510	6.1	4.2	83												
DUCK FACTORY	N 11100	590	7.0	5.3	106												
DUKES OF HAZZARD	C 12353	523	6.2	4.2	85												
DYNASTY	A 33279	1719	20.5	5.2	103												
FACTS OF LIFE	N 13410	659	7.9	4.9	98												
FALCON CREST	C 31093	1704	20.3	5.5	110												
FALL GUY	A 18649	865	10.3	4.6	93												
FAMILY TIES	N 13101	648	7.7	4.9	99												
FANTASY ISLAND	A 13069	701	8.4	5.4	107												
FOULUPS,BLEEPS & BLUNDERS	A 16588	1079	12.9	6.5	130												
FOUR SEASONS	C 9302	*312	3.7	3.4	67												
GIMME A BREAK	N 13955	647	7.7	4.6	93												
HART TO HART	A 15735	747	8.9	4.7	95												
HILL STREET BLUES	N 18257	1205	14.4	6.6	132												
HOTEL	A 24236	1409	16.8	5.8	116												
JEFFERSONS	C 17010	682	8.1	4.0	80												
JENNIFER SLEPT HERE	N 9397	627	7.5	6.7	133												
KATE & ALLIE	C 16762	938	11.2	5.6	112												
KNIGHT RIDER	N 13164	672	8.0	5.1	102												
LOVE BOAT	A 20400	1181	14.1	5.8	116												
MAGNUM PI	C 22543	1254	15.0	5.6	111												
MAMA'S FAMILY	N 9852	548	6.5	5.6	111												
MASTER, THE	N 8082	452	5.4	5.6	112												
MATT HOUSTON	A 12881	650	7.8	5.0	101												
NBC MONDAY NIGHT MOVIE	N 23889	1309	15.6	5.5	110												
NBC NIGHTLY NEWS	N 11156	452	5.4	4.1	81												
NBC NIGHTLY NEWS-SAT	N 7363	*298	3.6	4.0	81												
NBC NIGHTLY NEWS-SUN	N 6214	*259	3.1	4.2	83												
NBC SUNDAY NIGHT MOVIE	N 17590	1060	12.6	6.0	121												
NEWMART	C 16740	909	10.8	5.4	109												
ONE DAY AT A TIME	C 11820	497	5.9	4.2	84												
PEOPLE ARE FUNNY	N 9138	527	6.3	5.8	115												
REAL PEOPLE	N 15979	818	9.8	5.1	102												
REMINGTON STEELE	N 14395	848	10.1	5.9	118												
RIPLEY'S BELIEVE IT - NOT	A 11362	645	7.7	5.7	114												
RIPTIDE	N 13920	887	10.6	6.4	127												
SCARECROW & MRS. KING	C 17571	896	10.7	5.1	102												
SIMON & SIMON	C 20208	1014	12.1	5.0	100												
60 MINUTES	C 27668	1198	14.3	4.3	87												
ST. ELSEWHERE	N 13699	825	9.8	6.0	120												
THREE'S COMPANY	A 20632	1088	13.0	5.3	105												
T.J. HOOKER	A 17136	800	9.5	4.7	93												
TONIGHT SHOW	N 4963	284	3.4	5.7	114												
TRAPPER JOHN, M.D.	C 16332	687	8.2	4.2	84												
TV BLOOPERS & PRAC. JOKES	N 18881	1105	13.2	5.9	117												
20/20	A 18315	911	10.9	5.0	99												
WEBSTER	A 18722	809	9.6	4.3	86												
WORLD NEWS - SUN	A 5327	*195	2.3	3.7	73												
YELLOW ROSE	N 8370	509	6.1	6.1	122												
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	998	11.9	3.9	77												
BASKETBALL - COLLEGE GAMES	14468	667	8.0	4.6	92												
BASKETBALL - PRO GAMES	12124	*347	4.1	2.9	57												
BOWLING	9412	*366	4.4	3.9	78												
BOXING	15409	978	11.7	6.3	127												
FOOTBALL - COLLEGE GAMES	21400	1215	14.5	5.7	114												
FOOTBALL - PRO GAMES	35944	2057	24.5	5.7	114												
GOLF	9759	*414	4.9	4.2	85												
POST-SEASON COLL. FOOTBALL	18123	976	11.6	5.4	108												
POST-SEASON PRO FOOTBALL	22091	1298	15.5	5.9	118												
TENNIS	6764	*384	4.6	5.7	114												
WRESTLING - PROFESSIONAL	9695	*579	6.9	6.0	119												

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PACKAGED MOIST DOG FOOD

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-54

		'000	%	UNWEIGHTED
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT TO FEED YOUR DOG(S)?				
	YES	20766	12.4	2127
	NO	43256	25.8	4243

IF YES

3B. WHO DECIDES WHICH BRANDS ARE USED?
(MARK AS MANY AS APPLY)

YOURSELF	11773	7.0	1284
YOUR HUSBAND/WIFE	6070	3.6	656
OTHER MALE	1750	1.0	155
OTHER FEMALE	3007	1.8	213
DO NOT KNOW	1247	.7	126

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
3C. WHICH BRANDS ARE USED?									
GAINES-BURGERS	5912	3.5	2078	1.2	3436	2.0	398	.2	581
GAINES-BURGERS WITH CHEESE	3338	2.0	590	.4	1931	1.2	817	.5	343
GAINES-BURGERS WITH EGG	1761	1.0	140	.1	942	.6	678	.4	189
GAINES COMPLETE	981	.6	289	.2	501	.3	190	.1	109
GAINES PUPPY CHOICE	1492	.9	647	.4	717	.4	128	.1	152
KEN-L RATION BURGER	2655	1.6	660	.4	1326	.8	670	.4	256
KEN-L RATION BURGER WITH CHEESE	1811	1.1	408	.2	1016	.6	387	.2	199
KEN-L RATION BURGER WITH EGG	1374	.8	335	.2	597	.4	443	.3	132
KEN-L RATION BURGER WITH LIVER & BACON	1320	.8	300	.2	799	.5	221	.1	131
KEN-L RATION SPECIAL CUTS	1945	1.2	449	.3	972	.6	525	.3	192
PRIME/PRIME VARIETY	1139	.7	354	.2	433	.3	352	.2	130
TOP CHOICE	3712	2.2	997	.6	1670	1.0	1045	.6	375
TOP CHOICE COUNTRY STYLE	811	.5	86	.1	430	.3	295	.2	86
TOP CHOICE WESTERN STYLE	759	.5	78	*	535	.3	146	.1	67
OTHER BRANDS	6796	4.1	4838	2.9	1367	.8	591	.4	648
DO NOT KNOW	1051	.6							126

		'000	%	UNWEIGHTED
3D. ABOUT HOW MANY INDIVIDUAL PACKETS (2 BURGERS OR ONE POUCH) OF MOIST DOG FOOD WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?				
15 OR MORE	H	1522	.9	149
10 - 14	H	2093	1.2	209
8 - 9	H	1314	.8	145
6 - 7	H	3167	1.9	320
5	M	1459	.9	168
4	M	1624	1.0	176
3	M	1364	.8	144
2	M	1721	1.0	185
1	L	1042	.6	110
NONE	L	5460	3.3	521

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	20766	100.0	12.4	100	8096	100.0	4.8	100	6168	100.0	3.7	100	6502	100.0	3.9	100
MALES	79263	9714	46.8	12.3	99	3717	45.9	4.7	97	3048	49.4	3.8	105	2948	45.3	3.7	99
FEMALES	88464	11052	53.2	12.5	101	4379	54.1	5.0	103	3119	50.6	3.5	96	3553	54.6	4.0	100
18 - 24	28671	3765	18.1	13.1	106	1623	20.0	5.7	117	1055	17.1	3.7	100	1087	16.7	3.8	99
25 - 34	39536	4100	19.7	10.4	84	1502	18.6	3.8	79	1063	17.2	2.7	73	1535	23.6	3.9	100
35 - 44	28978	4322	20.8	14.9	120	1614	19.9	5.6	115	1165	18.9	4.0	109	1544	23.7	5.3	130
45 - 54	22345	2987	14.4	13.4	108	1200	14.8	5.4	111	864	14.0	3.9	105	923	14.2	4.1	100
55 - 64	22224	3004	14.5	13.5	109	1118	13.8	5.0	104	1141	18.5	5.1	140	746	11.5	3.4	88
65 OR OLDER	25973	2588	12.5	10.0	80	1040	12.8	4.0	83	880	14.3	3.4	92	668	10.3	2.6	66
18 - 34	68207	7865	37.9	11.5	93	3125	38.6	4.6	95	2118	34.3	3.1	84	2622	40.3	3.8	99
18 - 49	108058	13635	65.7	12.6	102	5292	65.4	4.9	101	3701	60.0	3.4	93	4643	71.4	4.3	110
25 - 54	90859	11409	54.9	12.6	101	4315	53.3	4.7	98	3092	50.1	3.4	93	4001	61.5	4.4	110
35 - 49	39851	5771	27.8	14.5	117	2167	26.8	5.4	113	1583	25.7	4.0	108	2021	31.1	5.1	130
50 OR OLDER	59669	7130	34.3	11.9	97	2804	34.6	4.7	97	2467	40.0	4.1	112	1859	28.6	3.1	88
GRADUATED COLLEGE	28091	2639	12.7	9.4	76	943	11.6	3.4	70	804	13.0	2.9	78	893	13.7	3.2	88
ATTENDED COLLEGE	28938	3741	18.0	12.9	104	1364	16.8	4.7	98	1100	17.8	3.8	103	1277	19.6	4.4	110
GRADUATED HIGH SCHOOL	65503	9513	45.8	14.5	117	3949	48.8	6.0	125	2628	42.6	4.0	109	2936	45.2	4.5	110
DID NOT GRADUATE HIGH SCHOOL	45195	4872	23.5	10.8	87	1841	22.7	4.1	84	1636	26.5	3.6	98	1396	21.5	3.1	88
EMPLOYED MALES	56429	7064	34.0	12.5	101	2635	32.5	4.7	97	2213	35.9	3.9	107	2216	34.1	3.9	100
EMPLOYED FEMALES	43971	5815	28.0	13.2	107	2233	27.6	5.1	105	1640	26.6	3.7	101	1942	29.9	4.4	110
EMPLOYED FULL-TIME	87773	11042	53.2	12.6	102	4166	51.5	4.7	98	3276	53.1	3.7	101	3600	55.4	4.4	110
EMPLOYED PART-TIME	12627	1837	8.8	14.5	118	702	8.7	5.6	115	*577	9.4	4.6	124	*557	8.6	4.1	110
NOT EMPLOYED	67327	7887	38.0	11.7	95	3229	39.9	4.8	99	2315	37.5	3.4	94	2344	36.1	3.5	99
PROFESSIONAL/MANAGER	25845	2436	11.7	9.4	76	895	11.1	3.5	72	788	12.8	3.0	83	753	11.6	2.9	77
TECH/CLERICAL/SALES	30895	4429	21.3	14.3	116	1566	19.3	5.1	105	1399	22.7	4.5	123	1464	22.5	4.7	120
PRECISION/CRAFT	12629	1816	8.7	14.4	116	690	8.5	5.5	113	*538	8.7	4.3	116	*588	9.0	4.7	120
OTHER EMPLOYED	31031	4197	20.2	13.5	109	1716	21.2	5.5	115	1129	18.3	3.6	99	1352	20.8	4.4	110
SINGLE	35557	3999	19.3	11.2	91	1677	20.7	4.7	98	1166	18.9	3.3	89	1155	17.8	3.2	88
MARRIED	103585	13506	65.0	13.0	105	4946	61.1	4.8	99	4121	66.8	4.0	108	4439	68.3	4.3	110
DIVORCED/SEPARATED/WIDOWED	28585	3261	15.7	11.4	92	1473	18.2	5.2	107	881	14.3	3.1	84	907	13.9	3.2	88
PARENTS	59295	7944	38.3	13.4	108	3132	38.7	5.3	109	2089	33.9	3.5	96	2723	41.9	4.6	110
WHITE	146081	18535	89.3	12.7	102	7215	89.1	4.9	102	5426	88.0	3.7	101	5894	90.6	4.4	100
BLACK	17974	1842	8.9	10.2	83	813	10.0	4.5	94	599	9.7	3.3	91	*430	6.6	2.4	60
OTHER	3672	**389	1.9	10.6	86	**68	0.8	1.9	38	**143	2.3	3.9	106	**178	2.7	4.8	120
NORTHEAST-CENSUS	37005	4462	21.5	12.1	97	1834	22.7	5.0	103	1621	26.3	4.4	119	1008	15.5	2.7	77
NORTH CENTRAL	42642	5114	24.6	12.0	97	2178	26.9	5.1	106	1278	20.7	3.0	81	1659	25.5	3.9	100
SOUTH	56777	8195	39.5	14.4	117	3295	40.7	5.8	120	2392	38.8	4.2	115	2508	38.6	4.4	110
WEST	31303	2994	14.4	9.6	77	790	9.8	2.5	52	877	14.2	2.8	76	1327	20.4	4.2	100
NORTHEAST-MKTG.	38125	4632	22.3	12.1	98	1880	23.2	4.9	102	1774	28.8	4.7	127	978	15.0	2.6	66
EAST CENTRAL	24794	3202	15.4	12.9	104	1320	16.3	5.3	110	910	14.8	3.7	100	972	14.9	3.9	100
WEST CENTRAL	28511	3427	16.5	12.0	97	1355	16.7	4.8	98	917	14.9	3.2	87	1155	17.8	4.1	100
SOUTH	48953	7104	34.2	14.5	117	2930	36.2	6.0	124	1881	30.5	3.8	104	2292	35.3	4.7	120
PACIFIC	27344	2402	11.6	8.8	71	*612	7.6	2.2	46	*686	11.1	2.5	68	1104	17.0	4.0	100
COUNTY SIZE A	69301	8251	39.7	11.9	96	3125	38.6	4.5	93	2771	44.9	4.0	109	2355	36.2	3.4	88
COUNTY SIZE B	50633	6737	32.4	13.3	107	2781	34.4	5.5	114	1712	27.8	3.4	92	2245	34.5	4.4	110
COUNTY SIZE C	26259	3085	14.9	11.7	95	1100	13.6	4.2	87	947	15.4	3.6	98	1038	16.0	4.0	100
COUNTY SIZE D	21534	2693	13.0	12.5	101	1090	13.5	5.1	105	738	12.0	3.4	93	865	13.3	4.0	100
METRO CENTRAL CITY	50014	5836	28.1	11.7	94	2296	28.4	4.6	95	1589	25.8	3.2	86	1952	30.0	3.9	100
METRO SUBURBAN	76832	9942	47.9	12.9	105	3999	49.4	5.2	108	3070	49.8	4.0	109	2873	44.2	3.7	99
NON METRO	40881	4987	24.0	12.2	99	1801	22.2	4.4	91	1509	24.5	3.7	100	1677	25.8	4.1	100
TOP 5 ADI'S	39550	4418	21.3	11.2	90	1715	21.2	4.3	90	1504	24.4	3.8	103	1199	18.4	3.0	77
TOP 10 ADI'S	54877	6378	30.7	11.6	94	2583	31.9	4.7	98	2242	36.3	4.1	111	1554	23.9	2.8	88
TOP 20 ADI'S	77516	9383	45.2	12.1	98	3705	45.8	4.8	99	3105	50.3	4.0	109	2574	39.6	3.3	88
HSGLD INC. \$50,000 OR MORE	17257	2414	11.6	14.0	113	977	12.1	5.7	117	784	12.7	4.5	124	*653	10.0	3.8	88
\$40,000 OR MORE	33235	4815	23.2	14.5	117	1782	22.0	5.4	111	1594	25.8	4.8	130	1439	22.1	4.3	110
\$30,000 OR MORE	59693	8578	41.3	14.4	116	3299	40.7	5.5	114	2571	41.7	4.3	117	2708	41.6	4.5	110
\$25,000 OR MORE	76275	10639	51.2	13.9	113	3998	49.4	5.2	109	3297	53.5	4.3	118	3344	51.4	4.4	110
\$20,000 - \$24,999	18607	2319	11.2	12.5	101	1025	12.7	5.5	114	511	8.3	2.7	75	783	12.0	4.2	100
\$15,000 - \$19,999	17175	1649	7.9	9.6	78	627	7.7	3.7	76	*579	9.4	3.4	92	*443	6.8	2.6	66
\$10,000 - \$14,999	24569	3219	15.5	13.1	106	1303	16.1	5.3	110	844	13.7	3.4	93	1072	16.5	4.4	110
UNDER \$10,000	31101	2940	14.2	9.5	76	1143	14.1	3.7	76	937	15.2	3.0	82	859	13.2	2.8	88
HOUSEHOLD OF 1 PERSON	19441	1327	6.4	6.8	55	530	6.5	2.7	56	401	6.5	2.1	56	396	6.1	2.0	55
2 PEOPLE	51803	5652	27.2	10.9	88	2081	25.7	4.0	83	1905	30.9	3.7	100	1666	25.6	3.2	88
3 OR 4 PEOPLE	66933	9596	46.2	14.3	116	3745	46.3	5.6	116	2869	46.5	4.3	117	2982	45.9	4.5	110
5 OR MORE PEOPLE	29550	4191	20.2	14.2	115	1740	21.5	5.9	122	993	16.1	3.4	91	1458	22.4	4.9	110
NO CHILD IN HSHLD	96587	10945	52.7	11.3	92	4238	52.3	4.4	91	3682	59.7	3.8	104	3025	46.5	3.1	88
CHILD(REN) UNDER 2 YRS	10844	1091	5.3	10.1	81	*451	5.6	4.2	86	*262	4.2	2.4	66	*379	5.8	3.5	66
2 - 5 YEARS	26358	2616	12.6	9.9	80	947	11.7	3.6	74	604	9.8	2.3	62	1064	16.4	4.0	100
6 - 11 YEARS	30453	4115	19.8	13.5	109	1673	20.7	5.5	114	876	14.2	2.9	78	1566	24.1	5.1	130
12 - 17 YEARS	36575	6131	29.5	16.8	135	2370	29.3	6.5	134	1684	27.3	4.6	125	2078	32.0	5.7	130
RESIDENCE OWNED	117770	16764	80.7	14.2	115	6412	79.2	5.4	113	5111	82.9	4.3	118	5240	80.6	4.4	110
VALUE: \$50,000 OR MORE	70166	9731	46.9	13.9	112	3820	47.2	5.4	113	3011	48.8	4.3	117	2900	44.6	4.1	110
VALUE: UNDER \$50,000	47604	7032	33.9	14.8	119	2592	32.0	5.4	113	2100	34.0	4.4	120	2340	36.0	4.9	110

PACKAGED MOIST DOG FOOD: USAGE IN LAST SEVEN DAYS
(ADULTS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	20766	100.0	12.4	100	8096	100.0	4.8	100	6168	100.0	3.7	100	6502	100.0	3.9	100
MAGAZINES	QUINTILE 1	34022	4695	22.6	13.8	111	2015	24.9	5.9	123	1203	19.5	3.5	96	1477	22.7	4.3	112
	QUINTILE 2	34800	4475	21.5	12.9	104	1676	20.7	4.8	100	1351	21.9	3.9	106	1449	22.3	4.2	107
	QUINTILE 3	30514	3950	19.0	12.9	105	1751	21.6	5.7	119	1171	19.0	3.8	104	1028	15.8	3.4	87
	QUINTILE 4	33324	4200	20.2	12.6	102	1449	17.9	4.3	90	1387	22.5	4.2	113	1364	21.0	4.1	106
	QUINTILE 5	35066	3447	16.6	9.8	79	1206	14.9	3.4	71	1057	17.1	3.0	82	1184	18.2	3.4	87
NEWSPAPERS	QUINTILE 1	29107	4127	19.9	14.2	115	1736	21.4	6.0	124	1304	21.1	4.5	122	1088	16.7	3.7	96
	QUINTILE 2	49095	6211	29.9	12.7	102	2377	29.4	4.8	100	1809	29.3	3.7	100	2025	31.1	4.1	106
	QUINTILE 3	23107	2959	14.2	12.8	103	1213	15.0	5.2	109	953	15.5	4.1	112	793	12.2	3.4	89
	QUINTILE 4	33556	3734	18.0	11.1	90	1277	15.8	3.8	79	1110	18.0	3.3	90	1348	20.7	4.0	104
	QUINTILE 5	32863	3735	18.0	11.4	92	1494	18.5	4.5	94	992	16.1	3.0	82	1249	19.2	3.8	98
OUTDOOR	QUINTILE 1	33431	4287	20.6	12.8	104	1838	22.7	5.5	114	1257	20.4	3.8	102	1192	18.3	3.6	92
	QUINTILE 2	33478	4197	20.2	12.5	101	1723	21.3	5.1	107	1295	21.0	3.9	105	1178	18.1	3.5	91
	QUINTILE 3	33574	4040	19.5	12.0	97	1582	19.5	4.7	98	1229	19.9	3.7	100	1228	18.9	3.7	94
	QUINTILE 4	33935	4091	19.7	12.1	97	1569	19.4	4.6	96	1187	19.2	3.5	95	1335	20.5	3.9	101
	QUINTILE 5	33310	4151	20.0	12.5	101	1384	17.1	4.2	86	1200	19.5	3.6	98	1568	24.1	4.7	121
RADIO-DRIVE TIME	QUINTILE 1	33136	4302	20.7	13.0	105	1825	22.5	5.5	114	1170	19.0	3.5	96	1308	20.1	3.9	102
	QUINTILE 2	31658	3960	19.1	12.5	101	1368	16.9	4.3	90	1128	18.3	3.6	97	1464	22.5	4.6	119
	QUINTILE 3	32541	4315	20.8	13.3	107	1591	19.7	4.9	101	1444	23.4	4.4	121	1280	19.7	3.9	101
	QUINTILE 4	34247	4174	20.1	12.2	98	1614	19.9	4.7	98	1263	20.5	3.7	100	1297	19.9	3.8	98
	QUINTILE 5	36144	4016	19.3	11.1	90	1699	21.0	4.7	97	1164	18.9	3.2	88	1153	17.7	3.2	82
RADIO-MID- DAY	TERCILE 1	45037	6204	29.9	13.8	111	2581	31.9	5.7	119	1745	28.3	3.9	105	1878	28.9	4.2	108
	TERCILE 2	44819	5267	25.4	11.8	95	1996	24.7	4.5	92	1470	23.8	3.3	89	1802	27.7	4.0	104
	TERCILE 3	77872	9295	44.8	11.9	96	3520	43.5	4.5	94	2953	47.9	3.8	103	2822	43.4	3.6	93
RADIO-TOTAL	QUINTILE 1	33763	4420	21.3	13.1	106	1776	21.9	5.3	109	1302	21.1	3.9	105	1343	20.7	4.0	103
	QUINTILE 2	33240	4282	20.6	12.9	104	1720	21.2	5.2	107	1087	17.6	3.3	89	1476	22.7	4.4	115
	QUINTILE 3	33408	4238	20.4	12.7	102	1355	16.7	4.1	84	1363	22.1	4.1	111	1521	23.4	4.6	117
	QUINTILE 4	34792	4159	20.0	12.0	97	1740	21.5	5.0	104	1337	21.7	3.8	104	1082	16.6	3.1	80
	QUINTILE 5	32524	3665	17.6	11.3	91	1506	18.6	4.6	96	1080	17.5	3.3	90	1079	16.6	3.3	86
TV-PRIME TIME	QUINTILE 1	33090	4380	21.1	13.2	107	1553	19.2	4.7	97	1356	22.0	4.1	111	1471	22.6	4.4	115
	QUINTILE 2	33357	4491	21.6	13.5	109	1852	22.9	5.6	115	1533	24.9	4.6	125	1106	17.0	3.3	86
	QUINTILE 3	33980	4395	21.2	12.9	104	1768	21.8	5.2	108	1266	20.5	3.7	101	1361	20.9	4.0	103
	QUINTILE 4	33854	4143	20.0	12.2	99	1605	19.8	4.7	98	1200	19.5	3.5	96	1338	20.6	4.0	102
	QUINTILE 5	33444	3357	16.2	10.0	81	1318	16.3	3.9	82	814	13.2	2.4	66	1226	18.9	3.7	95
TV-DAYTIME	TERCILE 1	49121	5967	28.7	12.1	98	2591	32.0	5.3	109	1662	26.9	3.4	92	1714	26.4	3.5	90
	TERCILE 2	48823	5786	27.9	11.9	96	2279	28.1	4.7	97	1576	25.6	3.2	88	1931	29.7	4.0	102
	TERCILE 3	69782	9012	43.4	12.9	104	3226	39.8	4.6	96	2929	47.5	4.2	114	2856	43.9	4.1	106
TV-TOTAL	QUINTILE 1	33584	4159	20.0	12.4	100	1803	22.3	5.4	111	1137	18.4	3.4	92	1219	18.7	3.6	94
	QUINTILE 2	33441	4577	22.0	13.7	111	1841	22.7	5.5	114	1565	25.4	4.7	127	1171	18.0	3.5	90
	QUINTILE 3	33505	4165	20.1	12.4	100	1574	19.4	4.7	97	1379	22.4	4.1	112	1212	18.6	3.6	93
	QUINTILE 4	33466	4214	20.3	12.6	102	1593	19.7	4.8	99	1146	18.6	3.4	93	1475	22.7	4.4	114
	QUINTILE 5	33731	3651	17.6	10.8	87	1285	15.9	3.8	79	941	15.3	2.8	76	1425	21.9	4.2	109
MAGAZINES-NEWSPAPERS: DUAL		44503	6231	30.0	14.0	113	2687	33.2	6.0	125	1810	29.3	4.1	111	1734	26.7	3.9	101
MAGAZINE IMPERATIVE		39363	4841	23.3	12.3	99	1893	23.4	4.8	100	1291	20.9	3.3	89	1657	25.5	4.2	109
NEWSPAPER IMPERATIVE		46441	5804	27.9	12.5	101	2087	25.8	4.5	93	1934	31.4	4.2	113	1783	27.4	3.8	99
MAGAZINES-OUTDOOR: DUAL		33726	4524	21.8	13.4	108	1875	23.2	5.6	115	1345	21.8	4.0	108	1304	20.1	3.9	100
MAGAZINE IMPERATIVE		52846	6765	32.6	12.8	103	2756	34.0	5.2	108	1879	30.5	3.6	97	2130	32.8	4.0	104
OUTDOOR IMPERATIVE		52140	6144	29.6	11.8	95	2509	31.0	4.8	100	1956	31.7	3.8	102	1678	25.8	3.2	83
MAGAZINES-RADIO: DUAL		37081	5002	24.1	13.5	109	2161	26.7	5.8	121	1199	19.4	3.2	88	1642	25.3	4.4	114
MAGAZINE IMPERATIVE		49747	6466	31.1	13.0	105	2523	31.2	5.1	105	2120	34.4	4.3	116	1823	28.0	3.7	95
RADIO IMPERATIVE		49208	6143	29.6	12.5	101	2145	26.5	4.4	90	1981	32.1	4.0	109	2018	31.0	4.1	106
MAGAZINES-TELEVISION: DUAL		33103	4453	21.4	13.5	109	1741	21.5	5.3	109	1341	21.7	4.1	110	1372	21.1	4.1	107
MAGAZINE IMPERATIVE		54575	7006	33.7	12.8	104	2868	35.4	5.3	109	1875	30.4	3.4	93	2263	34.8	4.1	107
TELEVISION IMPERATIVE		53249	6464	31.1	12.1	98	2547	31.5	4.8	99	2163	35.1	4.1	110	1754	27.0	3.3	85
NEWSPAPERS-OUTDOOR: DUAL		36255	4845	23.3	13.4	108	2127	26.3	5.9	122	1547	25.1	4.3	116	1171	18.0	3.2	83
NEWSPAPER IMPERATIVE		55591	7109	34.2	12.8	103	2688	33.2	4.8	100	2116	34.3	3.8	104	2306	35.5	4.1	107
OUTDOOR IMPERATIVE		48319	5700	27.4	11.8	95	2267	28.0	4.7	97	1674	27.1	3.5	94	1759	27.1	3.6	94
NEWSPAPERS-RADIO: DUAL		37242	4727	22.8	12.7	103	1993	24.6	5.4	111	1334	21.6	3.6	97	1400	21.5	3.8	97
NEWSPAPER IMPERATIVE		54423	7113	34.3	13.1	106	2707	33.4	5.0	103	2288	37.1	4.2	114	2118	32.6	3.9	100
RADIO IMPERATIVE		46650	5906	28.4	12.7	102	2130	26.3	4.6	95	1706	27.7	3.7	99	2070	31.8	4.4	114
NEWSPAPERS-TELEVISION: DUAL		35974	4646	22.4	12.9	104	1894	23.4	5.3	109	1493	24.2	4.2	113	1259	19.4	3.5	90
NEWSPAPER IMPERATIVE		56095	7398	35.6	13.2	107	2878	35.5	5.1	106	2110	34.2	3.8	102	2410	37.1	4.3	111
TELEVISION IMPERATIVE		47170	5756	27.7	12.2	99	2325	28.7	4.9	102	1768	28.7	3.7	102	1664	25.6	3.5	91
OUTDOOR-RADIO: DUAL		33748	4361	21.0	12.9	104	1721	21.3	5.1	106	1102	17.9	3.3	89	1538	23.7	4.6	118
OUTDOOR IMPERATIVE		52785	6319	30.4	12.0	97	2696	33.3	5.1	106	2132	34.6	4.0	110	1490	22.9	2.8	73
RADIO IMPERATIVE		52882	6755	32.5	12.8													

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	20766	100.0	12.4	100	8096	100.0	4.8	100	6168	100.0	3.7	100	6502	100.0	3.9	100
ATLANTIC MONTHLY	867	**94	0.5	10.8	88	**39	0.5	4.5	93	**13	0.2	1.5	41	**42	0.6	4.8	12
BARRON'S	1580	*214	1.0	13.5	109	**67	0.8	4.2	88	**38	0.6	2.4	65	**109	1.7	6.9	17
BETTER HOMES & GARDENS	22203	2874	13.8	12.9	105	1141	14.1	5.1	106	725	11.8	3.3	89	1009	15.5	4.5	11
BON APPETIT	3810	566	2.7	14.9	120	*210	2.6	5.5	114	*170	2.8	4.5	121	*186	2.9	4.9	12
BUSINESS WEEK	4663	527	2.5	11.3	91	*261	3.2	5.6	116	*127	2.1	2.7	74	**138	2.1	3.0	7
CAR AND DRIVER	3102	*346	1.7	11.2	90	**117	1.4	3.8	78	**144	2.3	4.6	126	**86	1.3	2.8	7
CBS MAGAZINE NETWORK (GROSS)	7311	1025	4.9	14.0	113	399	4.9	5.5	113	*308	5.0	4.2	115	*319	4.9	4.4	11
CHANGING TIMES	3400	310	1.5	9.1	74	**101	1.2	3.0	62	**100	1.6	2.9	80	**110	1.7	3.2	8
COLONIAL HOMES	1796	*264	1.3	14.7	119	**71	0.9	4.0	82	*226	0.4	1.4	39	**167	2.6	9.3	24
CONDE NAST MAG. PKG. (GROSS)	19924	3075	14.8	15.4	125	1443	17.8	7.2	150	644	10.4	3.2	88	988	15.2	5.0	12
CONSUMERS DIGEST	3125	427	2.1	13.7	110	*175	2.2	5.6	116	**109	1.8	3.5	95	**144	2.2	4.6	11
COSMOPOLITAN	10577	1351	6.5	12.8	103	616	7.6	5.8	121	364	5.9	3.4	94	371	5.7	3.5	9
COUNTRY LIVING	3746	453	2.2	12.1	98	*240	3.0	6.4	133	**81	1.3	2.2	59	*132	2.0	3.5	9
CUISINE	2214	*179	0.9	8.1	65	**83	1.0	3.7	78	**53	0.9	2.4	65	**43	0.7	1.9	5
CYCLE WORLD	2394	388	1.9	16.2	131	**176	2.2	7.4	152	**140	2.3	5.8	159	**73	1.1	3.0	7
DCI:CREATIVE IDEAS FOR LIV	3068	359	1.7	11.7	95	*142	1.8	4.6	96	**125	2.0	4.1	111	**92	1.4	3.0	7
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1244	6.0	13.0	105	530	6.5	5.5	115	*350	5.7	3.7	100	364	5.6	3.8	9
DISCOVER	2277	304	1.5	13.4	108	*175	2.2	7.7	159	**58	0.9	2.5	69	**71	1.1	3.1	8
EBONY	7187	775	3.7	10.8	87	337	4.2	4.7	97	*199	3.2	2.8	75	*239	3.7	3.3	8
ESQUIRE	2560	*244	1.2	9.5	77	**106	1.3	4.1	86	**38	0.6	1.5	40	**100	1.5	3.9	10
ESSENCE	3242	348	1.7	10.7	87	**132	1.6	4.1	84	**97	1.6	3.0	81	**119	1.8	3.7	9
FAMILY CIRCLE	19639	2736	13.2	13.9	113	1272	15.7	6.5	134	793	12.9	4.0	110	671	10.3	3.4	8
THE FAMILY HANDYMAN	3540	500	2.4	14.1	114	*194	2.4	5.5	114	*147	2.4	4.2	113	*159	2.4	4.5	11
FAMILY WEEKLY	23924	3282	15.8	13.7	111	1239	15.3	5.2	107	911	14.8	3.8	104	1132	17.4	4.7	12
FIELD & STREAM	9883	1525	7.3	15.4	125	538	6.6	5.4	113	476	7.7	4.8	131	512	7.9	5.2	13
FOOD & WINE	1030	*129	0.6	12.5	101	**75	0.9	7.3	151	**36	0.6	3.5	95	**18	0.3	1.7	4
FORBES	2679	313	1.5	11.7	94	**95	1.2	3.5	73	**98	1.6	3.7	99	**120	1.8	4.5	11
FORTUNE	2931	336	1.6	11.5	93	**135	1.7	4.6	95	**72	1.2	2.5	67	**129	2.0	4.4	11
GENTLEMEN'S QUARTERLY	3481	490	2.4	14.1	114	*183	2.3	5.3	109	**184	3.0	5.3	144	**122	1.9	3.5	9
GLAMOUR	7163	1022	4.9	14.3	115	563	7.0	7.9	163	*203	3.3	2.8	77	*256	3.9	3.6	9
GOLF DIGEST	2355	376	1.8	16.0	129	*182	2.2	7.7	160	**119	1.9	5.1	137	**75	1.2	3.2	8
GOLF DIGEST/TENNIS (GROSS)	3610	561	2.7	15.5	126	*234	2.9	6.5	134	*192	3.1	5.3	145	**135	2.1	3.7	9
GOLF MAGAZINE	2046	*248	1.2	12.1	98	**94	1.2	4.6	95	**74	1.2	3.6	98	**80	1.2	3.9	10
GOLF MAGAZINE/SKI (GROSS)	3547	388	1.9	10.9	88	**147	1.8	4.1	86	**139	2.3	3.9	107	**101	1.6	2.8	7
GOOD HOUSEKEEPING	20353	2596	12.5	12.8	103	1125	13.9	5.5	115	709	11.5	3.5	95	762	11.7	3.7	9
HARPER'S BAZAAR	3362	480	2.3	14.3	115	*207	2.6	6.2	128	**51	0.8	1.5	41	**222	3.4	6.6	17
HEALTH	2987	452	2.2	15.1	122	*172	2.1	5.8	119	**95	1.5	3.2	86	**186	2.9	6.2	16
HEARST MAG CORP. BUY (GROSS)	67928	8911	42.9	13.1	106	3965	49.0	5.8	121	2168	35.1	3.2	87	2779	42.7	4.1	10
HEARST MAN POWER (GROSS)	11282	1669	8.0	14.8	119	646	8.0	5.7	119	461	7.5	4.1	111	561	8.6	5.0	12
HEARST WOMAN POWER (GROSS)	40514	5309	25.6	13.1	106	2463	30.4	6.1	126	1377	22.3	3.4	92	1468	22.6	3.6	9
HOUSE BEAUTIFUL	4885	525	2.5	10.7	87	*227	2.8	4.6	96	**107	1.7	2.2	60	*190	2.9	3.9	10
INC.	1308	**173	0.8	13.2	107	**35	0.4	2.7	55	**50	0.8	3.8	104	**88	1.4	6.7	17
JET	6498	756	3.6	11.6	94	309	3.8	4.8	99	*224	3.6	3.4	94	*223	3.4	3.4	8
LADIES' HOME JOURNAL	14797	2102	10.1	14.2	115	973	12.0	6.6	136	504	8.2	3.4	93	626	9.6	4.2	10
LHJ FAMILY GRP COMBO(GROSS)	21743	3119	15.0	14.3	116	1375	17.0	6.3	131	715	11.6	3.3	89	1029	15.8	4.7	12
LIFE	9881	1216	5.9	12.3	99	472	5.8	4.8	99	326	5.3	3.3	90	418	6.4	4.2	10
L.A. TIMES HOME MAGAZINE	2775	*335	1.6	12.1	98	**51	0.6	1.8	38	**154	2.5	5.5	151	**130	2.0	4.7	12
MADAMOISELLE	4219	670	3.2	15.9	128	*274	3.4	6.5	135	**164	2.7	3.9	106	**233	3.6	5.5	14
MC CALL'S	16422	2265	10.9	13.8	111	1002	12.4	6.1	126	615	10.0	3.7	102	648	10.0	3.9	10
MC CALL'S/MRK MOTHER (GROSS)	17919	2457	11.8	13.7	111	1087	13.4	6.1	126	651	10.6	3.6	99	718	11.0	4.0	10
MECHANIX ILLUSTRATED	4433	716	3.4	16.2	130	*254	3.1	5.7	119	*196	3.2	4.4	120	*266	4.1	6.0	15
METROPOLITAN HOME	1504	**118	0.6	7.8	63	**24	0.3	1.6	33	**3	0.0	0.2	5	**91	1.4	6.1	15
MONEY	4723	610	2.9	12.9	104	*274	3.4	5.8	120	*125	2.0	2.6	72	*211	3.2	4.5	11
MOTHER EARTH NEWS	2325	309	1.5	13.3	107	*120	1.5	5.2	107	**66	1.1	2.8	77	*123	1.9	5.3	13
MS.	1189	*206	1.0	17.3	140	**119	1.5	10.0	207	**46	0.7	3.9	105	**41	0.6	3.4	8
NATIONAL ENQUIRER	18892	2780	13.4	14.7	119	1078	13.3	5.7	118	769	12.5	4.1	111	934	14.4	4.9	12
NATIONAL GEOGRAPHIC	22129	2738	13.2	12.4	100	1189	14.7	5.4	111	662	10.7	3.0	81	886	13.6	4.0	10
NATIONAL SUNDAY MAGAZINE PKG	103750	13468	64.9	13.0	105	5418	66.9	5.2	108	3952	64.1	3.8	104	4098	63.0	3.9	10
NATURAL HISTORY	1379	**165	0.8	12.0	97	**98	1.2	7.1	147	*115	0.2	1.1	30	**52	0.8	3.8	9
NEW WOMAN	2289	*188	0.9	8.2	66	*120	1.5	5.2	109	*32	0.5	1.4	38	*335	0.5	1.5	3
NEW YORK INCLUDING CUE	1088	**122	0.6	11.2	91	**56	0.7	5.1	107	**38	0.6	3.5	95	**27	0.4	2.5	6
THE NEW YORKER	2459	*300	1.4	12.2	99	**70	0.9	2.8	59	*150	2.4	6.1	166	**80	1.2	3.3	8
NEWSWEEK	16527	2048	9.9	12.4	100	871	10.8	5.3	109	473	7.7	2.9	78	705	10.8	4.3	11
THE N.Y. TIMES DAILY EDITION	2739	367	1.8	13.4	108	**136	1.7	5.0	103	*135	2.2	4.9	134	**95	1.5	3.5	8
THE N.Y. TIMES MAGAZINE	4443	538	2.6	12.1	98	*146	1.8	3.3	68	*235	3.8	5.3	144	*158	2.4	3.6	9
OMNI	2799	403	1.9	14.4	116	*229	2.8	8.2	169	**74	1.2	2.6	72	**100	1.5	3.6	9
ON CABLE	2209	*293	1.4	13.3	107	**158	2.0	7.2	148	**48	0.8	2.2	59	**87	1.3	3.9	10
1001 HOME IDEAS	3959	564	2.7	14.2	115	*231	2.9	5.8	121	**116	1.9	2.9	80	*217	3.3	5.5	14
ORGANIC GARDENING	3111	444	2.1	14.3	115	*205	2.5	6.6	137	*119	1.9	3.8	104	*120	1.8	3.9	10
OUTDOOR LIFE	5024	720	3.5	14.3	116	*246	3.0	4.9	101	*201	3.3	4.0	109	*273	4.2	5.4	14
PARADE MAGAZINE	51292	6723	32.4	13.1	106	2815	34.8	5.5	114	2020	32.7	3.9	107	1888	29.0	3.7	9

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	20766	100.0	12.4	100	8096	100.0	4.8	100	6168	100.0	3.7	100	6502	100.0	3.9	100
PARENTS	5298	687	3.3	13.0	105	*277	3.4	5.2	108	**143	2.3	2.7	73	*267	4.1	5.0	130
PENTHOUSE	5129	548	2.6	10.7	86	*200	2.5	3.9	81	**142	2.3	2.8	75	*207	3.2	4.0	104
PEOPLE	21070	2740	13.2	13.0	105	1079	13.3	5.1	106	826	13.4	3.9	107	835	12.8	4.0	102
PLAYBOY	10562	1319	6.4	12.5	101	529	6.5	5.0	104	350	5.7	3.3	90	439	6.8	4.2	107
POPULAR HOT RODDING	2498	478	2.3	19.1	155	**221	2.7	8.8	183	**107	1.7	4.3	116	**150	2.3	6.0	155
POPULAR MECHANICS	5887	763	3.7	13.0	105	310	3.8	5.3	109	*184	3.0	3.1	85	*269	4.1	4.6	118
POPULAR SCIENCE	4317	525	2.5	12.2	98	*178	2.2	4.1	85	*141	2.3	3.3	89	*207	3.2	4.8	124
PREVENTION	5792	783	3.8	13.5	109	284	3.5	4.9	102	*215	3.5	3.7	101	*284	4.4	4.9	126
PSYCHOLOGY TODAY	3284	358	1.7	10.9	88	*177	2.2	5.4	112	**85	1.4	2.6	70	**95	1.5	2.9	75
READER'S DIGEST	40046	5468	26.3	13.7	110	2101	26.0	5.2	109	1639	26.6	4.1	111	1727	26.6	4.3	111
REDBOOK	9584	1361	6.6	14.2	115	722	8.9	7.5	156	304	4.9	3.2	86	335	5.2	3.5	90
ROAD & TRACK	2590	373	1.8	14.4	116	**144	1.8	5.6	115	**132	2.1	5.1	139	**97	1.5	3.7	97
ROLLING STONE	3302	471	2.3	14.3	115	**193	2.4	5.8	121	*173	2.8	5.2	142	**105	1.6	3.2	82
RUNNER'S WORLD	1229	**162	0.8	13.2	106	**81	1.0	6.6	137	**47	0.8	3.8	104	**34	0.5	2.8	71
SATURDAY EVENING POST	2110	*203	1.0	9.6	78	**52	0.6	2.5	51	**57	0.9	2.7	73	**94	1.4	4.5	115
SCIENCE 84	1543	*159	0.8	10.3	83	**93	1.1	6.0	125	**48	0.8	3.1	85	**18	0.3	1.2	30
SCIENCE DIGEST	1747	*243	1.2	13.9	112	**140	1.7	8.0	166	**37	0.6	2.1	58	**66	1.0	3.8	97
SCIENTIFIC AMERICAN	1994	*240	1.2	12.0	97	**65	0.8	3.3	68	**100	1.6	5.0	136	**75	1.2	3.8	97
SELF	3119	516	2.5	16.5	134	*215	2.7	6.9	143	**72	1.2	2.3	63	**228	3.5	7.3	189
SEVENTEEN	3923	812	3.9	20.7	167	*320	4.0	8.2	169	**93	1.5	2.4	64	*398	6.1	10.1	262
SKI	1501	**140	0.7	9.3	75	**53	0.7	3.5	73	**65	1.1	4.3	118	**22	0.3	1.5	38
SMITHSONIAN	5976	745	3.6	12.5	101	293	3.6	4.9	102	*204	3.3	3.4	93	*248	3.8	4.1	107
SOAP OPERA DIGEST	4228	507	2.4	12.0	97	*213	2.6	5.0	104	**161	2.6	3.8	104	**133	2.0	3.1	81
SOUTHERN LIVING	6488	885	4.3	13.6	110	388	4.8	6.0	124	*225	3.6	3.5	94	272	4.2	4.2	108
SPORT	3500	488	2.3	13.9	113	*263	3.2	7.5	156	**101	1.6	2.9	78	**125	1.9	3.6	92
THE SPORTING NEWS	2456	365	1.8	14.9	120	**70	0.9	2.9	59	**150	2.4	6.1	166	**145	2.2	5.9	152
SPORTS AFIELD	3648	663	3.2	18.2	147	*197	2.4	5.4	112	*240	3.9	6.6	179	*226	3.5	6.2	160
SPORTS ILLUSTRATED	14484	2006	9.7	13.8	112	931	11.5	6.4	133	676	11.0	4.7	127	399	6.1	2.8	71
STAR	12661	1776	8.6	14.0	113	765	9.4	6.0	125	510	8.3	4.0	110	501	7.7	4.0	102
SUNDAY	52799	6898	33.2	13.1	106	2873	35.5	5.4	113	2110	34.2	4.0	109	1915	29.5	3.6	94
SUNSET	3513	*276	1.3	7.9	63	**84	1.0	2.4	50	**55	0.9	1.6	43	**136	2.1	3.9	100
TV GUIDE	42766	5668	27.3	13.3	107	2256	27.9	5.3	109	1679	27.2	3.9	107	1733	26.7	4.1	105
TENNIS	1254	**185	0.9	14.8	119	**52	0.6	4.1	86	**73	1.2	5.8	158	**60	0.9	4.8	123
TIME	22054	3039	14.6	13.8	111	1344	16.6	6.1	126	737	11.9	3.3	91	957	14.7	4.3	112
TOWN & COUNTRY	1555	**137	0.7	8.8	71	**66	0.8	4.2	88	**46	0.7	3.0	80	**25	0.4	1.6	41
TRAVEL & LEISURE	2173	317	1.5	14.6	118	**103	1.3	4.7	98	**113	1.8	5.2	141	**101	1.6	4.6	120
TRUE STORY	4636	798	3.8	17.2	139	*251	3.1	5.4	112	*204	3.3	4.4	120	*343	5.3	7.4	191
U.S. NEWS & WORLD REPORT	10353	1362	6.6	13.2	106	514	6.3	5.0	103	420	6.8	4.1	110	428	6.6	4.1	107
USA TODAY	4994	573	2.8	11.5	93	*226	2.8	4.5	94	*158	2.6	3.2	86	*189	2.9	3.8	98
US	3528	468	2.3	13.3	107	*175	2.2	5.0	103	**161	2.6	4.6	124	**131	2.0	3.7	96
VOGUE	5424	867	4.2	16.0	129	390	4.8	7.2	149	*205	3.3	3.8	103	*272	4.2	5.0	129
WALL STREET JOURNAL	6292	670	3.2	10.6	86	280	3.5	4.5	92	*163	2.6	2.6	70	*227	3.5	3.6	93
WEIGHT WATCHERS	2762	447	2.2	16.2	131	*210	2.6	7.6	158	**99	1.6	3.6	97	**137	2.1	5.0	128
WOMAN'S DAY	16320	2375	11.4	14.6	118	1062	13.1	6.5	135	687	11.1	4.2	114	626	9.6	3.8	99
WORKING MOTHER	1496	*192	0.9	12.8	104	**85	1.0	5.7	118	**36	0.6	2.4	65	**71	1.1	4.7	122
WORKING WOMAN	1851	*227	1.1	12.3	99	**82	1.0	4.4	92	**55	0.9	3.0	81	**90	1.4	4.9	125
WORLD TENNIS	580	**34	0.2	5.9	47	**4	0.0	0.7	14	**17	0.3	2.9	80	**12	0.2	2.1	53
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1482	7.1	11.9	96	527	6.5	4.2	88	419	6.8	3.4	92	535	8.2	4.3	111
BLAIR INSERTS	91671	11598	55.9	12.7	102	4682	57.8	5.1	106	3494	56.6	3.8	104	3422	52.6	3.7	96
DAILY NEWSPAPERS																	
READ ANY	109190	14015	67.5	12.8	104	5486	67.8	5.0	104	4262	69.1	3.9	106	4267	65.6	3.9	101
READ ONE	89587	11289	54.4	12.6	102	4320	53.4	4.8	100	3395	55.0	3.8	103	3574	55.0	4.0	103
READ TWO OR MORE	19602	2726	13.1	13.9	112	1166	14.4	5.9	123	868	14.1	4.4	120	693	10.7	3.5	91
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	14088	67.8	12.8	104	5607	69.3	5.1	106	4261	69.1	3.9	106	4220	64.9	3.8	99
READ ONE	95074	11963	57.6	12.6	102	4707	58.1	5.0	103	3537	57.3	3.7	101	3720	57.2	3.9	101
READ TWO OR MORE	14588	2125	10.2	14.6	118	900	11.1	6.2	128	724	11.7	5.0	135	501	7.7	3.4	89
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.43				29.54				28.00				27.39			
30 DAY REACH	149706	18545	89.3	12.4	100	7402	91.4	4.9	102	5526	89.6	3.7	100	5617	86.4	3.8	97
50 SHWG - 30 DAY AV FREQ	15.16	14.87				15.44				14.70				14.28			
30 DAY REACH	142406	17759	85.5	12.5	101	7111	87.8	5.0	103	5277	85.6	3.7	101	5371	82.6	3.8	97
25 SHWG - 30 DAY AV FREQ	8.23	8.12				8.32				8.00				7.96			
30 DAY REACH	131152	16245	78.2	12.4	100	6597	81.5	5.0	104	4842	78.5	3.7	100	4807	73.9	3.7	95
CABLE TV: HOME WIRED	66879	9519	45.8	14.2	115	3667	45.3	5.5	114	2960	48.0	4.4	120	2893	44.5	4.3	112
HOME NOT WIRED	100848	11246	54.2	11.2	90	4429	54.7	4.4	91	3208	52.0	3.2	87	3609	55.5	3.6	92
HAVE PAY CABLE	35024	5693	27.4	16.3	131	2274	28.1	6.5	135	1746	28.3	5.0	136	1673	25.7	4.8	123

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	20766	100.0	12.4	100	8096	100.0	4.8	100	6168	100.0	3.7	100	6502	100.0	3.9	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	6360	30.6	12.2	98	2663	32.9	5.1	106	1928	31.3	3.7	100	1770	27.2	3.4	87
NETWORK AFFILIATES - LATE	39164	5372	25.9	13.7	111	2187	27.0	5.6	116	1568	25.4	4.0	109	1617	24.9	4.1	107
INDEPENDENTS - LATE	5133	576	2.8	11.2	91	251	3.1	4.9	101	133	2.2	2.6	70	192	3.0	3.7	96
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 22825	3048	14.7	13.4	108	1308	16.2	5.7	119	844	13.7	3.7	101	896	13.8	3.9	101
ABC MONDAY NIGHT MOVIE	A 11258	1416	6.8	12.6	102	546	6.7	4.8	100	442	7.2	3.9	107	428	6.6	3.8	98
ABC SUNDAY NIGHT MOVIE	A 23600	3300	15.9	14.0	113	1224	15.1	5.2	107	1023	16.6	4.3	118	1053	16.2	4.5	115
ABC WORLD NEWS TONIGHT	A 12801	1595	7.7	12.5	101	689	8.5	5.4	112	508	8.2	4.0	108	398	6.1	3.1	80
AFTERMASH	C 10966	1266	6.1	11.5	93	435	5.4	4.0	82	*378	6.1	3.4	94	453	7.0	4.1	107
ALICE	C 17050	1977	9.5	11.6	94	786	9.7	4.6	96	623	10.1	3.7	99	569	8.8	3.3	86
AMERICAN PARADE	C 11998	1470	7.1	12.3	99	534	6.6	4.5	92	435	7.1	3.6	99	502	7.7	4.2	108
BENSON	A 19258	2496	12.0	13.0	105	808	10.0	4.2	87	867	14.1	4.5	122	822	12.6	4.3	110
BLUE THUNDER	A 11478	1485	7.2	12.9	104	627	7.7	5.5	113	409	6.6	3.6	97	449	6.9	3.9	101
CAGNEY & LACEY	C 18263	2580	12.4	14.1	114	982	12.1	5.4	111	754	12.2	4.1	112	844	13.0	4.6	119
CBS EVENING NEWS-DEAN	C 7733	792	3.8	10.2	83	289	3.6	3.7	77	*231	3.7	3.0	81	*272	4.2	3.5	91
CBS EVENING NEWS-RATHER	C 15653	1713	8.2	10.9	88	661	8.2	4.2	87	532	8.6	3.4	92	520	8.0	3.3	86
CBS SAT. NEWS-SCHIEFFER	C 8744	1008	4.9	11.5	93	453	5.6	5.2	107	264	4.3	3.0	82	292	4.5	3.3	86
CBS SATURDAY NIGHT MOVIE	C 12000	1484	7.1	12.4	100	573	7.1	4.8	99	503	8.2	4.2	114	409	6.3	3.4	88
CBS WEDNESDAY NIGHT MOVIE	C 11522	1508	7.3	13.1	106	653	8.1	5.7	117	486	7.9	4.2	115	370	5.7	3.2	83
CHEERS	N 16818	2221	10.7	13.2	107	661	8.2	3.9	81	771	12.5	4.6	125	789	12.1	4.7	121
DALLAS	C 37510	4958	23.9	13.2	107	1730	21.4	4.6	96	1811	29.4	4.8	131	1417	21.8	3.8	97
DIFF'RENT STROKES	N 11258	1558	7.5	13.8	112	649	8.0	5.8	119	437	7.1	3.9	106	471	7.2	4.2	108
DOUBLE TROUBLE	N 12248	1699	8.2	13.9	112	539	6.7	4.4	91	479	7.8	3.9	106	681	10.5	5.6	143
DUCK FACTORY	N 11100	1538	7.4	13.9	112	463	5.7	4.2	86	579	9.4	5.2	142	497	7.6	4.5	116
DUKES OF HAZZARD	C 12353	1629	7.8	13.2	107	686	8.5	5.6	115	524	8.5	4.2	115	419	6.4	3.4	87
DYNASTY	A 33279	4500	21.7	13.5	109	1749	21.6	5.3	109	1377	22.3	4.1	113	1373	21.1	4.1	106
FACTS OF LIFE	N 13410	1772	8.5	13.2	107	669	8.3	5.0	103	533	8.6	4.0	108	570	8.8	4.3	110
FALCON CREST	C 31093	4142	19.9	13.3	108	1534	18.9	4.9	102	1487	24.1	4.8	130	1121	17.2	3.6	93
FALL GUY	A 18649	2570	12.4	13.8	111	1033	12.8	5.5	115	641	10.4	3.4	93	895	13.8	4.8	124
FAMILY TIES	N 13101	1740	8.4	13.3	107	650	8.0	5.0	103	535	8.7	4.1	111	555	8.5	4.2	109
FANTASY ISLAND	A 13069	1604	7.7	12.3	99	661	8.2	5.1	105	444	7.2	3.4	92	499	7.7	3.8	98
FOULUPS,BLEEPS & BLUNDERS	A 16588	2062	9.9	12.4	100	736	9.1	4.4	92	615	10.0	3.7	101	712	11.0	4.3	111
FOUR SEASONS	C 9302	1069	5.1	11.5	93	377	4.7	4.1	84	*333	5.4	3.6	97	*359	5.5	3.9	100
GIMME A BREAK	N 13955	1805	8.7	12.9	104	681	8.4	4.9	101	581	9.4	4.2	113	544	8.4	3.9	101
HART TO HART	A 15735	1893	9.1	12.0	97	704	8.7	4.5	93	553	9.0	3.5	96	636	9.8	4.0	104
HILL STREET BLUES	N 18257	2425	11.7	13.3	107	865	10.7	4.7	98	719	11.7	3.9	107	842	12.9	4.6	119
HOTEL	A 24236	3393	16.3	14.0	113	1218	15.0	5.0	104	1022	16.6	4.2	115	1153	17.7	4.8	123
JEFFERSONS	C 17010	1932	9.3	11.4	92	721	8.9	4.2	88	635	10.3	3.7	102	576	8.9	3.4	87
JENNIFER SLEPT HERE	N 9397	1292	6.2	13.7	111	558	6.9	5.9	123	394	6.4	4.2	114	341	5.2	3.6	94
KATE & ALLIE	C 16762	2153	10.4	12.8	104	828	10.2	4.9	102	684	11.1	4.1	111	641	9.9	3.8	99
KNIGHT RIDER	N 13164	1697	8.2	12.9	104	756	9.3	5.7	119	432	7.0	3.3	89	509	7.8	3.9	100
LOVE BOAT	A 20400	2833	13.6	13.9	112	1129	13.9	5.5	115	865	14.0	4.2	115	839	12.9	4.1	106
MAGNUM PI	C 22543	3070	14.8	13.6	110	1120	13.8	5.0	103	1050	17.0	4.7	127	901	13.9	4.0	103
MAMA'S FAMILY	N 9852	1487	7.2	15.1	122	583	7.2	5.9	123	427	6.9	4.3	118	477	7.3	4.8	125
MASTER, THE	N 8082	1083	5.2	13.4	108	411	5.1	5.1	105	338	5.5	4.2	114	334	5.1	4.1	107
MATT HOUSTON	A 12881	1776	8.6	13.8	111	702	8.7	5.4	113	615	10.0	4.8	130	459	7.1	3.6	92
NBC MONDAY NIGHT MOVIE	N 23889	3044	14.7	12.7	103	1122	13.9	4.7	97	977	15.8	4.1	111	945	14.5	4.0	102
NBC NIGHTLY NEWS	N 11156	1158	5.6	10.4	84	448	5.5	4.0	83	388	6.3	3.5	95	321	4.9	2.9	74
NBC NIGHTLY NEWS-SAT	N 7363	896	4.3	12.2	98	363	4.5	4.9	102	*278	4.5	3.8	103	*256	3.9	3.5	90
NBC NIGHTLY NEWS-SUN	N 6214	805	3.9	13.0	105	308	3.8	5.0	103	225	3.6	3.6	98	*272	4.2	4.4	113
NBC SUNDAY NIGHT MOVIE	N 17590	2452	11.8	13.9	113	932	11.5	5.3	110	784	12.7	4.5	121	737	11.3	4.2	108
NEWHART	C 16740	2230	10.7	13.3	108	858	10.6	5.1	106	665	10.8	4.0	108	707	10.9	4.2	109
ONE DAY AT A TIME	C 11820	1360	6.5	11.5	93	509	6.3	4.3	89	394	6.4	3.3	91	456	7.0	3.9	100
PEOPLE ARE FUNNY	N 9138	1408	6.8	15.4	124	566	7.0	6.2	128	371	6.0	4.1	110	471	7.2	5.2	133
REAL PEOPLE	N 15979	2141	10.3	13.4	108	891	11.0	5.6	116	654	10.6	4.1	111	596	9.2	3.7	96
REMINGTON STEELE	N 14395	1944	9.4	13.5	109	805	9.9	5.6	116	504	8.2	3.5	95	635	9.8	4.4	114
RIPLEY'S BELIEVE IT - NOT	A 11362	1659	8.0	14.6	118	606	7.5	5.3	110	598	9.7	5.3	143	455	7.0	4.0	103
RIPTIDE	N 13920	1981	9.5	14.2	115	739	9.1	5.3	110	641	10.4	4.6	125	602	9.3	4.3	112
SCARECROW & MRS. KING	C 17571	2092	10.1	11.9	96	755	9.3	4.3	89	643	10.4	3.7	100	695	10.7	4.0	102
SIMON & SIMON	C 20208	2658	12.8	13.2	106	1051	13.0	5.2	108	856	13.9	4.2	115	751	11.6	3.7	96
60 MINUTES	C 27668	3190	15.4	11.5	93	1165	14.4	4.2	87	984	16.0	3.6	97	1041	16.0	3.8	97
ST. ELSEWHERE	N 13699	2020	9.7	14.7	119	743	9.2	5.4	112	647	10.5	4.7	128	629	9.7	4.6	118
THREE'S COMPANY	A 20632	2575	12.4	12.5	101	1107	13.7										

	TOTAL U.S. '000	GAINES.BURGERS				ALL GAINES.BURGERS				ALL GAINES				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	5912	100.0	3.5	100	8022	100.0	4.8	100	9629	100.0	5.7	100				
MALES	79263	2813	47.6	3.5	101	3744	46.7	4.7	99	4746	49.3	6.0	104				
FEMALES	88464	3099	52.4	3.5	99	4279	53.3	4.8	101	4883	50.7	5.5	96				
18 - 24	28671	1370	23.2	4.8	136	1729	21.6	6.0	126	2091	21.7	7.3	127				
25 - 34	39536	1038	17.6	2.6	74	1377	17.2	3.5	73	1668	17.3	4.2	73				
35 - 44	28978	1147	19.4	4.0	112	1633	20.4	5.6	118	1960	20.4	6.8	118				
45 - 54	22345	756	12.8	3.4	96	1066	13.3	4.8	100	1382	14.4	6.2	108				
55 - 64	22224	902	15.3	4.1	115	1319	16.4	5.9	124	1470	15.3	6.6	115				
65 OR OLDER	25973	698	11.8	2.7	76	898	11.2	3.5	72	1057	11.0	4.1	71				
18 - 34	68207	2409	40.7	3.5	100	3106	38.7	4.6	95	3759	39.0	5.5	96				
18 - 49	108058	3957	66.9	3.7	104	5275	65.8	4.9	102	6485	67.3	6.0	105				
25 - 54	90859	2942	49.8	3.2	92	4076	50.8	4.5	94	5011	52.0	5.5	96				
35 - 49	39851	1548	26.2	3.9	110	2169	27.0	5.4	114	2726	28.3	6.8	119				
50 OR OLDER	59669	1956	33.1	3.3	93	2747	34.2	4.6	96	3144	32.7	5.3	92				
GRADUATED COLLEGE	28091	847	14.3	3.0	86	1140	14.2	4.1	85	1315	13.7	4.7	82				
ATTENDED COLLEGE	28938	1191	20.1	4.1	117	1532	19.1	5.3	111	1778	18.5	6.1	107				
GRADUATED HIGH SCHOOL	65503	2803	47.4	4.3	121	3822	47.6	5.8	122	4566	47.4	7.0	121				
DID NOT GRADUATE HIGH SCHOOL	45195	1072	18.1	2.4	67	1529	19.1	3.4	71	1969	20.4	4.4	76				
EMPLOYED MALES	56429	1990	33.7	3.5	100	2713	33.8	4.8	101	3527	36.6	6.3	109				
EMPLOYED FEMALES	43971	1494	25.3	3.4	96	2166	27.0	4.9	103	2540	26.4	5.8	101				
EMPLOYED FULL-TIME	87773	3038	51.4	3.5	98	4223	52.6	4.8	101	5169	53.7	5.9	103				
EMPLOYED PART-TIME	12627	*446	7.5	3.5	100	*657	8.2	5.2	109	898	9.3	7.1	124				
NOT EMPLOYED	67327	2428	41.1	3.6	102	3143	39.2	4.7	98	3562	37.0	5.3	92				
PROFESSIONAL/MANAGER	25845	776	13.1	3.0	85	1009	12.6	3.9	82	1129	11.7	4.4	76				
TECH/CLERICAL/SALES	30895	1122	19.0	3.6	103	1723	21.5	5.6	117	2162	22.5	7.0	122				
PRECISION/CRAFT	12629	*486	8.2	3.8	109	571	7.1	4.5	95	748	7.8	5.9	103				
OTHER EMPLOYED	31031	1100	18.6	3.5	101	1576	19.6	5.1	106	2027	21.1	6.5	114				
SINGLE	35557	1351	22.9	3.8	108	1751	21.8	4.9	103	2160	22.4	6.1	106				
MARRIED	103585	3713	62.8	3.6	102	5087	63.4	4.9	103	6034	62.7	5.8	101				
DIVORCED/SEPARATED/WIDOWED	28585	849	14.4	3.0	84	1185	14.8	4.1	87	1434	14.9	5.0	87				
PARENTS	59295	2254	38.1	3.8	108	3107	38.7	5.2	110	3642	37.8	6.1	107				
WHITE	146081	5368	90.8	3.7	104	7278	90.7	5.0	104	8604	89.4	5.9	103				
BLACK	17974	*427	7.2	2.4	67	586	7.3	3.3	68	866	9.0	4.8	84				
OTHER	3672	**117	2.0	3.2	90	**158	2.0	4.3	90	**158	1.6	4.3	75				
NORTHEAST-CENSUS	37005	1400	23.7	3.8	107	1905	23.7	5.1	108	2298	23.9	6.2	108				
NORTH CENTRAL	42642	1571	26.6	3.7	105	2193	27.3	5.1	108	2489	25.8	5.8	102				
SOUTH	56777	2079	35.2	3.7	104	2730	34.0	4.8	101	3453	35.9	6.1	106				
WEST	31303	862	14.6	2.8	78	1195	14.9	3.8	80	1388	14.4	4.4	77				
NORTHEAST-MKTG.	38125	1343	22.7	3.5	100	1871	23.3	4.9	103	2329	24.2	6.1	106				
EAST CENTRAL	24794	915	15.5	3.7	105	1255	15.6	5.1	106	1428	14.8	5.8	100				
WEST CENTRAL	28511	1138	19.2	4.0	113	1507	18.8	5.3	111	1709	17.7	6.0	104				
SOUTH	48953	1849	31.3	3.8	107	2427	30.3	5.0	104	3009	31.2	6.1	107				
PACIFIC	27344	*667	11.3	2.4	69	962	12.0	3.5	74	1154	12.0	4.2	74				
COUNTY SIZE A	69301	2182	36.9	3.1	89	3109	38.8	4.5	94	3823	39.7	5.5	96				
COUNTY SIZE B	50633	1975	33.4	3.9	111	2742	34.2	5.4	113	3250	33.8	6.4	112				
COUNTY SIZE C	26259	919	15.5	3.5	99	1177	14.7	4.5	94	1366	14.2	5.2	91				
COUNTY SIZE D	21534	837	14.2	3.9	110	994	12.4	4.6	97	1191	12.4	5.5	96				
METRO CENTRAL CITY	50014	1645	27.8	3.3	93	2326	29.0	4.7	97	2846	29.6	5.7	99				
METRO SUBURBAN	76832	2807	47.5	3.7	104	3980	49.6	5.2	108	4725	49.1	6.1	107				
NON METRO	40881	1461	24.7	3.6	101	1716	21.4	4.2	88	2058	21.4	5.0	88				
TOP 5 ADI'S	39550	1318	22.3	3.3	95	1805	22.5	4.6	95	2242	23.3	5.7	99				
TOP 10 ADI'S	54877	1762	29.8	3.2	91	2490	31.0	4.5	95	3138	32.6	5.7	100				
TOP 20 ADI'S	77516	2473	41.8	3.2	91	3504	43.7	4.5	95	4429	46.0	5.7	100				
HSGLD INC. \$50,000 OR MORE	17257	746	12.6	4.3	123	950	11.8	5.5	115	1210	12.6	7.0	122				
\$40,000 OR MORE	33235	1494	25.3	4.5	128	1970	24.6	5.9	124	2423	25.2	7.3	127				
\$30,000 OR MORE	59693	2714	45.9	4.5	129	3562	44.4	6.0	125	4197	43.6	7.0	122				
\$25,000 OR MORE	76275	3265	55.2	4.3	121	4373	54.5	5.7	120	5186	53.9	6.8	118				
\$20,000 - \$24,999	18607	*559	9.5	3.0	85	864	10.8	4.6	97	1056	11.0	5.7	99				
\$15,000 - \$19,999	17175	*491	8.3	2.9	81	728	9.1	4.2	89	826	8.6	4.8	84				
\$10,000 - \$14,999	24569	823	13.9	3.3	95	1036	12.9	4.2	88	1337	13.9	5.4	95				
UNDER \$10,000	31101	775	13.1	2.5	71	1021	12.7	3.3	69	1224	12.7	3.9	69				
HOUSEHOLD OF 1 PERSON	19441	*275	4.7	1.4	40	398	5.0	2.0	43	505	5.2	2.6	45				
2 PEOPLE	51803	1596	27.0	3.1	87	2103	26.2	4.1	85	2528	26.3	4.9	85				
3 OR 4 PEOPLE	66933	2830	47.9	4.2	120	3963	49.4	5.9	124	4595	47.7	6.9	120				
5 OR MORE PEOPLE	29550	1212	20.5	4.1	116	1559	19.4	5.3	110	2001	20.8	6.8	118				
NO CHILD IN HSHLD	96587	2985	50.5	3.1	88	4041	50.4	4.2	87	4883	50.7	5.1	88				
CHILD(REN) UNDER 2 YRS	10844	**327	5.5	3.0	86	*377	4.7	3.5	73	*412	4.3	3.8	66				
2 - 5 YEARS	26358	695	11.8	2.6	75	853	10.6	3.2	68	1041	10.8	3.9	69				
6 - 11 YEARS	30453	1066	18.0	3.5	99	1415	17.6	4.6	97	1745	18.1	5.7	100				
12 - 17 YEARS	36575	1827	30.9	5.0	142	2568	32.0	7.0	147	3048	31.7	8.3	145				
RESIDENCE OWNED	117770	5057	85.5	4.3	122	6664	83.1	5.7	118	7948	82.5	6.7	118				
VALUE: \$50,000 OR MORE	70166	3011	50.9	4.3	122	3987	49.7	5.7	119	4715	49.0	6.7	117				
VALUE: UNDER \$50,000	47604	2047	34.6	4.3	122	2676	33.4	5.6	118	3233	33.6	6.8	118				

		TOTAL U.S. '000	GAINES, BURGERS				ALL				ALL				ALL			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	5912	100.0	3.5	100	8022	100.0	4.8	100	9629	100.0	5.7	100				
MAGAZINES	QUINTILE 1	34022	1499	25.4	4.4	125	1961	24.4	5.8	121	2293	23.8	6.7	117				
	QUINTILE 2	34800	1328	22.5	3.8	108	1758	21.9	5.1	106	2026	21.0	5.8	101				
	QUINTILE 3	30514	1189	20.1	3.9	111	1659	20.7	5.4	114	1947	20.2	6.4	111				
	QUINTILE 4	33324	1106	18.7	3.3	94	1518	18.9	4.6	95	1881	19.5	5.6	98				
	QUINTILE 5	35066	791	13.4	2.3	64	1126	14.0	3.2	67	1483	15.4	4.2	74				
NEWSPAPERS	QUINTILE 1	29107	1406	23.8	4.8	137	1695	21.1	5.8	122	2063	21.4	7.1	123				
	QUINTILE 2	49095	1835	31.0	3.7	106	2670	33.3	5.4	114	2959	30.7	6.0	105				
	QUINTILE 3	23107	901	15.2	3.9	111	1163	14.5	5.0	105	1399	14.5	6.1	105				
	QUINTILE 4	33556	846	14.3	2.5	72	1319	16.4	3.9	82	1674	17.4	5.0	87				
	QUINTILE 5	32863	925	15.6	2.8	80	1175	14.6	3.6	75	1534	15.9	4.7	81				
OUTDOOR	QUINTILE 1	33431	1137	19.2	3.4	96	1526	19.0	4.6	95	1913	19.9	5.7	100				
	QUINTILE 2	33478	1428	24.2	4.3	121	1940	24.2	5.8	121	2272	23.6	6.8	118				
	QUINTILE 3	33574	1185	20.0	3.5	100	1572	19.6	4.7	98	1960	20.4	5.8	102				
	QUINTILE 4	33935	1172	19.8	3.5	98	1614	20.1	4.8	99	1840	19.1	5.4	94				
	QUINTILE 5	33310	990	16.7	3.0	84	1371	17.1	4.1	86	1643	17.1	4.9	86				
RADIO-DRIVE TIME	QUINTILE 1	33136	1468	24.8	4.4	126	1739	21.7	5.2	110	2045	21.2	6.2	108				
	QUINTILE 2	31658	1110	18.8	3.5	99	1566	19.5	4.9	103	1881	19.5	5.9	103				
	QUINTILE 3	32541	1169	19.8	3.6	102	1755	21.9	5.4	113	2033	21.1	6.2	109				
	QUINTILE 4	34247	1215	20.6	3.5	101	1688	21.0	4.9	103	1996	20.7	5.8	102				
	QUINTILE 5	36144	950	16.1	2.6	75	1274	15.9	3.5	74	1674	17.4	4.6	81				
RADIO-MID- DAY	TERCILE 1	45037	1861	31.5	4.1	117	2413	30.1	5.4	112	2952	30.7	6.6	114				
	TERCILE 2	44819	1696	28.7	3.8	107	2115	26.4	4.7	99	2412	25.0	5.4	94				
	TERCILE 3	77872	2355	39.8	3.0	86	3494	43.6	4.5	94	4265	44.3	5.5	95				
RADIO-TOTAL	QUINTILE 1	33763	1502	25.4	4.4	126	1815	22.6	5.4	112	2179	22.6	6.5	112				
	QUINTILE 2	33240	1177	19.9	3.5	100	1601	20.0	4.8	101	1833	19.0	5.5	96				
	QUINTILE 3	33408	1229	20.8	3.7	104	1719	21.4	5.1	108	2048	21.3	6.1	107				
	QUINTILE 4	34792	1187	20.1	3.4	97	1696	21.1	4.9	102	2078	21.6	6.0	104				
	QUINTILE 5	32524	818	13.8	2.5	71	1192	14.9	3.7	77	1491	15.5	4.6	80				
TV-PRIME TIME	QUINTILE 1	33090	1237	20.9	3.7	106	1653	20.6	5.0	104	1989	20.7	6.0	105				
	QUINTILE 2	33357	1506	25.5	4.5	128	1907	23.8	5.7	120	2176	22.6	6.5	114				
	QUINTILE 3	33980	1344	22.7	4.0	112	1877	23.4	5.5	115	2255	23.4	6.6	116				
	QUINTILE 4	33854	871	14.7	2.6	73	1367	17.0	4.0	84	1679	17.4	5.0	86				
	QUINTILE 5	33444	954	16.1	2.9	81	1219	15.2	3.6	76	1530	15.9	4.6	80				
TV-DAYTIME	TERCILE 1	49121	1687	28.5	3.4	97	2231	27.8	4.5	95	2596	27.0	5.3	92				
	TERCILE 2	48823	1541	26.1	3.2	90	2036	25.4	4.2	87	2464	25.6	5.0	88				
	TERCILE 3	69782	2685	45.4	3.8	109	3756	46.8	5.4	113	4569	47.5	6.5	114				
TV-TOTAL	QUINTILE 1	33584	1159	19.6	3.5	98	1536	19.1	4.6	96	1798	18.7	5.4	93				
	QUINTILE 2	33441	1469	24.8	4.4	125	1992	24.8	6.0	125	2339	24.3	7.0	122				
	QUINTILE 3	33505	1114	18.8	3.3	94	1514	18.9	4.5	94	1831	19.0	5.5	95				
	QUINTILE 4	33466	1243	21.0	3.7	105	1696	21.1	5.1	106	2042	21.2	6.1	106				
	QUINTILE 5	33731	927	15.7	2.7	78	1285	16.0	3.8	80	1618	16.8	4.8	84				
MAGAZINES-NEWSPAPERS: DUAL		44503	2124	35.9	4.8	135	2838	35.4	6.4	133	3200	33.2	7.2	125				
MAGAZINE IMPERATIVE		39363	1244	21.0	3.2	90	1673	20.9	4.3	89	2064	21.4	5.2	91				
NEWSPAPER IMPERATIVE		46441	1580	26.7	3.4	97	2148	26.8	4.6	97	2575	26.7	5.5	97				
MAGAZINES-OUTDOOR: DUAL		33726	1389	23.5	4.1	117	1857	23.1	5.5	115	2254	23.4	6.7	116				
MAGAZINE IMPERATIVE		52846	1967	33.3	3.7	106	2704	33.7	5.1	107	3049	31.7	5.8	101				
OUTDOOR IMPERATIVE		52140	1830	31.0	3.5	100	2434	30.3	4.7	98	3036	31.5	5.8	101				
MAGAZINES-RADIO: DUAL		37081	1534	25.9	4.1	117	1992	24.8	5.4	112	2347	24.4	6.3	110				
MAGAZINE IMPERATIVE		49747	1849	31.3	3.7	105	2610	32.5	5.2	110	3020	31.4	6.1	106				
RADIO IMPERATIVE		49208	1761	29.8	3.6	102	2329	29.0	4.7	99	2866	29.8	5.8	101				
MAGAZINES-TELEVISION: DUAL		33103	1303	22.0	3.9	112	1819	22.7	5.5	115	2090	21.7	6.3	110				
MAGAZINE IMPERATIVE		54575	2156	36.5	4.0	112	2766	34.5	5.1	106	3306	34.3	6.1	106				
TELEVISION IMPERATIVE		53249	1835	31.0	3.4	98	2428	30.3	4.6	95	2933	30.5	5.5	96				
NEWSPAPERS-OUTDOOR: DUAL		36255	1546	26.2	4.3	121	2094	26.1	5.8	121	2431	25.2	6.7	117				
NEWSPAPER IMPERATIVE		55591	2104	35.6	3.8	107	2871	35.8	5.2	108	3312	34.4	6.0	104				
OUTDOOR IMPERATIVE		48319	1605	27.1	3.3	94	2104	26.2	4.4	91	2744	28.5	5.7	99				
NEWSPAPERS-RADIO: DUAL		37242	1609	27.2	4.3	123	2054	25.6	5.5	115	2390	24.8	6.4	112				
NEWSPAPER IMPERATIVE		54423	2028	34.3	3.7	106	2861	35.7	5.3	110	3299	34.3	6.1	106				
RADIO IMPERATIVE		46650	1519	25.7	3.3	92	2032	25.3	4.4	91	2530	26.3	5.4	94				
NEWSPAPERS-TELEVISION: DUAL		35974	1488	25.2	4.1	117	2021	25.2	5.6	117	2287	23.8	6.4	111				
NEWSPAPER IMPERATIVE		56095	2209	37.4	3.9	112	2914	36.3	5.2	109	3459	35.9	6.2	107				
TELEVISION IMPERATIVE		47170	1494	25.3	3.2	90	2024	25.2	4.3	90	2537	26.3	5.4	94				
OUTDOOR-RADIO: DUAL		33748	1515	25.6	4.5	127	1902	23.7	5.6	118	2216	23.0	6.6	114				
OUTDOOR IMPERATIVE		52785	1665	28.2	3.2	89	2388	29.8	4.5	95	3052	31.7	5.8	101				
RADIO IMPERATIVE		52882	1853	31.3	3.5	99	2483	31.0	4.7	98	2929	30.4	5.5	96				
OUTDOOR-TELEVISION: DUAL		32030	1332	22.5	4.2	118	1843	23.0	5.8	120	2204	22.9	6.9	120				
OUTDOOR IMPERATIVE		54626	1905	32.2	3.5	99	2570	32.0	4.7	98	3153	32.7	5.8	101				
TELEVISION IMPERATIVE		54874	1986	33.6	3.6	103	2631	32.8	4.8	100	3093	32.1	5.6	98				
RADIO-TELEVISION: DUAL		33386	1518	25.7	4.5	129	2038	25.4	6.1	128	2232	23.2	6.7	116				
RADIO IMPERATIVE		53810	1958	33.1	3.6	103	2516	31.4	4.7	98	3098	32.2	5.8	100				
TELEVISION IMPERATIVE		54023	1828	30.9	3.4	96	2532	31.6	4.7	98	3124	32.4	5.8	101				

	TOTAL U.S. '000	GAINES, BURGERS				ALL GAINES, BURGERS				ALL GAINES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	5912	100.0	3.5	100	8022	100.0	4.8	100	9629	100.0	5.7	100				
ATLANTIC MONTHLY	867	**27	0.5	3.1	88	**36	0.4	4.2	87	**36	0.4	4.2	72				
BARRON'S	1580	**71	1.2	4.5	127	**87	1.1	5.5	115	**102	1.1	6.5	112				
BETTER HOMES & GARDENS	22203	938	15.9	4.2	120	1250	15.6	5.6	118	1409	14.6	6.3	111				
BON APPETIT	3810	*131	2.2	3.4	98	*168	2.1	4.4	92	*171	1.8	4.5	78				
BUSINESS WEEK	4663	**131	2.2	2.8	80	*176	2.2	3.8	79	*208	2.2	4.5	78				
CAR AND DRIVER	3102	**72	1.2	2.3	66	**86	1.1	2.8	58	**156	1.6	5.0	88				
CBS MAGAZINE NETWORK (GROSS)	7311	*234	4.0	3.2	91	312	3.9	4.3	89	420	4.4	5.7	100				
CHANGING TIMES	3400	**75	1.3	2.2	63	**81	1.0	2.4	50	**105	1.1	3.1	54				
COLONIAL HOMES	1796	**54	0.9	3.0	85	**92	1.1	5.1	107	**95	1.0	5.3	92				
CONDE NAST MAG. PKG. (GROSS)	19924	1028	17.4	5.2	146	1195	14.9	6.0	125	1346	14.0	6.8	118				
CONSUMERS DIGEST	3125	*171	2.9	5.5	155	*241	3.0	7.7	161	*268	2.8	8.6	149				
COSMOPOLITAN	10577	493	8.3	4.7	132	648	8.1	6.1	128	681	7.1	6.4	112				
COUNTRY LIVING	3746	**63	1.1	1.7	48	*104	1.3	2.8	58	*151	1.6	4.0	70				
CUISINE	2214	**61	1.0	2.8	78	**74	0.9	3.3	70	**85	0.9	3.8	67				
CYCLE WORLD	2394	**86	1.5	3.6	102	**116	1.4	4.8	101	**159	1.7	6.6	116				
DCI:CREATIVE IDEAS FOR LIV	3068	**79	1.3	2.6	73	*166	2.1	5.4	113	*177	1.8	5.8	100				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	288	4.9	3.0	86	475	5.9	5.0	104	498	5.2	5.2	91				
DISCOVER	2277	**86	1.5	3.8	107	*125	1.6	5.5	115	*177	1.8	7.8	135				
EBONY	7187	*195	3.3	2.7	77	283	3.5	3.9	82	371	3.9	5.2	90				
ESQUIRE	2560	**93	1.6	3.6	103	**116	1.4	4.5	95	**121	1.3	4.7	82				
ESSENCE	3242	**85	1.4	2.6	74	**109	1.4	3.4	70	*160	1.7	4.9	86				
FAMILY CIRCLE	19639	793	13.4	4.0	115	1138	14.2	5.8	121	1287	13.4	6.6	114				
THE FAMILY HANDYMAN	3540	*167	2.8	4.7	134	240	3.0	6.8	142	276	2.9	7.8	136				
FAMILY WEEKLY	23924	1074	18.2	4.5	127	1297	16.2	5.4	113	1562	16.2	6.5	114				
FIELD & STREAM	9883	522	8.8	5.3	150	630	7.9	6.4	133	763	7.9	7.7	134				
FOOD & WINE	1030	**33	0.6	3.2	91	**51	0.6	5.0	104	**51	0.5	5.0	86				
FORBES	2679	**94	1.6	3.5	100	**109	1.4	4.1	85	*139	1.4	5.2	90				
FORTUNE	2931	**95	1.6	3.2	92	*124	1.5	4.2	88	*139	1.4	4.7	83				
GENTLEMEN'S QUARTERLY	3481	**168	2.8	4.8	137	**204	2.5	5.9	123	*293	3.0	8.4	147				
GLAMOUR	7163	*334	5.6	4.7	132	399	5.0	5.6	116	434	4.5	6.1	106				
GOLF DIGEST	2355	**79	1.3	3.4	95	**119	1.5	5.1	106	*172	1.8	7.3	127				
GOLF DIGEST/TENNIS (GROSS)	3610	**123	2.1	3.4	97	*175	2.2	4.8	101	*231	2.4	6.4	111				
GOLF MAGAZINE	2046	**73	1.2	3.6	101	**114	1.4	5.6	116	**127	1.3	6.2	108				
GOLF MAGAZINE/SKI (GROSS)	3547	**106	1.8	3.0	85	**150	1.9	4.2	88	*196	2.0	5.5	96				
GOOD HOUSEKEEPING	20353	753	12.7	3.7	105	1054	13.1	5.2	108	1146	11.9	5.6	98				
HARPER'S BAZAAR	3362	**84	1.4	2.5	71	**106	1.3	3.2	66	**155	1.6	4.6	80				
HEALTH	2987	**111	1.9	3.7	105	*141	1.8	4.7	99	*164	1.7	5.5	96				
HEARST MAG CORP. BUY (GROSS)	67928	2505	42.4	3.7	105	3343	41.7	4.9	103	3843	39.9	5.7	99				
HEARST MAN POWER (GROSS)	11282	421	7.1	3.7	106	563	7.0	5.0	104	746	7.7	6.6	115				
HEARST WOMAN POWER (GROSS)	40514	1710	28.9	4.2	120	2268	28.3	5.6	117	2458	25.5	6.1	106				
HOUSE BEAUTIFUL	4885	**123	2.1	2.5	71	*151	1.9	3.1	65	*175	1.8	3.6	62				
INC.	1308	**34	0.6	2.6	74	**53	0.7	4.1	85	**59	0.6	4.5	79				
JET	6498	*216	3.7	3.3	94	306	3.8	4.7	98	395	4.1	6.1	106				
LADIES' HOME JOURNAL	14797	696	11.8	4.7	133	937	11.7	6.3	132	995	10.3	6.7	117				
LHJ FAMILY GRP COMBO(GROSS)	21743	972	16.4	4.5	127	1292	16.1	5.9	124	1416	14.7	6.5	113				
LIFE	9881	358	6.1	3.6	103	467	5.8	4.7	99	560	5.8	5.7	99				
L.A. TIMES HOME MAGAZINE	2775	**132	2.2	4.8	135	*163	2.0	5.9	123	**163	1.7	5.9	102				
MADMOISELLE	4219	*215	3.6	5.1	145	*240	3.0	5.7	119	*265	2.8	6.3	109				
MC CALL'S	16422	790	13.4	4.8	136	1051	13.1	6.4	134	1187	12.3	7.2	126				
MC CALL'S/WRK MOTHER (GROSS)	17919	863	14.6	4.8	137	1127	14.0	6.3	132	1290	13.4	7.2	125				
MECHANIX ILLUSTRATED	4433	*216	3.7	4.9	138	*260	3.2	5.9	123	*315	3.3	7.1	124				
METROPOLITAN HOME	1504	**37	0.6	2.5	70	**43	0.5	2.9	60	**46	0.5	3.1	53				
MONEY	4723	**114	1.9	2.4	68	*146	1.8	3.1	65	*182	1.9	3.9	67				
MOTHER EARTH NEWS	2325	**94	1.6	4.0	115	**116	1.4	5.0	104	*129	1.3	5.5	97				
MS.	1189	**71	1.2	6.0	169	**87	1.1	7.3	153	**96	1.0	8.1	141				
NATIONAL ENQUIRER	18892	840	14.2	4.4	126	1071	13.4	5.7	119	1222	12.7	6.5	113				
NATIONAL GEOGRAPHIC	22129	798	13.5	3.6	102	1031	12.9	4.7	97	1220	12.7	5.5	96				
NATIONAL SUNDAY MAGAZINE PKG	103750	4066	68.8	3.9	111	5503	68.6	5.3	111	6423	66.7	6.2	108				
NATURAL HISTORY	1379	**34	0.6	2.5	70	**34	0.4	2.5	52	**36	0.4	2.6	45				
NEW WOMAN	2289	**53	0.9	2.3	66	**70	0.9	3.1	64	**80	0.8	3.5	61				
NEW YORK INCLUDING CUE	1088	**69	1.2	6.3	180	**71	0.9	6.5	136	**74	0.8	6.8	118				
THE NEW YORKER	2459	**72	1.2	2.9	83	**91	1.1	3.7	77	**99	1.0	4.0	70				
NEWSWEEK	16527	652	11.0	3.9	112	854	10.6	5.2	108	1038	10.8	6.3	109				
THE N.Y. TIMES DAILY EDITION	2739	*139	2.4	5.1	144	*171	2.1	6.2	131	*181	1.9	6.6	115				
THE N.Y. TIMES MAGAZINE	4443	*159	2.7	3.6	102	*223	2.8	5.0	105	236	2.5	5.3	93				
OMNI	2799	**123	2.1	4.4	125	*176	2.2	6.3	131	*225	2.3	8.0	140				
ON CABLE	2209	**58	1.0	2.6	74	**114	1.4	5.2	108	**130	1.4	5.9	103				
1001 HOME IDEAS	3959	*165	2.8	4.2	118	*214	2.7	5.4	113	*257	2.7	6.5	113				
ORGANIC GARDENING	3111	**131	2.2	4.2	119	*184	2.3	5.9	124	*203	2.1	6.5	114				
OUTDOOR LIFE	5024	*245	4.1	4.9	138	*314	3.9	6.3	131	426	4.4	8.5	148				
PARADE MAGAZINE	51292	1935	32.7	3.8	107	2724	34.0	5.3	111	3190	33.1	6.2	108				

	TOTAL U.S. '000	GAINES. BURGERS				ALL GAINES. BURGERS				ALL GAINES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	5912	100.0	3.5	100	8022	100.0	4.8	100	9629	100.0	5.7	100				
PARENTS	5298	*161	2.7	3.0	86	*223	2.8	4.2	88	*237	2.5	4.5	78				
PENTHOUSE	5129	**110	1.9	2.1	61	*164	2.0	3.2	67	*188	2.0	3.7	64				
PEOPLE	21070	777	13.1	3.7	105	990	12.3	4.7	98	1145	11.9	5.4	95				
PLAYBOY	10562	323	5.5	3.1	87	434	5.4	4.1	86	506	5.3	4.8	83				
POPULAR HOT RODDING	2498	**81	1.4	3.2	92	**116	1.4	4.6	97	**205	2.1	8.2	143				
POPULAR MECHANICS	5887	*235	4.0	4.0	113	302	3.8	5.1	107	387	4.0	6.6	115				
POPULAR SCIENCE	4317	*166	2.8	3.8	109	*198	2.5	4.6	96	*216	2.2	5.0	87				
PREVENTION	5792	*256	4.3	4.4	125	333	4.2	5.7	120	368	3.8	6.4	111				
PSYCHOLOGY TODAY	3284	**138	2.3	4.2	119	*181	2.3	5.5	115	*211	2.2	6.4	112				
READER'S DIGEST	40046	1732	29.3	4.3	123	2359	29.4	5.9	123	2756	28.6	6.9	120				
REDBOOK	9584	463	7.8	4.8	137	566	7.1	5.9	123	630	6.5	6.6	115				
ROAD & TRACK	2590	**71	1.2	2.7	78	**108	1.3	4.2	87	*173	1.8	6.7	116				
ROLLING STONE	3302	*192	3.2	5.8	165	*224	2.8	6.8	142	*256	2.7	7.8	135				
RUNNER'S WORLD	1229	**83	1.4	6.8	192	*95	1.2	7.7	162	*97	1.0	7.9	137				
SATURDAY EVENING POST	2110	**62	1.0	2.9	83	**102	1.3	4.8	101	**106	1.1	5.0	88				
SCIENCE 84	1543	**69	1.2	4.5	127	**96	1.2	6.2	130	**119	1.2	7.7	134				
SCIENCE DIGEST	1747	**20	0.3	1.1	32	**45	0.6	2.6	54	**59	0.6	3.4	59				
SCIENTIFIC AMERICAN	1994	*33	0.6	1.7	47	**43	0.5	2.2	45	**86	0.9	4.3	75				
SELF	3119	**145	2.5	4.6	132	*180	2.2	5.8	121	*222	2.3	7.1	124				
SEVENTEEN	3923	*252	4.3	6.4	182	*278	3.5	7.1	148	*319	3.3	8.1	142				
SKI	1501	**34	0.6	2.3	64	**35	0.4	2.3	49	**69	0.7	4.6	80				
SMITHSONIAN	5976	*231	3.9	3.9	110	279	3.5	4.7	98	297	3.1	5.0	87				
SOAP OPERA DIGEST	4228	*219	3.7	5.2	147	*231	2.9	5.5	114	*238	2.5	5.6	98				
SOUTHERN LIVING	6488	*209	3.5	3.2	91	*309	3.9	4.8	100	321	3.3	4.9	86				
SPORT	3500	**129	2.2	3.7	105	*170	2.1	4.9	102	*238	2.5	6.8	118				
THE SPORTING NEWS	2456	**127	2.1	5.2	147	**168	2.1	6.8	143	*220	2.3	9.0	156				
SPORTS AFIELD	3648	**166	2.8	4.6	129	*216	2.7	5.9	124	*301	3.1	8.3	144				
SPORTS ILLUSTRATED	14484	585	9.9	4.0	115	771	9.6	5.3	111	1039	10.8	7.2	125				
STAR	12661	520	8.8	4.1	117	670	8.4	5.3	111	709	7.4	5.6	98				
SUNDAY	52799	2097	35.5	4.0	113	2934	36.6	5.6	116	3455	35.9	6.5	114				
SUNSET	3513	**49	0.8	1.4	40	**79	1.0	2.2	47	**98	1.0	2.8	49				
TV GUIDE	42766	1655	28.0	3.9	110	2355	29.4	5.5	115	2794	29.0	6.5	114				
TENNIS	1254	**45	0.8	3.6	102	**56	0.7	4.5	93	**59	0.6	4.7	82				
TIME	22054	906	15.3	4.1	117	1193	14.9	5.4	113	1477	15.3	6.7	117				
TOWN & COUNTRY	1555	**48	0.8	3.1	88	**57	0.7	3.7	77	**57	0.6	3.7	64				
TRAVEL & LEISURE	2173	**72	1.2	3.3	94	**92	1.1	4.2	89	**122	1.3	5.6	98				
TRUE STORY	4636	*225	3.8	4.9	138	*276	3.4	6.0	124	310	3.2	6.7	116				
U.S. NEWS & WORLD REPORT	10353	391	6.6	3.8	107	501	6.2	4.8	101	588	6.1	5.7	99				
USA TODAY	4994	*181	3.1	3.6	103	*222	2.8	4.4	93	254	2.6	5.1	89				
US	3528	**91	1.5	2.6	73	*163	2.0	4.6	97	*191	2.0	5.4	94				
VOGUE	5424	*334	5.6	6.2	175	377	4.7	7.0	145	425	4.4	7.8	136				
WALL STREET JOURNAL	6292	*210	3.6	3.3	95	298	3.7	4.7	99	329	3.4	5.2	91				
WEIGHT WATCHERS	2762	*239	4.0	8.7	245	*280	3.5	10.1	212	*284	2.9	10.3	179				
WOMAN'S DAY	16320	737	12.5	4.5	128	1005	12.5	6.2	129	1083	11.2	6.6	116				
WORKING MOTHER	1496	**73	1.2	4.9	138	**76	0.9	5.1	106	**103	1.1	6.9	120				
WORKING WOMAN	1851	**65	1.1	3.5	100	*70	0.9	3.8	79	*102	1.1	5.5	96				
WORLD TENNIS	580	**19	0.3	3.3	93	*19	0.2	3.3	68	*19	0.2	3.3	57				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	367	6.2	3.0	84	470	5.9	3.8	79	637	6.6	5.1	89				
BLAIR INSERTS	91671	3548	60.0	3.9	110	4819	60.1	5.3	110	5577	57.9	6.1	106				
DAILY NEWSPAPERS																	
READ ANY	109190	4270	72.2	3.9	111	5784	72.1	5.3	111	6793	70.5	6.2	108				
READ ONE	89587	3275	55.4	3.7	104	4606	57.4	5.1	107	5348	55.5	6.0	104				
READ TWO OR MORE	19602	995	16.8	5.1	144	1179	14.7	6.0	126	1445	15.0	7.4	128				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4247	71.8	3.9	110	5743	71.6	5.2	109	6708	69.7	6.1	107				
READ ONE	95074	3518	59.5	3.7	105	4860	60.6	5.1	107	5642	58.6	5.9	103				
READ TWO OR MORE	14588	729	12.3	5.0	142	883	11.0	6.1	127	1067	11.1	7.3	127				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.32				27.65				28.28							
30 DAY REACH	149706	5400	91.3	3.6	102	7352	91.6	4.9	103	8761	91.0	5.9	102				
50 SHWG - 30 DAY AV FREQ	15.16	14.76				14.36				14.67							
30 DAY REACH	142406	5192	87.8	3.6	103	7089	88.4	5.0	104	8461	87.9	5.9	103				
25 SHWG - 30 DAY AV FREQ	8.23	7.99				7.80				7.89							
30 DAY REACH	131152	4814	81.4	3.7	104	6529	81.4	5.0	104	7862	81.6	6.0	104				
CABLE TV: HOME WIRED	66879	3005	50.8	4.5	127	3860	48.1	5.8	121	4637	48.2	6.9	121				
HOME NOT WIRED	100848	2907	49.2	2.9	82	4163	51.9	4.1	86	4992	51.8	5.0	86				
HAVE PAY CABLE	35024	1740	29.4	5.0	141	2328	29.0	6.6	139	2879	29.9	8.2	143				

	TOTAL U.S. '000	GAINES.BURGERS				ALL GAINES.BURGERS				ALL GAINES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	5912	100.0	3.5	100	8022	100.0	4.8	100	9629	100.0	5.7	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3790	64.1	4.0	112	4962	61.9	5.2	108	5789	60.1	6.1	105				
10:00 AM - 3:00 PM	63599	2648	44.8	4.2	118	3324	41.4	5.2	109	3905	40.6	6.1	107				
3:00 PM - 7:00 PM	72097	2757	46.6	3.8	108	3593	44.8	5.0	104	4387	45.6	6.1	106				
7:00 PM - MIDNIGHT	36670	1305	22.1	3.6	101	1734	21.6	4.7	99	2069	21.5	5.6	98				
MIDNIGHT - 6:00 AM	21908	698	11.8	3.2	90	900	11.2	4.1	86	1086	11.3	5.0	86				
6:00 AM - MIDNIGHT	127571	4968	84.0	3.9	110	6562	81.8	5.1	108	7778	80.8	6.1	106				
ENTIRE DAY	129239	4989	84.4	3.9	110	6591	82.2	5.1	107	7816	81.2	6.0	105				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1474	24.9	4.3	123	1912	23.8	5.6	118	2177	22.6	6.4	112				
ALL NEWS	6062	*274	4.6	4.5	128	350	4.4	5.8	121	383	4.0	6.3	110				
AOR/PROGRESSIVE	11884	416	7.0	3.5	99	580	7.2	4.9	102	777	8.1	6.5	114				
BEAUTIFUL MUSIC	11180	351	5.9	3.1	89	503	6.3	4.5	94	632	6.6	5.7	98				
BLACK	4538	**91	1.5	2.0	57	*109	1.4	2.4	50	*166	1.7	3.7	64				
CLASSICAL	3857	**109	1.8	2.8	80	*155	1.9	4.0	84	*231	2.4	6.0	104				
CHR/ROCK	21946	1007	17.0	4.6	130	1325	16.5	6.0	126	1514	15.7	6.9	120				
COUNTRY	27262	1180	20.0	4.3	123	1544	19.2	5.7	118	1784	18.5	6.5	114				
GOLDEN OLDIES	3339	**89	1.5	2.7	76	*145	1.8	4.3	91	*165	1.7	4.9	86				
NOR/NOSTALGIA	10346	339	5.7	3.3	93	471	5.9	4.6	95	558	5.8	5.4	94				
NEWS/TALK	8929	359	6.1	4.0	114	456	5.7	5.1	107	541	5.6	6.1	106				
RELIGIOUS	5488	**211	3.6	3.8	109	*249	3.1	4.5	95	*292	3.0	5.3	93				
SOFT ROCK	1232	**26	0.4	2.1	60	**46	0.6	3.7	78	**49	0.5	4.0	69				
URBAN CONTEMPORARY	3184	**116	2.0	3.6	103	**149	1.9	4.7	98	*184	1.9	5.8	101				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*293	5.0	4.2	120	407	5.1	5.9	123	434	4.5	6.3	109				
ABC DIRECTION	5212	*221	3.7	4.2	120	284	3.5	5.4	114	331	3.4	6.4	111				
ABC ENTERTAINMENT	10385	507	8.6	4.9	139	643	8.0	6.2	129	719	7.5	6.9	121				
ABC FM	4762	*228	3.9	4.8	136	*311	3.9	6.5	137	368	3.8	7.7	135				
ABC INFORMATION	11339	477	8.1	4.2	119	626	7.8	5.5	115	691	7.2	6.1	106				
ABC ROCK	4878	*252	4.3	5.2	147	*351	4.4	7.2	150	454	4.7	9.3	162				
CBS	10709	400	6.8	3.7	106	557	6.9	5.2	109	607	6.3	5.7	99				
MUTUAL	10251	421	7.1	4.1	117	545	6.8	5.3	111	652	6.8	6.4	111				
NBC	12243	504	8.5	4.1	117	597	7.4	4.9	102	694	7.2	5.7	99				
RADIORADIO	4606	*233	3.9	5.1	144	*326	4.1	7.1	148	351	3.6	7.6	133				
RKO ONE	5148	*231	3.9	4.5	127	313	3.9	6.1	127	368	3.8	7.1	125				
RKO TWO	7313	360	6.1	4.9	140	425	5.3	5.8	122	487	5.1	6.7	116				
THE SOURCE	5981	*275	4.7	4.6	130	*349	4.4	5.8	122	473	4.9	7.9	138				
NON-WIRED : BLAIR	19329	822	13.9	4.3	121	1044	13.0	5.4	113	1174	12.2	6.1	106				
INTERNET	27139	909	15.4	3.3	95	1246	15.5	4.6	96	1580	16.4	5.8	101				
KATZ RADIO GROUP	36319	1559	26.4	4.3	122	2090	26.1	5.8	120	2479	25.7	6.8	119				
SUPERNET	22361	941	15.9	4.2	119	1227	15.3	5.5	115	1367	14.2	6.1	106				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	537	9.1	3.7	105	730	9.1	5.0	105	858	8.9	5.9	103				
WKDAY 9:00 AM - 1:00 PM	18688	656	11.1	3.5	100	882	11.0	4.7	99	1014	10.5	5.4	95				
WKDAY 1:00 PM - 4:30 PM	24061	797	13.5	3.3	94	1064	13.3	4.4	92	1213	12.6	5.0	88				
WKDAY 4:30 PM - 7:30 PM	44079	1445	24.4	3.3	93	2036	25.4	4.6	97	2388	24.8	5.4	94				
WKDAY 7:30 PM - 8:00 PM	61979	2192	37.1	3.5	100	3005	37.5	4.8	101	3481	36.2	5.6	98				
WKDAY 11:00 PM - 11:30 PM	49084	1939	32.8	4.0	112	2555	31.8	5.2	109	3087	32.1	6.3	110				
WKDAY 11:30 PM - 1:00 AM	16560	640	10.8	3.9	110	872	10.9	5.3	110	1077	11.2	6.5	113				
M-SAT 8-11 PM+SUN 7-11 PM	66967	2592	43.8	3.9	110	3475	43.3	5.2	108	4106	42.6	6.1	107				
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	353	6.0	3.8	108	406	5.1	4.4	92	455	4.7	4.9	86				
ANOTHER WORLD	N 6138	177	3.0	2.9	82	252	3.1	4.1	86	305	3.2	5.0	87				
AS THE WORLD TURNS	C 7707	286	4.8	3.7	105	370	4.6	4.8	100	413	4.3	5.4	93				
CAPITOL	C 4688	*187	3.2	4.0	113	240	3.0	5.1	107	258	2.7	5.5	96				
CBS MORN. NEWS 1	C 2792	*57	1.0	2.0	58	*113	1.4	4.0	85	124	1.3	4.4	77				
CBS MORN. NEWS 2	C 2071	**61	1.0	2.9	84	*100	1.2	4.8	101	*106	1.1	5.1	89				
DAYS OF OUR LIVES	N 8018	326	5.5	4.1	115	433	5.4	5.4	113	488	5.1	6.1	106				
FACTS OF LIFE - DAYTIME	N 3487	*117	2.0	3.4	95	180	2.2	5.2	108	202	2.1	5.8	101				
FAMILY FEUD	A 4817	*139	2.4	2.9	82	178	2.2	3.7	77	185	1.9	3.8	67				
GENERAL HOSPITAL	A 8333	257	4.3	3.1	87	345	4.3	4.1	87	386	4.0	4.6	81				
GOOD MORNING, AMERICA-730 A	A 5472	260	4.4	4.8	135	339	4.2	6.2	130	394	4.1	7.2	125				
GOOD MORNING, AMERICA-830 A	A 3965	189	3.2	4.8	135	221	2.8	5.6	117	241	2.5	6.1	106				
GUIDING LIGHT	C 7542	352	6.0	4.7	132	433	5.4	5.7	120	466	4.8	6.2	108				
ONE LIFE TO LIVE	A 6018	177	3.0	2.9	83	225	2.8	3.7	78	252	2.6	4.2	73				
PRESS YOUR LUCK	C 3589	143	2.4	4.0	113	194	2.4	5.4	113	208	2.2	5.8	101				
PRICE IS RIGHT 1	C 7418	228	3.9	3.1	87	316	3.9	4.3	89	388	4.0	5.2	91				
PRICE IS RIGHT 2	C 8276	283	4.8	3.4	97	390	4.9	4.7	99	458	4.8	5.5	96				
RYAN'S HOPE	A 4358	*183	3.1	4.2	119	225	2.8	5.2	108	249	2.6	5.7	100				
SALE OF THE CENTURY	N 3749	*78	1.3	2.1	59	135	1.7	3.6	75	160	1.7	4.3	74				
SEARCH FOR TOMORROW	N 2884	*130	2.2	4.5	128	*189	2.4	6.6	137	*222	2.3	7.7	134				
TODAY SHOW 1	N 4869	148	2.5	3.0	86	203	2.5	4.2	87	225	2.3	4.6	80				
TODAY SHOW 2	N 4135	*90	1.5	2.2	62	144	1.8	3.5	73	153	1.6	3.7	64				
\$25,000 PYRAMID	C 4361	132	2.2	3.0	86	210	2.6	4.8	101	226	2.3	5.2	90				
WHEEL OF FORTUNE	N 6187	190	3.2	3.1	87	255	3.2	4.1	86	290	3.0	4.7	82				
YOUNG AND THE RESTLESS	C 8186	382	6.5	4.7	132	458	5.7	5.6	117	532	5.5	6.5	113				
WEEKEND DAYTIME NTKW PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*137	2.3	2.9	82	179	2.2	3.8	79	220	2.3	4.7	81				
NBA PLAYOFF GAME -1 C	5127	175	3.0	3.4	97	201	2.5	3.9	82	256	2.7	5.0	87				
NBC MAJOR LEAGUE PRE-GAME N	3945	**170	2.9	4.3	122	*202	2.5	5.1	107	*222	2.3	5.6	98				
SPORTSWORLD - SUN N	3370	*144	2.4	4.3	121	*163	2.0	4.8	101	*178	1.8	5.3	92				
SUNDAY MORNING C	4200	*169	2.9	4.0	114	230	2.9	5.5	114	249	2.6	5.9	103				

	TOTAL U.S. '000	GAINES. BURGERS				ALL GAINES. BURGERS				ALL GAINES				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	5912	100.0	3.5	100	8022	100.0	4.8	100	9629	100.0	5.7	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1860	31.5	3.6	101	2556	31.9	4.9	102	2943	30.6	5.6	98				
NETWORK AFFILIATES - LATE	39164	1644	27.8	4.2	119	2132	26.6	5.4	114	2530	26.3	6.5	113				
INDEPENDENTS - LATE	5133	169	2.9	3.3	93	207	2.6	4.0	84	242	2.5	4.7	82				
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	M 22825	836	14.1	3.7	104	1064	13.3	4.7	97	1325	13.8	5.8	101				
ABC MONDAY NIGHT MOVIE	A 11258	364	6.2	3.2	92	520	6.5	4.6	97	633	6.6	5.6	98				
ABC SUNDAY NIGHT MOVIE	A 23600	932	15.8	3.9	112	1249	15.6	5.3	111	1470	15.3	6.2	108				
ABC WORLD NEWS TONIGHT	A 12801	611	10.3	4.8	135	765	9.5	6.0	125	860	8.9	6.7	117				
AFTERMASH	C 10966	358	6.1	3.3	93	487	6.1	4.4	93	539	5.6	4.9	86				
ALICE	C 17050	710	12.0	4.2	118	887	11.1	5.2	109	984	10.2	5.8	101				
AMERICAN PARADE	C 11998	370	6.3	3.1	87	530	6.6	4.4	92	651	6.8	5.4	95				
BENSON	A 19258	786	13.3	4.1	116	1070	13.3	5.6	116	1189	12.3	6.2	108				
BLUE THUNDER	A 11478	442	7.5	3.9	109	576	7.2	5.0	105	668	6.9	5.8	101				
CAGNEY & LACEY	C 18263	752	12.7	4.1	117	1026	12.8	5.6	117	1228	12.8	6.7	117				
CBS EVENING NEWS-DEAN	C 7733	*229	3.9	3.0	84	303	3.8	3.9	82	353	3.7	4.6	80				
CBS EVENING NEWS-RATHER	C 15653	458	7.7	2.9	83	640	8.0	4.1	85	756	7.9	4.8	84				
CBS SAT. NEWS-SCHIEFFER	C 8744	335	5.7	3.8	109	443	5.5	5.1	106	494	5.1	5.6	98				
CBS SATURDAY NIGHT MOVIE	C 12000	500	8.5	4.2	118	599	7.5	5.0	104	659	6.8	5.5	96				
CBS WEDNESDAY NIGHT MOVIE	C 11522	414	7.0	3.6	102	532	6.6	4.6	97	731	7.6	6.3	111				
CHEERS	N 16818	589	10.0	3.5	99	848	10.6	5.0	105	1083	11.2	6.4	112				
DALLAS	C 37510	1370	23.2	3.7	104	2050	25.6	5.5	114	2443	25.4	6.5	113				
DIFF'RENT STROKES	N 11258	430	7.3	3.8	108	531	6.6	4.7	99	629	6.5	5.6	97				
DOUBLE TROUBLE	N 12248	527	8.9	4.3	122	657	8.2	5.4	112	747	7.8	6.1	106				
DUCK FACTORY	N 11100	360	6.1	3.2	92	525	6.5	4.7	99	741	7.7	6.7	116				
DUKES OF HAZZARD	C 12353	468	7.9	3.8	107	626	7.8	5.1	106	766	8.0	6.2	108				
DYNASTY	A 33279	1265	21.4	3.8	108	1573	19.6	4.7	99	1885	19.6	5.7	99				
FACTS OF LIFE	N 13410	565	9.6	4.2	120	736	9.2	5.5	115	825	8.6	6.2	107				
FALCON CREST	C 31093	1249	21.1	4.0	114	1746	21.8	5.6	117	1971	20.5	6.3	110				
FALL GUY	A 18649	764	12.9	4.1	116	1027	12.8	5.5	115	1179	12.2	6.3	110				
FAMILY TIES	N 13101	509	8.6	3.9	110	707	8.8	5.4	113	825	8.6	6.3	110				
FANTASY ISLAND	A 13069	430	7.3	3.3	93	672	8.4	5.1	108	788	8.2	6.0	105				
FOULUPS, BLEEPES & BLUNDERS	A 16588	551	9.3	3.3	94	709	8.8	4.3	89	916	9.5	5.5	96				
FOUR SEASONS	C 9302	*285	4.8	3.1	87	*367	4.6	3.9	82	415	4.3	4.5	78				
GIMME A BREAK	N 13955	458	7.7	3.3	93	613	7.6	4.4	92	769	8.0	5.5	96				
HART TO HART	A 15735	461	7.8	2.9	83	710	8.9	4.5	94	796	8.3	5.1	88				
HILL STREET BLUES	N 18257	558	9.4	3.1	87	818	10.2	4.5	94	1090	11.3	6.0	104				
HOTEL	A 24236	938	15.9	3.9	110	1293	16.1	5.3	112	1455	15.1	6.0	105				
JEFFERSONS	C 17010	611	10.3	3.6	102	774	9.6	4.6	95	888	9.2	5.2	91				
JENNIFER SLEPT HERE	N 9397	369	6.2	3.9	111	482	6.0	5.1	107	539	5.6	5.7	100				
KATE & ALLIE	C 16762	643	10.9	3.8	109	864	10.8	5.2	108	1085	11.3	6.5	113				
KNIGHT RIDER	N 13164	534	9.0	4.1	115	746	9.3	5.7	118	873	9.1	6.6	116				
LOVE BOAT	A 20400	913	15.4	4.5	127	1249	15.6	6.1	128	1397	14.5	6.8	119				
MAGNUM PI	C 22543	886	15.0	3.9	112	1151	14.3	5.1	107	1382	14.4	6.1	107				
MAMA'S FAMILY	N 9852	466	7.9	4.7	134	557	6.9	5.7	118	649	6.7	6.6	115				
MASTER, THE	N 8082	335	5.7	4.1	118	430	5.4	5.3	111	550	5.7	6.8	119				
MATT HOUSTON	A 12881	564	9.5	4.4	124	763	9.5	5.9	124	919	9.5	7.1	124				
NBC MONDAY NIGHT MOVIE	N 23889	818	13.8	3.4	97	1027	12.8	4.3	90	1244	12.9	5.2	91				
NBC NIGHTLY NEWS	N 11156	318	5.4	2.9	81	421	5.2	3.8	79	513	5.3	4.6	80				
NBC NIGHTLY NEWS-SAT	N 7363	315	5.3	4.3	121	348	4.3	4.7	99	405	4.2	5.5	96				
NBC NIGHTLY NEWS-SUN	N 6214	265	4.5	4.3	121	346	4.3	5.6	116	381	4.0	6.1	107				
NBC SUNDAY NIGHT MOVIE	N 17590	731	12.4	4.2	118	984	12.3	5.6	117	1213	12.6	6.9	120				
NEWHART	C 16740	647	10.9	3.9	110	934	11.6	5.6	117	1069	11.1	6.4	111				
ONE DAY AT A TIME	C 11820	371	6.3	3.1	89	500	6.2	4.2	88	564	5.9	4.8	83				
PEOPLE ARE FUNNY	N 9138	410	6.9	4.5	127	494	6.2	5.4	113	573	6.0	6.3	109				
REAL PEOPLE	N 15979	658	11.1	4.1	117	900	11.2	5.6	118	995	10.3	6.2	108				
REMINGTON STEELE	N 14395	617	10.4	4.3	122	738	9.2	5.1	107	964	10.0	6.7	117				
RIPLEY'S BELIEVE IT - NOT	A 11362	549	9.3	4.8	137	743	9.3	6.5	137	831	8.6	7.3	127				
RIPTIDE	N 13920	546	9.2	3.9	111	704	8.8	5.1	106	879	9.1	6.3	110				
SCARECROW & MRS. KING	C 17571	596	10.1	3.4	96	861	10.7	4.9	102	994	10.3	5.7	99				
SIMON & SIMON	C 20208	789	13.3	3.9	111	1010	12.6	5.0	105	1260	13.1	6.2	109				
60 MINUTES	C 27668	984	16.6	3.6	101	1283	16.0	4.6	97	1469	15.3	5.3	92				
ST. ELSEWHERE	N 13699	596	10.1	4.4	123	727	9.1	5.3	111	939	9.8	6.9	119				
THREE'S COMPANY	A 20632	783	13.2	3.8	108	1064	13.3	5.2	108	1179	12.2	5.7	100				
T.J. HOOKER	A 17136	581	9.8	3.4	96	833	10.4	4.9	102	969	10.1	5.7	98				
TONIGHT SHOW	N 4963	201	3.4	4.0	115	296	3.7	6.0	125	345	3.6	7.0	121				
TRAPPER JOHN, M.D.	C 16332	586	9.9	3.6	102	806	10.0	4.9	103	918	9.5	5.6	98				
TV BLOOPERS & PRAC. JOKES	N 18881	664	11.2	3.5	100	850	10.6	4.5	94	1012	10.5	5.4	93				
20/20	A 18315	805	13.6	4.4	125	1069	13.3	5.8	122	1139	11.8	6.2	108				
WEBSTER	A 18722	741	12.5	4.0	112	1087	13.6	5.8	121	1234	12.8	6.6	115				
WORLD NEWS - SUN	A 5327	*266	4.5	5.0	142	*316	3.9	5.9	124	369	3.8	6.9	121				
YELLOW ROSE	N 8370	328	5.5	3.9	111	508	6.3	6.1	127								

	TOTAL U.S. '000	ALL KEN-L RATION BURGERS				ALL KEN-L RATION				ALL TOP CHOICE				A	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	5186	100.0	3.1	100	6273	100.0	3.7	100	4506	100.0	2.7	100				
MALES	79263	2208	42.6	2.8	90	2796	44.6	3.5	94	1937	43.0	2.4	91				
FEMALES	88464	2978	57.4	3.4	109	3478	55.4	3.9	105	2569	57.0	2.9	108				
18 - 24	28671	*1000	19.3	3.5	113	1170	18.7	4.1	109	1067	23.7	3.7	139				
25 - 34	39536	1002	19.3	2.5	82	1252	20.0	3.2	85	745	16.5	1.9	70				
35 - 44	28978	790	15.2	2.7	88	1001	16.0	3.5	92	816	18.1	2.8	105				
45 - 54	22345	666	12.8	3.0	96	957	15.3	4.3	115	667	14.8	3.0	111				
55 - 64	22224	939	18.1	4.2	137	999	15.9	4.5	120	629	14.0	2.8	105				
65 OR OLDER	25973	788	15.2	3.0	98	894	14.3	3.4	92	582	12.9	2.2	83				
18 - 34	68207	2003	38.6	2.9	95	2423	38.6	3.6	95	1813	40.2	2.7	99				
18 - 49	108058	3108	59.9	2.9	93	3839	61.2	3.6	95	2941	65.3	2.7	101				
25 - 54	90859	2459	47.4	2.7	88	3210	51.2	3.5	94	2228	49.4	2.5	91				
35 - 49	39851	1105	21.3	2.8	90	1416	22.6	3.6	95	1128	25.0	2.8	105				
50 OR OLDER	59669	2078	40.1	3.5	113	2434	38.8	4.1	109	1565	34.7	2.6	98				
GRADUATED COLLEGE	28091	561	10.8	2.0	65	737	11.7	2.6	70	632	14.0	2.2	84				
ATTENDED COLLEGE	28938	1011	19.5	3.5	113	1270	20.2	4.4	117	596	13.2	2.1	77				
GRADUATED HIGH SCHOOL	65503	2418	46.6	3.7	119	2951	47.0	4.5	120	2116	47.0	3.2	120				
DID NOT GRADUATE HIGH SCHOOL	45195	1195	23.0	2.6	86	1317	21.0	2.9	78	1162	25.8	2.6	96				
EMPLOYED MALES	56429	1469	28.3	2.6	84	1946	31.0	3.4	92	1271	28.2	2.3	84				
EMPLOYED FEMALES	43971	1633	31.5	3.7	120	1938	30.9	4.4	118	1315	29.2	3.0	111				
EMPLOYED FULL-TIME	87773	2720	52.4	3.1	100	3351	53.4	3.8	102	2274	50.5	2.6	96				
EMPLOYED PART-TIME	12627	*383	7.4	3.0	98	*534	8.5	4.2	113	**311	6.9	2.5	92				
NOT EMPLOYED	67327	2084	40.2	3.1	100	2389	38.1	3.5	95	1920	42.6	2.9	106				
PROFESSIONAL/MANAGER	25845	638	12.3	2.5	80	761	12.1	2.9	79	508	11.3	2.0	73				
TECH/CLERICAL/SALES	30895	1215	23.4	3.9	127	1397	22.3	4.5	121	852	18.9	2.8	103				
PRECISION/CRAFT	12629	*346	6.7	2.7	89	*475	7.6	3.8	101	*350	7.8	2.8	103				
OTHER EMPLOYED	31031	904	17.4	2.9	94	1251	19.9	4.0	108	875	19.4	2.8	105				
SINGLE	35557	1135	21.9	3.2	103	1422	22.7	4.0	107	1025	22.7	2.9	107				
MARRIED	103585	3201	61.7	3.1	100	3805	60.7	3.7	98	2802	62.2	2.7	101				
DIVORCED/SEPARATED/WIDOWED	28585	850	16.4	3.0	96	1046	16.7	3.7	98	679	15.1	2.4	88				
PARENTS	59295	1655	31.9	2.8	90	1957	31.2	3.3	88	1777	39.4	3.0	112				
WHITE	146081	4477	86.3	3.1	99	5481	87.4	3.8	100	3884	86.2	2.7	99				
BLACK	17974	559	10.8	3.1	101	642	10.2	3.6	96	*481	10.7	2.7	100				
OTHER	3672	**150	2.9	4.1	132	**150	2.4	4.1	109	**141	3.1	3.8	143				
NORTHEAST-CENSUS	37005	979	18.9	2.6	86	1314	20.9	3.6	95	1270	28.2	3.4	128				
NORTH CENTRAL	42642	1121	21.6	2.6	85	1354	21.6	3.2	85	874	19.4	2.0	76				
SOUTH	56777	2412	46.5	4.2	137	2753	43.9	4.8	130	1590	35.3	2.8	104				
WEST	31303	674	13.0	2.2	70	852	13.6	2.7	73	773	17.2	2.5	92				
NORTHEAST-MKTG.	38125	1220	23.5	3.2	103	1588	25.3	4.2	111	1249	27.7	3.3	122				
EAST CENTRAL	24794	770	14.8	3.1	100	940	15.0	3.8	101	566	12.6	2.3	85				
WEST CENTRAL	28511	779	15.0	2.7	88	899	14.3	3.2	84	641	14.2	2.2	84				
SOUTH	48953	1934	37.3	4.0	128	2191	34.9	4.5	120	1455	32.3	3.0	111				
PACIFIC	27344	*484	9.3	1.8	57	*655	10.4	2.4	64	*596	13.2	2.2	81				
COUNTY SIZE A	69301	2204	42.5	3.2	103	2771	44.2	4.0	107	1879	41.7	2.7	101				
COUNTY SIZE B	50633	1441	27.8	2.8	92	1819	29.0	3.6	96	1478	32.8	2.9	109				
COUNTY SIZE C	26259	826	15.9	3.1	102	898	14.3	3.4	91	729	16.2	2.8	103				
COUNTY SIZE D	21534	715	13.8	3.3	107	786	12.5	3.7	98	*420	9.3	2.0	73				
METRO CENTRAL CITY	50014	1336	25.8	2.7	86	1714	27.3	3.4	92	1581	35.1	3.2	118				
METRO SUBURBAN	76832	2381	45.9	3.1	100	2975	47.4	3.9	104	2017	44.8	2.6	98				
NON METRO	40881	1469	28.3	3.6	116	1585	25.3	3.9	104	908	20.2	2.2	83				
TOP 5 ADI'S	39550	1053	20.3	2.7	86	1377	22.0	3.5	93	1236	27.4	3.1	116				
TOP 10 ADI'S	54877	1758	33.9	3.2	104	2200	35.1	4.0	107	1642	36.4	3.0	111				
TOP 20 ADI'S	77516	2644	51.0	3.4	110	3220	51.3	4.2	111	2166	48.1	2.8	104				
HSGLD INC. \$50,000 OR MORE	17257	753	14.5	4.4	141	948	15.1	5.5	147	*611	13.6	3.5	132				
\$40,000 OR MORE	32235	1345	25.9	4.0	131	1731	27.6	5.2	139	1091	24.2	3.3	122				
\$30,000 OR MORE	59693	2222	42.8	3.7	120	2830	45.1	4.7	127	1719	38.1	2.9	107				
\$25,000 OR MORE	76275	2760	53.2	3.6	117	3499	55.8	4.6	123	2199	48.8	2.9	107				
\$20,000 - \$24,999	18607	*591	11.4	3.2	103	*666	10.6	3.6	96	*664	14.7	3.6	133				
\$15,000 - \$19,999	17175	*360	6.9	2.1	68	*406	6.5	2.4	63	*354	7.9	2.1	77				
\$10,000 - \$14,999	24569	790	15.2	3.2	104	905	14.4	3.7	98	654	14.5	2.7	99				
UNDER \$10,000	31101	684	13.2	2.2	71	798	12.7	2.6	69	636	14.1	2.0	76				
HOUSEHOLD OF 1 PERSON	19441	388	7.5	2.0	65	477	7.6	2.5	66	345	7.7	1.8	66				
2 PEOPLE	51803	1502	29.0	2.9	94	1859	29.6	3.6	96	1104	24.5	2.1	79				
3 OR 4 PEOPLE	66933	2444	47.1	3.7	118	2949	47.0	4.4	118	2094	46.5	3.1	116				
5 OR MORE PEOPLE	29550	*851	16.4	2.9	93	988	15.8	3.3	89	963	21.4	3.3	121				
NO CHILD IN HSHLD	96587	3053	58.9	3.2	102	3753	59.8	3.9	104	2271	50.4	2.4	88				
CHILD(REN) UNDER 2 YRS	10844	**206	4.0	1.9	61	**232	3.7	2.1	57	**224	5.0	2.1	77				
2 - 5 YEARS	26358	*543	10.5	2.1	67	*605	9.6	2.3	61	*512	11.4	1.9	72				
6 - 11 YEARS	30453	909	17.5	3.0	97	1042	16.6	3.4	91	784	17.4	2.6	96				
12 - 17 YEARS	36575	1321	25.5	3.6	117	1567	25.0	4.3	115	1532	34.0	4.2	156				
RESIDENCE OWNED	117770	4172	80.4	3.5	115	5037	80.3	4.3	114	3571	79.2	3.0	113				
VALUE: \$50,000 OR MORE	70166	2374	45.8	3.4	109	2944	46.9	4.2	112	2075	46.0	3.0	110				
VALUE: UNDER \$50,000	47604	1798	34.7	3.8	122	2093	33.4	4.4	118	1497	33.2	3.1	117				

PACKAGED MOIST DOG FOOD: BRANDS
(ADULTS)

		TOTAL U.S. '000	ALL KEN-L RATION BURGERS A B C D '000 % ACROSS % INDX				ALL KEN-L RATION A B C D '000 % ACROSS % INDX				ALL TOP CHOICE A B C D '000 % ACROSS % INDX				A B C D '000 % ACROSS % INDX			
TOTAL ADULTS		167727	5186	100.0	3.1	100	6273	100.0	3.7	100	4506	100.0	2.7	100				
MAGAZINES	QUINTILE 1	34022	1163	22.4	3.4	111	1437	22.9	4.2	113	1249	27.7	3.7	137				
	QUINTILE 2	34800	1248	24.1	3.6	116	1582	25.2	4.5	122	884	19.6	2.5	95				
	QUINTILE 3	30514	888	17.1	2.9	94	985	15.7	3.2	86	969	21.5	3.2	118				
	QUINTILE 4	33324	1016	19.6	3.0	99	1240	19.8	3.7	99	757	16.8	2.3	85				
	QUINTILE 5	35066	872	16.8	2.5	80	1030	16.4	2.9	79	647	14.4	1.8	69				
NEWSPAPERS	QUINTILE 1	29107	949	18.3	3.3	105	1264	20.1	4.3	116	1055	23.4	3.6	135				
	QUINTILE 2	49095	1661	32.0	3.4	109	2008	32.0	4.1	109	1319	29.3	2.7	100				
	QUINTILE 3	23107	729	14.1	3.2	102	903	14.4	3.9	104	618	13.7	2.7	100				
	QUINTILE 4	33556	876	16.9	2.6	84	1000	15.9	3.0	80	704	15.6	2.1	78				
	QUINTILE 5	32863	970	18.7	3.0	95	1099	17.5	3.3	89	810	18.0	2.5	92				
OUTDOOR	QUINTILE 1	33431	1057	20.4	3.2	102	1197	19.1	3.6	96	1002	22.2	3.0	112				
	QUINTILE 2	33478	1150	22.2	3.4	111	1530	24.4	4.6	122	1041	23.1	3.1	116				
	QUINTILE 3	33574	1017	19.6	3.0	98	1225	19.5	3.6	98	872	19.4	2.6	97				
	QUINTILE 4	33935	1015	19.6	3.0	97	1166	18.6	3.4	92	899	20.0	2.6	99				
	QUINTILE 5	33310	946	18.2	2.8	92	1155	18.4	3.5	93	692	15.4	2.1	77				
RADIO-DRIVE TIME	QUINTILE 1	33136	1004	19.4	3.0	98	1291	20.6	3.9	104	908	20.2	2.7	102				
	QUINTILE 2	31658	790	15.2	2.5	81	991	15.8	3.1	84	717	15.9	2.3	84				
	QUINTILE 3	32541	1200	23.1	3.7	119	1447	23.1	4.4	119	1096	24.3	3.4	125				
	QUINTILE 4	34247	957	18.5	2.8	90	1183	18.9	3.5	92	803	17.8	2.3	87				
	QUINTILE 5	36144	1235	23.8	3.4	111	1361	21.7	3.8	101	983	21.8	2.7	101				
RADIO-MID- DAY	TERCILE 1	45037	1402	27.0	3.1	101	1819	29.0	4.0	108	1284	28.5	2.9	106				
	TERCILE 2	44819	1418	27.3	3.2	102	1652	26.3	3.7	99	1223	27.1	2.9	102				
	TERCILE 3	77872	2366	45.6	3.0	98	2803	44.7	3.6	96	1999	44.4	2.6	96				
RADIO-TOTAL	QUINTILE 1	33763	1022	19.7	3.0	98	1341	21.4	4.0	106	899	20.0	2.7	99				
	QUINTILE 2	33240	899	17.3	2.7	87	1132	18.0	3.4	91	858	19.0	2.6	96				
	QUINTILE 3	33408	979	18.9	2.9	95	1174	18.7	3.5	94	1034	22.9	3.1	115				
	QUINTILE 4	34792	1111	21.4	3.2	103	1325	21.1	3.8	102	949	21.1	2.7	102				
	QUINTILE 5	32524	1174	22.6	3.6	117	1301	20.7	4.0	107	767	17.0	2.4	88				
TV-PRIME TIME	QUINTILE 1	33090	1082	20.9	3.3	106	1312	20.9	4.0	106	989	21.9	3.0	111				
	QUINTILE 2	33357	1151	22.2	3.5	112	1403	22.4	4.2	112	1101	24.4	3.3	123				
	QUINTILE 3	33980	1024	19.7	3.0	97	1296	20.7	3.8	102	893	19.8	2.6	98				
	QUINTILE 4	33854	994	19.2	2.9	95	1178	18.8	3.5	93	803	17.8	2.4	88				
	QUINTILE 5	33444	935	18.0	2.8	90	1085	17.3	3.2	87	720	16.0	2.2	80				
TV-DAYTIME	TERCILE 1	49121	1570	30.3	3.2	103	1835	29.3	3.7	100	1330	29.5	2.7	101				
	TERCILE 2	48823	1629	31.4	3.3	108	1869	29.8	3.8	102	1542	34.2	3.2	118				
	TERCILE 3	69782	1987	38.3	2.8	92	2570	41.0	3.7	98	1634	36.3	2.3	87				
TV-TOTAL	QUINTILE 1	33584	1232	23.8	3.7	119	1373	21.9	4.1	109	993	22.0	3.0	110				
	QUINTILE 2	33441	1046	20.2	3.1	101	1317	21.0	3.9	105	948	21.0	2.8	106				
	QUINTILE 3	33505	909	17.5	2.7	88	1269	20.2	3.8	101	1108	24.6	3.3	123				
	QUINTILE 4	33466	1193	23.0	3.6	115	1356	21.6	4.1	108	735	16.3	2.2	82				
	QUINTILE 5	33731	806	15.5	2.4	77	959	15.3	2.8	76	723	16.0	2.1	80				
MAGAZINES-NEWSPAPERS: DUAL		44503	1736	33.5	3.9	126	2239	35.7	5.0	135	1639	36.4	3.7	137				
MAGAZINE IMPERATIVE		39363	1133	21.8	2.9	93	1302	20.8	3.3	88	1087	24.1	2.8	103				
NEWSPAPER IMPERATIVE		46441	1310	25.3	2.8	91	1539	24.5	3.3	89	1036	23.0	2.2	83				
MAGAZINES-OUTDOOR: DUAL		33726	1225	23.6	3.6	117	1478	23.6	4.4	117	1280	28.4	3.8	141				
MAGAZINE IMPERATIVE		52846	1678	32.4	3.2	103	2057	32.8	3.9	104	1408	31.2	2.7	99				
OUTDOOR IMPERATIVE		52140	1553	29.9	3.0	96	1879	30.0	3.6	96	1221	27.1	2.3	87				
MAGAZINES-RADIO: DUAL		37081	1078	20.8	2.9	94	1497	23.9	4.0	108	1045	23.2	2.8	105				
MAGAZINE IMPERATIVE		49747	1864	35.9	3.7	121	2134	34.0	4.3	115	1672	37.1	3.4	125				
RADIO IMPERATIVE		49208	1392	26.8	2.8	91	1664	26.5	3.4	90	1182	26.2	2.4	89				
MAGAZINES-TELEVISION: DUAL		33103	1226	23.6	3.7	120	1451	23.1	4.4	117	1149	25.5	3.5	129				
MAGAZINE IMPERATIVE		54575	1735	33.5	3.2	103	2184	34.8	4.0	107	1547	34.3	2.8	106				
TELEVISION IMPERATIVE		53249	1592	30.7	3.0	97	1902	30.3	3.6	96	1392	30.9	2.6	97				
NEWSPAPERS-OUTDOOR: DUAL		36255	1259	24.3	3.5	112	1534	24.5	4.2	113	1358	30.1	3.7	139				
NEWSPAPER IMPERATIVE		55591	1731	33.4	3.1	101	2153	34.3	3.9	104	1338	29.7	2.4	90				
OUTDOOR IMPERATIVE		48319	1470	28.3	3.0	98	1786	28.5	3.7	99	1212	26.9	2.5	93				
NEWSPAPERS-RADIO: DUAL		37242	947	18.3	2.5	82	1372	21.9	3.7	99	1077	23.9	2.9	108				
NEWSPAPER IMPERATIVE		54423	2080	40.1	3.8	124	2405	38.3	4.4	118	1616	35.9	3.0	111				
RADIO IMPERATIVE		46650	1322	25.5	2.8	92	1565	24.9	3.4	90	1131	25.1	2.4	90				
NEWSPAPERS-TELEVISION: DUAL		35974	1165	22.5	3.2	105	1484	23.7	4.1	110	1108	24.6	3.1	115				
NEWSPAPER IMPERATIVE		56095	1854	35.8	3.3	107	2327	37.1	4.1	111	1604	35.6	2.9	106				
TELEVISION IMPERATIVE		47170	1534	29.6	3.3	105	1738	27.7	3.7	99	1300	28.9	2.8	103				
OUTDOOR-RADIO: DUAL		33748	1038	20.0	3.1	99	1303	20.8	3.9	103	967	21.5	2.9	107				
OUTDOOR IMPERATIVE		52785	1749	33.7	3.3	107	2086	33.3	4.0	106	1595	35.4	3.0	112				
RADIO IMPERATIVE		52882	1399	27.0	2.6	86	1761	28.1	3.3	89	1303	28.9	2.5	92				
OUTDOOR-TELEVISION: DUAL		32030	1139	22.0	3.6	115	1341	21.4	4.2	112	1351	30.0	4.2	157				
OUTDOOR IMPERATIVE		54626	1684	32.5	3.1	100	2069	33.0	3.8	101	1280	28.4	2.3	87				
TELEVISION IMPERATIVE		54874	1662	32.0	3.0	98	2059	32.8	3.8	100	1348	29.9	2.5	91				
RADIO-TELEVISION: DUAL		33386	1089	21.0	3.3	105	1407	22.4	4.2	113	1111	24.7	3.3	124				
RADIO IMPERATIVE		53810	1429	27.6	2.7	86	1776	28.3	3.3	88	1272	28.2	2.4	88				
TELEVISION IMPERATIVE		54023	1856	35.8	3.4	111	2126	33.9	3.9	105	1557	34.6	2.9	107				

	TOTAL U.S. '000	ALL KEN-L RATION BURGERS				ALL KEN-L RATION				ALL TOP CHOICE				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	5186	100.0	3.1	100	6273	100.0	3.7	100	4506	100.0	2.7	100				
ATLANTIC MONTHLY	867	**3	0.1	0.3	11	**27	0.4	3.1	83	**46	1.0	5.3	197				
BARRON'S	1580	**24	0.5	1.5	49	**30	0.5	1.9	51	**60	1.3	3.8	141				
BETTER HOMES & GARDENS	22203	749	14.4	3.4	109	895	14.3	4.0	108	722	16.0	3.3	121				
BON APPETIT	3810	**163	3.1	4.3	138	**205	3.3	5.4	144	**113	2.5	3.0	110				
BUSINESS WEEK	4663	*183	3.5	3.9	127	*202	3.2	4.3	116	**126	2.8	2.7	101				
CAR AND DRIVER	3102	**69	1.3	2.2	72	**99	1.6	3.2	85	**80	1.8	2.6	96				
CBS MAGAZINE NETWORK (GROSS)	7311	*245	4.7	3.4	108	*334	5.3	4.6	122	*326	7.2	4.5	166				
CHANGING TIMES	3400	**56	1.1	1.6	53	**106	1.7	3.1	83	**69	1.5	2.0	76				
COLONIAL HOMES	1796	**85	1.6	4.7	153	**95	1.5	5.3	141	**73	1.6	4.1	151				
CONDE NAST MAG. PKG. (GROSS)	19924	945	18.2	4.7	153	1157	18.4	5.8	155	900	20.0	4.5	168				
CONSUMERS DIGEST	3125	**146	2.8	4.7	151	*182	2.9	5.8	156	**100	2.2	3.2	119				
COSMOPOLITAN	10577	392	7.6	3.7	120	500	8.0	4.7	126	368	8.2	3.5	130				
COUNTRY LIVING	3746	**42	0.8	1.1	36	**66	1.1	1.8	47	**55	1.2	1.5	55				
CUISINE	2214	**49	0.9	2.2	72	**69	1.1	3.1	83	*116	0.4	0.7	27				
CYCLE WORLD	2394	**82	1.6	3.4	111	**126	2.0	5.3	141	**158	3.5	6.6	246				
DCI:CREATIVE IDEAS FOR LIV	3068	**85	1.6	2.8	90	**98	1.6	3.2	85	**99	2.2	3.2	120				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	355	6.8	3.7	120	405	6.5	4.2	113	*294	6.5	3.1	115				
DISCOVER	2277	**80	1.5	3.5	114	**86	1.4	3.8	101	**103	2.3	4.5	168				
EBONY	7187	*182	3.5	2.5	82	*210	3.3	2.9	78	*198	4.4	2.8	103				
ESQUIRE	2560	**76	1.5	3.0	96	**83	1.3	3.2	87	**99	2.2	3.9	144				
ESSENCE	3242	**81	1.6	2.5	81	**91	1.5	2.8	75	**75	1.7	2.3	86				
FAMILY CIRCLE	19639	841	16.2	4.3	138	943	15.0	4.8	128	646	14.3	3.3	122				
THE FAMILY HANDYMAN	3540	*133	2.6	3.8	122	*146	2.3	4.1	110	*95	2.1	2.7	100				
FAMILY WEEKLY	23924	768	14.8	3.2	104	959	15.3	4.0	107	710	15.8	3.0	110				
FIELD & STREAM	9883	*278	5.4	2.8	91	375	6.0	3.8	101	*322	7.1	3.3	121				
FOOD & WINE	1030	**5	0.1	0.5	16	**9	0.1	0.9	23	**6	0.1	0.6	22				
FORBES	2679	**96	1.9	3.6	116	**131	2.1	4.9	131	**104	2.3	3.9	145				
FORTUNE	2931	**63	1.2	2.1	70	**73	1.2	2.5	67	**95	2.1	3.2	121				
GENTLEMEN'S QUARTERLY	3481	**125	2.4	3.6	116	**149	2.4	4.3	114	**81	1.8	2.3	87				
GLAMOUR	7163	*383	7.4	5.3	173	462	7.4	6.4	172	*342	7.6	4.8	178				
GOLF DIGEST	2355	**73	1.4	3.1	100	**89	1.4	3.8	101	**84	1.9	3.6	133				
GOLF DIGEST/TENNIS (GROSS)	3610	**126	2.4	3.5	113	*168	2.7	4.7	124	**118	2.6	3.3	122				
GOLF MAGAZINE	2046	**42	0.8	2.1	66	**56	0.9	2.7	73	**66	1.5	3.2	120				
GOLF MAGAZINE/SKI (GROSS)	3547	**67	1.3	1.9	61	**81	1.3	2.3	61	**79	1.8	2.2	83				
GOOD HOUSEKEEPING	20353	625	12.1	3.1	99	760	12.1	3.7	100	626	13.9	3.1	114				
HARPER'S BAZAAR	3362	**152	2.9	4.5	146	**184	2.9	5.5	146	**116	2.6	3.5	128				
HEALTH	2987	**77	1.5	2.6	83	**106	1.7	3.5	95	**115	2.6	3.9	143				
HEARST MAG CORP. BUY (GROSS)	67928	2244	43.3	3.3	107	2811	44.8	4.1	111	2149	47.7	3.2	118				
HEARST MAN POWER (GROSS)	11282	386	7.4	3.4	111	521	8.3	4.6	123	322	7.1	2.9	106				
HEARST WOMAN POWER (GROSS)	40514	1410	27.2	3.5	113	1726	27.5	4.3	114	1383	30.7	3.4	127				
HOUSE BEAUTIFUL	4885	**91	1.8	1.9	60	*110	1.8	2.3	60	*131	2.9	2.7	100				
INC.	1308	**43	0.8	3.3	106	**43	0.7	3.3	88	**38	0.8	2.9	108				
JET	6498	*160	3.1	2.5	80	*183	2.9	2.8	75	*228	5.1	3.5	131				
LADIES' HOME JOURNAL	14797	572	11.0	3.9	125	657	10.5	4.4	119	565	12.5	3.8	142				
LHJ FAMILY GRP COMBO(GROSS)	21743	771	14.9	3.5	115	909	14.5	4.2	112	817	18.1	3.8	140				
LIFE	9881	*303	5.8	3.1	99	357	5.7	3.6	97	*267	5.9	2.7	101				
L.A. TIMES HOME MAGAZINE	2775	**84	1.6	3.0	98	**109	1.7	3.9	105	**123	2.7	4.4	165				
MADMOISELLE	4219	**131	2.5	3.1	100	**185	2.9	4.4	117	*222	4.9	5.3	196				
MC CALL'S	16422	607	11.7	3.7	120	737	11.7	4.5	120	628	13.9	3.8	142				
MC CALL'S/WRK MOTHER (GROSS)	17919	656	12.6	3.7	118	790	12.6	4.4	118	687	15.2	3.8	143				
MECHANIX ILLUSTRATED	4433	**162	3.1	3.7	118	*195	3.1	4.4	118	**123	2.7	2.8	103				
METROPOLITAN HOME	1504	**59	1.1	3.9	127	**59	0.9	3.9	105	**24	0.5	1.6	59				
MONEY	4723	*196	3.8	4.1	134	*271	4.3	5.7	153	**195	4.3	4.1	154				
MOTHER EARTH NEWS	2325	**60	1.2	2.6	83	**69	1.1	3.0	79	**35	0.8	1.5	56				
MS.	1189	**17	0.3	1.4	46	**42	0.7	3.5	94	**16	0.4	1.3	50				
NATIONAL ENQUIRER	18892	776	15.0	4.1	133	972	15.5	5.1	138	724	16.1	3.8	143				
NATIONAL GEOGRAPHIC	22129	757	14.6	3.4	111	900	14.3	4.1	109	644	14.3	2.9	108				
NATIONAL SUNDAY MAGAZINE PKG	103750	3419	65.9	3.3	107	4178	66.6	4.0	108	2993	66.4	2.9	107				
NATURAL HISTORY	1379	**15	0.3	1.1	35	**41	0.7	3.0	79	**50	1.1	3.6	135				
NEW WOMAN	2289	**25	0.5	1.1	35	**25	0.4	1.1	29	**31	0.7	1.4	50				
NEW YORK INCLUDING CUE	1088	**37	0.7	3.4	110	**60	1.0	5.5	147	**23	0.5	2.1	79				
THE NEW YORKER	2459	**135	2.6	5.5	178	**153	2.4	6.2	166	**75	1.7	3.1	114				
NEWSWEEK	16527	434	8.4	2.6	85	605	9.6	3.7	98	518	11.5	3.1	117				
THE N.Y. TIMES DAILY EDITION	2739	**62	1.2	2.3	73	**94	1.5	3.4	92	**108	2.4	3.9	147				
THE N.Y. TIMES MAGAZINE	4443	**93	1.8	2.1	68	*137	2.2	3.1	82	*167	3.7	3.8	140				
OMNI	2799	**95	1.8	3.4	110	**134	2.1	4.8	128	**117	2.6	4.2	156				
ON CABLE	2209	**53	1.0	2.4	78	**77	1.2	3.5	93	**72	1.6	3.3	121				
1001 HOME IDEAS	3959	**121	2.3	3.1	99	**146	2.3	3.7	99	**137	3.0	3.5	129				
ORGANIC GARDENING	3111	**77	1.5	2.5	80	*126	2.0	4.1	108	*174	1.6	2.4	89				
OUTDOOR LIFE	5024	**102	2.0	2.0	66	*182	2.9	3.6	97	**178	4.0	3.5	132				
PARADE MAGAZINE	51292	1808	34.9	3.5	114	2216	35.3	4.3	116	1606	35.6	3.1	117				

	TOTAL U.S. '000	ALL KEN-L RATION BURGERS				ALL KEN-L RATION				ALL TOP CHOICE				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	5186	100.0	3.1	100	6273	100.0	3.7	100	4506	100.0	2.7	100				
PARENTS	5298	*178	3.4	3.4	109	*193	3.1	3.6	97	**91	2.0	1.7	64				
PENTHOUSE	5129	**101	1.9	2.0	64	*160	2.6	3.1	83	**85	1.9	1.7	62				
PEOPLE	21070	695	13.4	3.3	107	804	12.8	3.8	102	691	15.3	3.3	122				
PLAYBOY	10562	316	6.1	3.0	97	408	6.5	3.9	103	*180	4.0	1.7	63				
POPULAR HOT RODDING	2498	**117	2.3	4.7	151	**160	2.6	6.4	171	**167	3.7	6.7	249				
POPULAR MECHANICS	5887	*225	4.3	3.8	124	*269	4.3	4.6	122	*133	3.0	2.3	84				
POPULAR SCIENCE	4317	**96	1.9	2.2	72	*140	2.2	3.2	87	**59	1.3	1.4	51				
PREVENTION	5792	**135	2.6	2.3	75	*191	3.0	3.3	88	*112	2.5	1.9	72				
PSYCHOLOGY TODAY	3284	**82	1.6	2.5	81	**96	1.5	2.9	78	**69	1.5	2.1	78				
READER'S DIGEST	40046	1508	29.1	3.8	122	1761	28.1	4.4	118	1286	28.5	3.2	120				
REDBOOK	9584	392	7.6	4.1	132	466	7.4	4.9	130	389	8.6	4.1	151				
ROAD & TRACK	2590	**82	1.6	3.2	102	**127	2.0	4.9	131	**120	2.7	4.6	172				
ROLLING STONE	3302	**206	4.0	6.2	202	**217	3.5	6.6	176	**148	3.3	4.5	167				
RUNNER'S WORLD	1229	**40	0.8	3.3	105	**44	0.7	3.6	96	**39	0.9	3.2	118				
SATURDAY EVENING POST	2110	**51	1.0	2.4	78	**62	1.0	2.9	79	**33	0.7	1.6	58				
SCIENCE 84	1543	**73	1.4	4.7	153	**73	1.2	4.7	126	**39	0.9	2.5	94				
SCIENCE DIGEST	1747	**47	0.9	2.7	87	**49	0.8	2.8	75	**40	0.9	2.3	85				
SCIENTIFIC AMERICAN	1994	**87	1.7	4.4	141	**106	1.7	5.3	142	**22	0.5	1.1	41				
SELF	3119	**100	1.9	3.2	104	**128	2.0	4.1	110	**119	2.6	3.8	142				
SEVENTEEN	3923	**212	4.1	5.4	175	**223	3.6	5.7	152	**227	5.0	5.8	215				
SKI	1501	**25	0.5	1.7	54	**25	0.4	1.7	45	**13	0.3	0.9	32				
SMITHSONIAN	5976	*195	3.8	3.3	106	*249	4.0	4.2	111	*148	3.3	2.5	92				
SOAP OPERA DIGEST	4228	**106	2.0	2.5	81	*129	2.1	3.1	82	**193	4.3	4.6	170				
SOUTHERN LIVING	6488	*270	5.2	4.2	135	307	4.9	4.7	127	*195	4.3	3.0	112				
SPORT	3500	**93	1.8	2.7	86	**180	2.9	5.1	138	**115	2.6	3.3	122				
THE SPORTING NEWS	2456	**49	0.9	2.0	65	**81	1.3	3.3	88	**80	1.8	3.3	121				
SPORTS AFIELD	3648	**115	2.2	3.2	102	**203	3.2	5.6	149	**149	3.3	4.1	152				
SPORTS ILLUSTRATED	14484	465	9.0	3.2	104	615	9.8	4.2	114	510	11.3	3.5	131				
STAR	12661	472	9.1	3.7	121	545	8.7	4.3	115	474	10.5	3.7	139				
SUNDAY	52799	1831	35.3	3.5	112	2236	35.6	4.2	113	1566	34.8	3.0	110				
SUNSET	3513	**67	1.3	1.9	62	**100	1.6	2.8	76	**97	2.2	2.8	103				
TV GUIDE	42766	1356	26.1	3.2	103	1734	27.6	4.1	108	1597	35.4	3.7	139				
TENNIS	1254	**52	1.0	4.1	134	**79	1.3	6.3	168	**33	0.7	2.6	98				
TIME	22054	700	13.5	3.2	103	877	14.0	4.0	106	622	13.8	2.8	105				
TOWN & COUNTRY	1555	**45	0.9	2.9	94	**77	1.2	5.0	132	**57	1.3	3.7	136				
TRAVEL & LEISURE	2173	**81	1.6	3.7	121	**101	1.6	4.6	124	**44	1.0	2.0	75				
TRUE STORY	4636	**173	3.3	3.7	121	*237	3.8	5.1	137	*163	3.6	3.5	131				
U.S. NEWS & WORLD REPORT	10353	392	7.6	3.8	122	444	7.1	4.3	115	*314	7.0	3.0	113				
USA TODAY	4994	*168	3.2	3.4	109	*195	3.1	3.9	104	*158	3.5	3.2	118				
US	3528	**104	2.0	2.9	95	**133	2.1	3.8	101	**107	2.4	3.0	113				
VOGUE	5424	*331	6.4	6.1	197	*382	6.1	7.0	188	*216	4.8	4.0	148				
WALL STREET JOURNAL	6292	*209	4.0	3.3	107	263	4.2	4.2	112	*165	3.7	2.6	98				
WEIGHT WATCHERS	2762	**117	2.3	4.2	137	**158	2.5	5.7	153	**105	2.3	3.8	142				
WOMAN'S DAY	16320	608	11.7	3.7	120	705	11.2	4.3	116	654	14.5	4.0	149				
WORKING MOTHER	1496	**49	0.9	3.3	106	**53	0.8	3.5	95	**59	1.3	3.9	147				
WORKING WOMAN	1851	**54	1.0	2.9	94	**59	0.9	3.2	85	**95	2.1	5.1	191				
WORLD TENNIS	580	**22	0.4	3.8	123	**22	0.4	3.8	101	**12	0.3	2.1	77				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	*272	5.2	2.2	71	351	5.6	2.8	76	*219	4.9	1.8	66				
BLAIR INSERTS	91671	3040	58.6	3.3	107	3721	59.3	4.1	109	2612	58.0	2.8	106				
DAILY NEWSPAPERS																	
READ ANY	109190	3443	66.4	3.2	102	4265	68.0	3.9	104	3151	69.9	2.9	107				
READ ONE	89587	2808	54.1	3.1	101	3426	54.6	3.8	102	2578	57.2	2.9	107				
READ TWO OR MORE	19602	636	12.3	3.2	105	838	13.4	4.3	114	574	12.7	2.9	109				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3573	68.9	3.3	105	4399	70.1	4.0	107	3154	70.0	2.9	107				
READ ONE	95074	3016	58.2	3.2	103	3703	59.0	3.9	104	2657	59.0	2.8	104				
READ TWO OR MORE	14588	557	10.7	3.8	123	695	11.1	4.8	127	497	11.0	3.4	127				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.13				28.72				30.12							
30 DAY REACH	149706	4701	90.6	3.1	102	5653	90.1	3.8	101	4117	91.4	2.8	102				
50 SHWG - 30 DAY AV FREQ	15.16	15.02				14.88				15.55							
30 DAY REACH	142406	4558	87.9	3.2	104	5457	87.0	3.8	102	4007	88.9	2.8	105				
25 SHWG - 30 DAY AV FREQ	8.23	8.25				8.08				8.33							
30 DAY REACH	131152	4135	79.7	3.2	102	5005	79.8	3.8	102	3745	83.1	2.9	106				
CABLE TV: HOME WIRED	66879	2218	42.8	3.3	107	2806	44.7	4.2	112	2198	48.8	3.3	122				
HOME NOT WIRED	100848	2968	57.2	2.9	95	3467	55.3	3.4	92	2308	51.2	2.3	85				
HAVE PAY CABLE	35024	1402	27.0	4.0	129	1859	29.6	5.3	142	1315	29.2	3.8	140				

	TOTAL U.S. '000	ALL KEN-L RATION BURGERS				ALL KEN-L RATION				ALL TOP CHOICE				A B C		
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS
TOTAL ADULTS	167727	5186	100.0	3.1	100	6273	100.0	3.7	100	4506	100.0	2.7	100			
RADIO AVG. DAILY (M-F) CUME																
6:00 AM - 10:00 AM	95620	2846	54.9	3.0	96	3581	57.1	3.7	100	2535	56.3	2.7	99			
10:00 AM - 3:00 PM	63599	2011	38.8	3.2	102	2521	40.2	4.0	106	1838	40.8	2.9	108			
3:00 PM - 7:00 PM	72097	2049	39.5	2.8	92	2584	41.2	3.6	96	1818	40.3	2.5	94			
7:00 PM - MIDNIGHT	36670	1006	19.4	2.7	89	1259	20.1	3.4	92	881	19.6	2.4	89			
MIDNIGHT - 6:00 AM	21908	587	11.3	2.7	87	694	11.1	3.2	85	559	12.4	2.6	95			
6:00 AM - MIDNIGHT	127571	3789	73.1	3.0	96	4710	75.1	3.7	99	3462	76.8	2.7	101			
ENTIRE DAY	129239	3820	73.7	3.0	96	4743	75.6	3.7	98	3514	78.0	2.7	101			
AVG DAILY M-F CUME: 6AM-MDNT																
FORMATS:																
ADULT CONTEMPORARY	34009	997	19.2	2.9	95	1250	19.9	3.7	98	918	20.4	2.7	100			
ALL NEWS	6062	*169	3.3	2.8	90	*218	3.5	3.6	96	*199	4.4	3.3	122			
AOR/PROGRESSIVE	11884	*301	5.8	2.5	82	376	6.0	3.2	85	*209	4.6	1.8	65			
BEAUTIFUL MUSIC	11180	321	6.2	2.9	93	417	6.6	3.7	100	344	7.6	3.1	115			
BLACK	4538	**95	1.8	2.1	68	**128	2.0	2.8	75	**105	2.3	2.3	86			
CLASSICAL	3857	**139	2.7	3.6	117	*220	3.5	5.7	153	**129	2.9	3.3	124			
CHR/ROCK	21946	704	13.6	3.2	104	808	12.9	3.7	98	721	16.0	3.3	122			
COUNTRY	27262	897	17.3	3.3	106	1073	17.1	3.9	105	783	17.4	2.9	97			
GOLDEN OLDIES	3339	**148	2.9	4.4	143	**176	2.8	5.3	141	**82	1.8	2.5	91			
MOR/NOSTALGIA	10346	*347	6.7	3.4	108	445	7.1	4.3	115	*267	5.9	2.6	96			
NEWS/TALK	8929	318	6.1	3.6	115	372	5.9	4.2	111	*269	6.0	3.0	112			
RELIGIOUS	5468	*228	4.4	4.2	134	*247	3.9	4.5	120	**149	3.3	2.7	101			
SOFT ROCK	1232	**10	0.2	0.8	26	**17	0.3	1.4	37	**38	0.8	3.1	115			
URBAN CONTEMPORARY	3184	**112	2.2	3.5	114	**119	1.9	3.7	100	**124	2.8	3.9	145			
WIRED NETWORKS:																
ABC CONTEMPORARY	6911	*186	3.6	2.7	87	*227	3.6	3.3	88	*264	5.9	3.8	142			
ABC DIRECTION	5212	*126	2.4	2.4	78	*162	2.6	3.1	83	*213	4.7	4.1	152			
ABC ENTERTAINMENT	10385	*341	6.6	3.3	106	386	6.2	3.7	99	289	6.4	2.8	104			
ABC FM	4762	*214	4.1	4.5	145	*222	3.5	4.7	125	**181	4.0	3.8	141			
ABC INFORMATION	11339	359	6.9	3.2	102	465	7.4	4.1	110	294	6.5	2.6	97			
ABC ROCK	4878	**142	2.7	2.9	94	*199	3.2	4.1	109	*296	2.1	2.0	73			
CBS	10709	360	6.9	3.4	109	416	6.6	3.9	104	347	7.7	3.2	121			
MUTUAL	10251	365	7.0	3.6	115	417	6.6	4.1	109	339	7.5	3.3	123			
NBC	12243	*342	6.6	2.8	90	490	7.8	4.0	107	344	7.6	2.8	105			
RADIORADIO	4606	**107	2.1	2.3	75	*137	2.2	3.0	80	**132	2.9	2.9	107			
KKO ONE	5148	**99	1.9	1.9	62	**118	1.9	2.3	61	**89	2.0	1.7	64			
KKO TWO	7313	*183	3.5	2.5	81	266	4.2	3.6	97	*189	4.2	2.6	96			
THE SOURCE	5981	*208	4.0	3.5	112	*253	4.0	4.2	113	**122	2.7	2.0	76			
NON-HIRED: BLAIR	19329	689	13.3	3.6	115	787	12.5	4.1	109	543	12.1	2.8	105			
INTERNET	27139	786	15.2	2.9	94	1000	15.9	3.7	99	806	17.9	3.0	111			
KATZ RADIO GROUP	36319	1008	19.4	2.8	90	1302	20.8	3.6	96	1033	22.9	2.8	106			
SUPERNET	22361	686	13.2	3.1	99	861	13.7	3.9	103	629	14.0	2.8	105			
TELEVISION AVG. HALF HOUR																
WKDAY 7:00 AM - 9:00 AM	14532	606	11.7	4.2	135	694	11.1	4.8	128	513	11.4	3.5	131			
WKDAY 9:00 AM - 1:00 PM	18688	625	12.1	3.3	108	723	11.5	3.9	103	492	10.9	2.6	98			
WKDAY 1:00 PM - 4:30 PM	24061	772	14.9	3.2	104	899	14.3	3.7	100	692	15.4	2.9	107			
WKDAY 4:30 PM - 7:30 PM	44079	1419	27.4	3.2	104	1683	26.8	3.8	102	1220	27.1	2.8	103			
WKDAY 7:30 PM - 8:00 PM	61979	2133	41.1	3.4	111	2558	40.8	4.1	110	1719	38.1	2.8	103			
WKDAY 11:00 PM - 11:30 PM	49084	1663	32.1	3.4	110	1970	31.4	4.0	107	1616	35.9	3.3	123			
WKDAY 11:30 PM - 1:00 AM	16560	562	10.8	3.4	110	683	10.9	4.1	110	573	12.7	3.5	129			
M-SAT 8-11 PM-SUN 7-11 PM	66967	2186	42.2	3.3	106	2643	42.1	3.9	106	1956	43.4	2.9	109			
WKDY DAYTIME NTWK 7AM-4:30PM																
ALL MY CHILDREN	A 9269	200	3.9	2.2	70	274	4.4	3.0	79	270	6.0	2.9	108			
ANOTHER WORLD	N 6138	248	4.8	4.0	131	274	4.4	4.5	119	*196	4.3	3.2	119			
AS THE WORLD TURNS	C 7707	233	4.5	3.0	98	279	4.4	3.6	97	193	4.3	2.5	93			
CAPITOL	C 4688	*118	2.3	2.5	81	*130	2.1	2.8	74	*156	3.5	3.3	124			
CBS MORN. NEWS 1	C 2792	*76	1.5	2.7	88	*90	1.4	3.2	86	*90	2.0	3.2	120			
CBS MORN. NEWS 2	C 2071	**37	0.7	1.8	58	**40	0.6	1.9	52	*63	1.4	3.0	113			
DAYS OF OUR LIVES	N 8018	400	7.7	5.0	161	457	7.3	5.7	152	250	5.5	3.1	116			
FACTS OF LIFE - DAYTIME	N 3487	*70	1.3	2.0	65	*89	1.4	2.6	68	**46	1.0	1.3	49			
FAMILY FEUD	A 4817	*95	1.8	2.0	64	122	1.9	2.5	68	*87	1.9	1.8	67			
GENERAL HOSPITAL	A 8333	214	4.1	2.6	83	271	4.3	3.3	87	230	5.1	2.8	103			
GOOD MORNING, AMERICA-730 A	5472	282	5.4	5.2	167	295	4.7	5.4	144	234	5.2	4.3	159			
GOOD MORNING, AMERICA-830 A	3965	175	3.4	4.4	143	192	3.1	4.8	129	180	4.0	4.5	169			
GUIDING LIGHT	C 7542	316	6.1	4.2	136	362	5.8	4.8	128	268	5.9	3.6	132			
ONE LIFE TO LIVE	A 6018	175	3.4	2.9	94	190	3.0	3.2	84	*125	2.8	2.1	77			
PRESS YOUR LUCK	C 3589	*140	2.7	3.9	126	*155	2.5	4.3	115	*83	1.8	2.3	86			
PRICE IS RIGHT 1	C 7418	264	5.1	3.6	115	309	4.9	4.2	111	172	3.8	2.3	86			
PRICE IS RIGHT 2	C 8276	329	6.3	4.0	129	381	6.1	4.6	123	241	5.3	2.9	108			
RYAN'S HOPE	A 4358	*133	2.6	3.1	99	*160	2.6	3.7	98	*128	2.8	2.9	109			
SALE OF THE CENTURY	N 3749	*92	1.8	2.5	79	*129	2.1	3.4	92	**58	1.3	1.5	58			
SEARCH FOR TOMORROW	N 2884	*173	3.3	6.0	194	*180	2.9	6.2	167	*107	2.4	3.7	138			
TODAY SHOW 1	N 4869	188	3.6	3.9	125	253	4.0	5.2	139	*145	3.2	3.0	111			
TODAY SHOW 2	N 4135	90	1.7	2.2	70	131	2.1	3.2	85	*114	2.5	2.8	103			
\$25,000 PYRAMID	C 4361	223	4.3	5.1	165	237	3.8	5.4	145	*123	2.7	2.8	105			
WHEEL OF FORTUNE	N 6187	220	4.2	3.6	115	239	3.8	3.9	103	137	3.0	2.2	82			
YOUNG AND THE RESTLESS	C 8186	281	5.4	3.4	111	345	5.5	4.2	113	293	6.5	3.6	133			
WEEKEND DAYTIME NTWK PRE 6PM																
ABC WIDE WORLD-SPORTS SAT A	4727	191	3.7	4.0	131	215	3.4	4.5	122	*110	2.4	2.3	87			
NBA PLAYOFF GAME -1	C 5127	*133	2.6	2.6	84	193	3.1	3.8	101	*135	3.0	2.6	98			
NBC MAJOR LEAGUE PRE-GAME N	3945	**119	2.3	3.0	98	**133	2.1	3.4	90	**78	1.7	2.0	74			
SPORTSWORLD - SUN	N 3370	*138	2.7	4.1	132	*160	2.6	4.7	127	*107	2.4	3.2	118			
SUNDAY MORNING	C 4200	*162	3.1	3.9	125	*225	3.6	5.4	143	*151	3.4	3.6	134			

	TOTAL U.S. '000	ALL KEN-L RATION BURGERS A B C D % ACROSS '000 DOWN % INDX				ALL KEN-L RATION A B C D % ACROSS '000 DOWN % INDX				ALL TOP CHOICE A B C D % ACROSS '000 DOWN % INDX				A B C D % ACROSS '000 DOWN % INDX			
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	5186	100.0	3.1	100	6273	100.0	3.7	100	4506	100.0	2.7	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1756	33.9	3.4	109	2037	32.5	3.9	104	1466	32.5	2.8	104				
NETWORK AFFILIATES - LATE	39164	1338	25.8	3.4	110	1566	25.0	4.0	107	1379	30.6	3.5	131				
INDEPENDENTS - LATE	5133	135	2.6	2.6	85	150	2.4	2.9	78	134	3.0	2.6	97				
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	22825	721	13.9	3.2	102	995	15.9	4.4	117	593	13.2	2.6	97				
ABC MONDAY NIGHT MOVIE	11258	276	5.3	2.5	79	367	5.9	3.3	87	374	8.3	3.3	124				
ABC SUNDAY NIGHT MOVIE	23600	824	15.9	3.5	113	999	15.9	4.2	113	745	16.5	3.2	118				
ABC WORLD NEWS TONIGHT	12801	479	9.2	3.7	121	607	9.7	4.7	127	363	8.1	2.8	106				
AFTERMASH	10966	*299	5.8	2.7	88	*337	5.4	3.1	82	*234	5.2	2.1	79				
ALICE	17050	511	9.9	3.0	97	566	9.0	3.3	89	462	10.3	2.7	101				
AMERICAN PARADE	11998	455	8.8	3.8	123	566	9.0	4.7	126	447	9.9	3.7	139				
BENSON	19258	737	14.2	3.8	124	811	12.9	4.2	113	488	10.8	2.5	94				
BLUE THUNDER	11478	361	7.0	3.1	102	446	7.1	3.9	104	363	8.1	3.2	118				
CAGNEY & LACEY	18263	693	13.4	3.8	123	783	12.5	4.3	115	494	11.0	2.7	101				
CBS EVENING NEWS-DEAN	7733	*196	3.8	2.5	82	*229	3.7	3.0	79	*136	3.0	1.8	65				
CBS EVENING NEWS-RATHER	15653	455	8.8	2.9	94	495	7.9	3.2	85	312	6.9	2.0	74				
CBS SAT. NEWS-SCHIEFFER	8744	290	5.6	3.3	107	319	5.1	3.6	98	199	4.4	2.3	85				
CBS SATURDAY NIGHT MOVIE	12000	435	8.4	3.6	117	524	8.4	4.4	117	312	6.9	2.6	97				
CBS WEDNESDAY NIGHT MOVIE	11522	305	5.9	2.6	86	389	6.2	3.4	90	297	6.6	2.6	96				
CHEERS	16818	497	9.6	3.0	96	629	10.0	3.7	100	545	12.1	3.2	121				
DALLAS	37510	1384	26.7	3.7	119	1644	26.2	4.4	117	1143	25.4	3.0	113				
DIFF'RENT STROKES	11258	350	6.7	3.1	101	399	6.4	3.5	95	373	8.3	3.3	123				
DOUBLE TROUBLE	12248	488	9.4	4.0	129	558	8.9	4.6	122	378	8.4	3.1	115				
DUCK FACTORY	11100	407	7.8	3.7	119	495	7.9	4.5	119	*300	6.7	2.7	101				
DUKES OF HAZZARD	12353	371	7.2	3.0	97	425	6.8	3.4	92	275	6.1	2.2	83				
DYNASTY	33279	1035	20.0	3.1	101	1317	21.0	4.0	106	996	22.1	3.0	111				
FACTS OF LIFE	13410	490	9.4	3.7	118	572	9.1	4.3	114	397	8.8	3.0	110				
FALCON CREST	31093	1173	22.6	3.8	122	1369	21.8	4.4	118	1060	23.5	3.4	127				
FALL GUY	18649	664	12.8	3.6	115	877	14.0	4.7	126	485	10.8	2.6	97				
FAMILY TIES	13101	490	9.4	3.7	121	559	8.9	4.3	114	363	8.1	2.8	103				
FANTASY ISLAND	13069	399	7.7	3.1	99	442	7.0	3.4	90	373	8.3	2.9	106				
FOULUPS, BLEEPES & BLUNDERS	16588	419	8.1	2.5	82	528	8.4	3.2	85	389	8.6	2.3	87				
FOUR SEASONS	9302	*251	4.8	2.7	87	*287	4.6	3.1	82	*168	3.7	1.8	67				
GIMME A BREAK	13955	439	8.5	3.1	102	514	8.2	3.7	98	405	9.0	2.9	108				
HART TO HART	15735	374	7.2	2.4	77	485	7.7	3.1	82	352	7.8	2.2	83				
HILL STREET BLUES	18257	549	10.6	3.0	97	668	10.6	3.7	98	556	12.3	3.0	113				
HOTEL	24236	778	15.0	3.2	104	959	15.3	4.0	106	796	17.7	3.3	122				
JEFFERSONS	17010	420	8.1	2.5	80	479	7.6	2.8	75	410	9.1	2.4	90				
JENNIFER SLEPT HERE	9397	*275	5.3	2.9	95	357	5.7	3.8	102	282	6.3	3.0	112				
KATE & ALLIE	16762	530	10.2	3.2	102	667	10.6	4.0	106	415	9.2	2.5	92				
KNIGHT RIDER	13164	420	8.1	3.2	103	486	7.7	3.7	99	387	8.6	2.9	109				
LOVE BOAT	20400	729	14.1	3.6	116	852	13.6	4.2	112	601	13.3	2.9	110				
MAGNUM PI	22543	820	15.8	3.6	118	968	15.4	4.3	115	693	15.4	3.1	114				
MAMA'S FAMILY	9852	325	6.3	3.3	107	369	5.9	3.7	100	337	7.5	3.4	127				
MASTER, THE	8082	*299	5.8	3.7	120	347	5.5	4.3	115	*214	4.7	2.6	99				
MATT HOUSTON	12881	416	8.0	3.2	104	482	7.7	3.7	100	393	8.7	3.1	114				
NBC MONDAY NIGHT MOVIE	23889	729	14.1	3.1	99	888	14.2	3.7	99	650	14.4	2.7	101				
NBC NIGHTLY NEWS	11156	304	5.9	2.7	88	343	5.5	3.1	82	284	6.3	2.5	95				
NBC NIGHTLY NEWS-SAT	7363	*216	4.2	2.9	95	*254	4.0	3.4	92	*201	4.5	2.7	102				
NBC NIGHTLY NEWS-SUN	6214	281	5.4	4.5	146	324	5.2	5.2	139	*206	4.6	3.3	123				
NBC SUNDAY NIGHT MOVIE	17590	613	11.8	3.5	113	723	11.5	4.1	110	489	10.9	2.8	103				
NEWMART	16740	632	12.2	3.8	122	698	11.1	4.2	111	446	9.9	2.7	99				
ONE DAY AT A TIME	11820	350	6.7	3.0	96	429	6.8	3.6	97	*286	6.3	2.4	90				
PEOPLE ARE FUNNY	9138	336	6.5	3.7	119	377	6.0	4.1	110	332	7.4	3.6	135				
REAL PEOPLE	15979	606	11.7	3.8	123	677	10.8	4.2	113	432	9.6	2.7	101				
REMINGTON STEELE	14395	458	8.8	3.2	103	574	9.2	4.0	107	339	7.5	2.4	88				
RIPLY'S BELIEVE IT - NOT	11362	342	6.6	3.0	97	416	6.6	3.7	98	378	8.4	3.3	124				
RIPTIDE	13920	503	9.7	3.6	117	629	10.0	4.5	121	410	9.1	2.9	110				
SCARECROW & MRS. KING	17571	597	11.5	3.4	110	758	12.1	4.3	115	403	8.9	2.3	85				
SIMON & SIMON	20208	699	13.5	3.5	112	824	13.1	4.1	109	559	12.4	2.8	103				
60 MINUTES	27668	790	15.2	2.9	92	917	14.6	3.3	89	762	16.9	2.8	103				
ST. ELSEWHERE	13699	569	11.0	4.2	134	677	10.8	4.9	132	511	11.3	3.7	139				
THREE'S COMPANY	20632	543	10.5	2.6	85	664	10.6	3.2	86	459	10.2	2.2	83				
T.J. HOOKER	17136	549	10.6	3.2	104	661	10.5	3.9	103	331	7.3	1.9	72				
TONIGHT SHOW	4963	167	3.2	3.4	109	206	3.3	4.2	111	208	4.6	4.2	156				
TRAPPER JOHN, M.D.	16332	473	9.1	2.9	94	533	8.5	3.3	87	453	10.1	2.8	103				
TV BLOOPERS & PRAC. JOKES	18881	452	8.7	2.4	77	558	8.9	3.0	79	495	11.0	2.6	98				
20/20	18315	626	12.1	3.4	111	747	11.9	4.1	109	559	12.4	3.1	114				
WEBSTER	18722	729	14.1	3.9	126	811	12.9	4.3	116	490	10.9	2.6	97				
WORLD NEWS - SUN	5327	*130	2.5	2.4	79	*140	2.2	2.6	70	*195	4.3	3.7	136				
YELLOW ROSE	8370	311	6.0	3.7	120	390	6.2	4.7	125	*264	5.9	3.2	117				
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	854	16.5	3.3	107	1028	16.4	4.0	106	808	17.9	3.1	116				
BASKETBALL - COLLEGE GAMES	14468	*426	8.2	2.9	95	604	9.6	4.2	112	*353	7.8	2.4	91				
BASKETBALL - PRO GAMES	12124	*290	7.5	3.2	104	*479	7.6	4.0	106	*250	5.5	2.1	77				
BOXING	9412	*393	5.6	3.1	101	*400	6.4	4.2	114	*349	7.7	3.7	138				
BOXING	15409	*373	7.2	2.4	78	*478	7.6	3.1	83	602	13.4	3.9	145				
FOOTBALL - COLLEGE GAMES	21400	844	16.3	3.9	128	982	15.7	4.6	123	761	16.9	3.6	132				
FOOTBALL - PRO GAMES	35944	1118	21.6	3.1	101	1309	20.9	3.6	97	1069	23.7	3.0	111				
GOLF	9759	*240	4.6	2.5	80	*295	4.7	3.0	81	*190	4.2	1.9	72				
POST-SEASON COLL. FOOTBALL	18123	531	10.2	2.9	95	736	11.7	4.1	109	*458	10.2	2.5	94				
POST-SEASON PRO FOOTBALL	22091	742	14.3	3.4	109	888	14.2	4.0	107	675	15.0	3.1	114				
TENNIS	6764	*179	3.5	2.6	86	*220	3.5	3.3	87	*208	4.6	3.1	114				
WRESTLING - PROFESSIONAL	9695	*317	6.1	3.3	106	*398	6.3	4.1	110	*386	8.6	4.0	148				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DOG BISCUITS OR TREATS

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-54

		'000	%	UNWEIGHTED
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM TO FEED YOUR DOG(S)?				
	YES	36497	21.8	3795
	NO	27525	16.4	2575

IF YES

6B. WHO DECIDES WHICH BRANDS ARE USED?
(MARK AS MANY AS APPLY)

YOURSELF	21449	12.8	2325
YOUR HUSBAND/WIFE	10993	6.6	1232
OTHER MALE	3378	2.0	255
OTHER FEMALE	5594	3.3	420
DO NOT KNOW	1714	1.0	179

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
6C. WHICH BRANDS ARE USED?									
ALPO BEEF BITES	2506	1.5	339	.2	1659	1.0	508	.3	234
BONE-ANZA	617	.4	179	.1	331	.2	106	.1	62
BONZ	12453	7.4	2460	1.5	6718	4.0	3276	2.0	1260
BUTCHER BONES	4371	2.6	432	.3	2614	1.6	1324	.8	476
CHEW-EEZ	2769	1.7	290	.2	1643	1.0	836	.5	312
FLAVOR SNACKS	4765	2.8	930	.6	2946	1.8	889	.5	486
FRISKIES	1104	.7	239	.1	579	.3	286	.2	106
GAINES	814	.5	265	.2	290	.2	259	.2	95
HARTZ	830	.5	110	.1	502	.3	218	.1	83
JERKY TREATS	5770	3.4	763	.5	3250	1.9	1756	1.0	587
KEN-L RATION	1886	1.1	504	.3	908	.5	474	.3	191
LIV-A SNAPS/BEEF SNAPS/ CHAR-O SNAPS/CHIK-N SNAPS	3665	2.2	384	.2	2097	1.3	1185	.7	380
MEATY BONE	2425	1.4	244	.1	1485	.9	696	.4	267
MILK BONE BISCUITS	15409	9.2	4864	2.9	8448	5.0	2096	1.2	1635
MILK BONE TREATS	7092	4.2	1519	.9	3906	2.3	1667	1.0	746
PEOPLE CRACKERS	2304	1.4	196	.1	1252	.7	856	.5	246
WAGTIME BEEFY WAFFLES	810	.5	33	*	504	.3	273	.2	84
OTHER BRANDS	4890	2.9	1728	1.0	2018	1.2	1144	.7	496
DO NOT KNOW	745	.4							67

		'000	%	UNWEIGHTED
6D. ABOUT HOW MANY PACKAGES OR BOXES OF DOG BISCUITS OR TREATS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
FIVE OR MORE	H	3403	2.0	358
FOUR	H	2651	1.6	276
THREE	H	3958	2.4	407
TWO	M	9073	5.4	954
ONE	M	8573	5.1	901
LESS THAN ONE	L	6748	4.0	691
NONE	L	2090	1.2	208

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	36497	100.0	21.8	100	10012	100.0	6.0	100	17647	100.0	10.5	100	8838	100.0	5.3	100
MALES	79263	17149	47.0	21.6	99	4790	47.8	6.0	101	7986	45.3	10.1	96	4373	49.5	5.5	101
FEMALES	88464	19347	53.0	21.9	101	5222	52.2	5.9	99	9661	54.7	10.9	104	4465	50.5	5.0	99
18 - 24	28671	6527	17.9	22.8	105	1740	17.4	6.1	102	3389	19.2	11.8	112	1398	15.8	4.9	102
25 - 34	39536	8295	22.7	21.0	96	1711	17.1	4.3	73	4037	22.9	10.2	97	2548	28.8	6.4	101
35 - 44	28978	7489	20.5	25.8	119	1986	19.8	6.9	115	3471	19.7	12.0	114	2033	23.0	7.0	101
45 - 54	22345	5721	15.7	25.6	118	1688	16.9	7.6	127	2853	16.2	12.8	121	1180	13.4	5.3	101
55 - 64	22224	4878	13.4	21.9	101	1507	15.1	6.8	114	2300	13.0	10.3	98	1072	12.1	4.8	101
65 OR OLDER	25973	3587	9.8	13.8	63	1381	13.8	5.3	89	1599	9.1	6.2	59	608	6.9	2.3	89
18 - 34	68207	14822	40.6	21.7	100	3451	34.5	5.1	85	7425	42.1	10.9	103	3946	44.6	5.8	101
18 - 49	108058	25064	68.7	23.2	107	6307	63.0	5.8	98	12192	69.1	11.3	107	6565	74.3	6.1	101
25 - 54	90859	21505	58.9	23.7	109	5384	53.8	5.9	99	10360	58.7	11.4	108	5761	65.2	6.3	101
35 - 49	39851	10242	28.1	25.7	118	2856	28.5	7.2	120	4767	27.0	12.0	114	2619	29.6	6.6	101
50 OR OLDER	59669	11433	31.3	19.2	88	3705	37.0	6.2	104	5455	30.9	9.1	87	2274	25.7	3.8	88
GRADUATED COLLEGE	28091	6264	17.2	22.3	102	1648	16.5	5.9	98	3000	17.0	10.7	102	1616	18.3	5.8	101
ATTENDED COLLEGE	28938	7592	20.8	26.2	121	2031	20.3	7.0	118	3631	20.6	12.5	119	1930	21.8	6.7	101
GRADUATED HIGH SCHOOL	65503	15603	42.8	23.8	109	4002	40.0	6.1	102	7936	45.0	12.1	115	3666	41.5	5.6	101
DID NOT GRADUATE HIGH SCHOOL	45195	7038	19.3	15.6	72	2330	23.3	5.2	86	3081	17.5	6.8	65	1627	18.4	3.6	72
EMPLOYED MALES	56429	13039	35.7	23.1	106	3288	32.8	5.8	98	6089	34.5	10.8	103	3663	41.4	6.5	101
EMPLOYED FEMALES	43971	10938	30.0	24.9	114	2839	28.4	6.5	108	5759	32.6	13.1	124	2341	26.5	5.3	101
EMPLOYED FULL-TIME	87773	20650	56.6	23.5	108	5336	53.3	6.1	102	10100	57.2	11.5	109	5215	59.0	5.9	101
EMPLOYED PART-TIME	12627	3327	9.1	26.3	121	791	7.9	6.3	105	1748	9.9	13.8	132	789	8.9	6.2	101
NOT EMPLOYED	67327	12519	34.3	18.6	85	3885	38.8	5.8	97	5799	32.9	8.6	82	2835	32.1	4.2	85
PROFESSIONAL/MANAGER	25845	6021	16.5	23.3	107	1491	14.9	5.8	97	3194	18.1	12.4	117	1337	15.1	5.2	97
TECH/CLERICAL/SALES	30895	8171	22.4	26.4	122	2143	21.4	6.9	116	3877	22.0	12.5	119	2152	24.3	7.0	101
PRECISION/CRAFT	12629	3191	8.7	25.3	116	824	8.2	6.5	109	1483	8.4	11.7	112	884	10.0	7.0	101
OTHER EMPLOYED	31031	6594	18.1	21.2	98	1669	16.7	5.4	90	3294	18.7	10.6	101	1631	18.5	5.3	90
SINGLE	35557	7628	20.9	21.5	99	2045	20.4	5.8	96	3862	21.9	10.9	103	1721	19.5	4.8	96
MARRIED	103585	24259	66.5	23.4	108	6478	64.7	6.3	105	11732	66.5	11.3	108	6049	68.4	5.8	101
DIVORCED/SEPARATED/WIDOWED	28585	4610	12.6	16.1	74	1489	14.9	5.2	87	2053	11.6	7.2	68	1068	12.1	3.7	74
PARENTS	59295	13824	37.9	23.3	107	3139	31.4	5.3	89	6492	36.8	10.9	104	4194	47.5	7.1	101
WHITE	146081	33660	92.2	23.0	106	9136	91.3	6.3	105	16430	93.1	11.2	107	8095	91.6	5.5	101
BLACK	17974	2137	5.9	11.9	55	696	7.0	3.9	65	964	5.5	5.4	51	477	5.4	2.7	55
OTHER	3672	*699	1.9	19.0	87	**180	1.8	4.9	82	**253	1.4	6.9	65	**267	3.0	7.3	87
NORTHEAST-CENSUS	37005	9255	25.4	25.0	115	3366	33.6	9.1	152	4386	24.9	11.9	113	1503	17.0	4.1	115
NORTH CENTRAL	42642	10274	28.2	24.1	111	2593	25.9	6.1	102	5041	28.6	11.8	112	2640	29.9	6.2	101
SOUTH	56777	9175	25.1	16.2	74	2525	25.2	4.4	75	4784	27.1	8.4	80	1866	21.1	3.3	74
WEST	31303	7793	21.4	24.9	114	1527	15.3	4.9	82	3436	19.5	11.0	104	2829	32.0	9.0	101
NORTHEAST-MKTG.	38125	9359	25.6	24.5	113	3308	33.0	8.7	145	4657	26.4	12.2	116	1393	15.8	3.7	113
EAST CENTRAL	24794	5970	16.4	24.1	111	1491	14.9	6.0	101	2990	16.9	12.1	115	1489	16.8	6.0	101
WEST CENTRAL	28511	6972	19.1	24.5	112	1829	18.3	6.4	107	3256	18.5	11.4	109	1887	21.4	6.6	101
SOUTH	48953	7568	20.7	15.5	71	2112	21.1	4.3	72	3817	21.6	7.8	74	1639	18.5	3.3	71
PACIFIC	27344	6627	18.2	24.2	111	1271	12.7	4.6	78	2926	16.6	10.7	102	2429	27.5	8.9	101
COUNTY SIZE A	69301	16370	44.9	23.6	109	4863	48.6	7.0	118	7907	44.8	11.4	108	3599	40.7	5.2	109
COUNTY SIZE B	50633	11027	30.2	21.8	100	3100	31.0	6.1	103	5404	30.6	10.7	101	2523	28.5	5.0	100
COUNTY SIZE C	26259	5719	15.7	21.8	100	1334	13.3	5.1	85	2692	15.3	10.3	97	1694	19.2	6.5	97
COUNTY SIZE D	21534	3380	9.3	15.7	72	715	7.1	3.3	56	1644	9.3	7.6	73	1022	11.6	4.7	72
METRO CENTRAL CITY	50014	9713	26.6	19.4	89	2858	28.5	5.7	96	4355	24.7	8.7	83	2501	28.3	5.0	89
METRO SUBURBAN	76832	19611	53.7	25.5	117	5656	56.5	7.4	123	9723	55.1	12.7	120	4232	47.9	5.5	117
NON METRO	40881	7172	19.7	17.5	81	1498	15.0	3.7	61	3569	20.2	8.7	83	2105	23.8	5.1	81
TOP 5 ADI'S	39550	9535	26.1	24.1	111	3159	31.6	8.0	134	4378	24.8	11.1	105	1998	22.6	5.1	111
TOP 10 ADI'S	54877	12671	34.7	23.1	106	4236	42.3	7.7	129	5912	33.5	10.8	102	2524	28.6	4.6	106
TOP 20 ADI'S	77516	18203	49.9	23.5	108	5477	54.7	7.1	118	8622	48.9	11.1	106	4104	46.4	5.3	108
HSHLD INC. \$50,000 OR MORE	17257	5576	15.3	32.3	148	1460	14.6	8.5	142	2797	15.8	16.2	154	1319	14.9	7.6	148
\$40,000 OR MORE	33235	10212	28.0	30.7	141	2842	28.4	8.6	143	4926	27.9	14.8	141	2444	27.7	7.4	141
\$30,000 OR MORE	59693	17421	47.7	29.2	134	4911	49.1	8.2	138	8381	47.5	14.0	133	4129	46.7	6.9	134
\$25,000 OR MORE	76275	21271	58.3	27.9	128	5719	57.1	7.5	126	10435	59.1	13.7	130	5116	57.9	6.7	128
\$20,000 - \$24,999	18607	4259	11.7	22.9	105	1182	11.8	6.4	106	2098	11.9	11.3	107	980	11.1	5.3	105
\$15,000 - \$19,999	17175	3151	8.6	18.3	84	757	7.6	4.4	74	1429	8.1	8.3	79	965	10.9	5.6	84
\$10,000 - \$14,999	24569	4263	11.7	17.4	80	1357	13.6	5.5	93	1990	11.3	8.1	77	916	10.4	3.7	80
UNDER \$10,000	31101	3553	9.7	11.4	53	996	9.9	3.2	54	1695	9.6	5.4	52	861	9.7	2.8	53
HOUSEHOLD OF 1 PERSON	19441	2186	6.0	11.2	52	582	5.8	3.0	50	1074	6.1	5.5	53	530	6.0	2.7	52
2 PEOPLE	51803	9970	27.3	19.2	88	2966	29.6	5.7	96	4812	27.3	9.3	88	2192	24.8	4.2	88
3 OR 4 PEOPLE	66933	17289	47.4	25.8	119	4521	45.2	6.8	113	8345	47.3	12.5	118	4423	50.0	6.6	119
5 OR MORE PEOPLE	29550	7052	19.3	23.9	110	1944	19.4	6.6	110	3416	19.4	11.6	110	1693	19.2	5.7	110
NO CHILD IN HSHLD	96587	19462	53.3	20.1	93	5883	58.8	6.1	102	9620	54.5	10.0	95	3959	44.8	4.1	93
CHILD(REN) UNDER 2 YRS	10844	1894	5.2	17.5	80	*328	3.3	3.0	51	774	4.4	7.1	68	793	9.0	7.3	80
2 - 5 YEARS	26358	4160	11.4	15.8	73	916	9.1	3.5	58	1889	10.7	7.2	68	1355	15.3	5.1	73
6 - 11 YEARS	30453	6782	18.6	22.3	102	1922	19.2	6.3	106	3079	17.4	10.1	96	1781	20.2	5.8	102
12 - 17 YEARS	36575	10440	28.6	28.5	131	2495	24.9	6.8	114	4998	28.3	13.7	130	2947	33.3	8.1	131
RESIDENCE OWNED	117770	29662	81.3	25.2	116	8367	83.6	7.1	119	14043	79.6	11.9	113	7253	82.1	6.2	116
VALUE: \$50,000 OR MORE	70166	20241	55.5	28.8	133	5849	58.4	8.3	140	9339	52.9	13.3	127	5052	57.2	7.2	133
VALUE: UNDER \$50,000	47604	9421	25.8	19.8	91	2517	25.1	5.3	89	4704	26.7	9.9</					

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	36497	100.0	21.8	100	10012	100.0	6.0	100	17647	100.0	10.5	100	8838	100.0	5.3	100
MAGAZINES	QUINTILE 1	34022	8998	24.7	26.4	122	2578	25.7	7.6	127	4434	25.1	13.0	124	1986	22.5	5.8	111
	QUINTILE 2	34800	8689	23.8	25.0	115	2334	23.3	6.7	112	4178	23.7	12.0	114	2176	24.6	6.3	119
	QUINTILE 3	30514	6445	17.7	21.1	97	1591	15.9	5.2	87	3240	18.4	10.6	101	1614	18.3	5.3	100
	QUINTILE 4	33324	6955	19.1	20.9	96	2016	20.1	6.0	101	3316	18.8	10.0	95	1624	18.4	4.9	92
	QUINTILE 5	35066	5410	14.8	15.4	71	1493	14.9	4.3	71	2478	14.0	7.1	67	1439	16.3	4.1	78
NEWSPAPERS	QUINTILE 1	29107	7942	21.8	27.3	125	2381	23.8	8.2	137	3937	22.3	13.5	129	1624	18.4	5.6	106
	QUINTILE 2	49095	11462	31.4	23.3	107	3127	31.2	6.4	107	5585	31.6	11.4	108	2750	31.1	5.6	106
	QUINTILE 3	23107	5623	15.4	24.3	112	1404	14.0	6.1	102	2707	15.3	11.7	111	1512	17.1	6.5	122
	QUINTILE 4	33556	6784	18.6	20.2	93	1900	19.0	5.7	95	3220	18.2	9.6	91	1665	18.8	5.0	94
	QUINTILE 5	32863	4685	12.8	14.3	66	1199	12.0	3.6	61	2198	12.5	6.7	64	1289	14.6	3.9	74
OUTDOOR	QUINTILE 1	33431	8123	22.3	24.3	112	2407	24.0	7.2	121	3710	21.0	11.1	105	2006	22.7	6.0	114
	QUINTILE 2	33478	7457	20.4	22.3	102	2089	20.9	6.2	105	3629	20.6	10.8	103	1740	19.7	5.2	99
	QUINTILE 3	33574	7496	20.5	22.3	103	1804	18.0	5.4	90	3784	21.4	11.3	107	1908	21.6	5.7	108
	QUINTILE 4	33935	7002	19.2	20.6	95	2001	20.0	5.9	99	3316	18.8	9.8	93	1685	19.1	5.0	94
	QUINTILE 5	33310	6419	17.6	19.3	89	1712	17.1	5.1	86	3207	18.2	9.6	92	1500	17.0	4.5	85
RADIO-DRIVE TIME	QUINTILE 1	33136	7610	20.9	23.0	106	1932	19.3	5.8	98	3803	21.6	11.5	109	1875	21.2	5.7	107
	QUINTILE 2	31658	6890	18.9	21.8	100	2200	22.0	6.9	116	3340	18.9	10.6	100	1350	15.3	4.3	81
	QUINTILE 3	32541	7630	20.9	23.4	108	2118	21.2	6.5	109	3577	20.3	11.0	104	1935	21.9	5.9	113
	QUINTILE 4	34247	7636	20.9	22.3	102	1996	19.9	5.8	98	3753	21.3	11.0	104	1886	21.3	5.5	105
	QUINTILE 5	36144	6731	18.4	18.6	86	1765	17.6	4.9	82	3174	18.0	8.8	83	1793	20.3	5.0	94
RADIO-MID- DAY	TERCILE 1	45037	10152	27.8	22.5	104	2469	24.7	5.5	92	5079	28.8	11.3	107	2605	29.5	5.8	110
	TERCILE 2	44819	9231	25.3	20.6	95	2707	27.0	6.0	101	4349	24.6	9.7	92	2176	24.6	4.9	92
	TERCILE 3	77872	17113	46.9	22.0	101	4836	48.3	6.2	104	8219	46.6	10.6	100	4058	45.9	5.2	99
RADIO-TOTAL	QUINTILE 1	33763	8033	22.0	23.8	109	2094	20.9	6.2	104	3920	22.2	11.6	110	2020	22.9	6.0	114
	QUINTILE 2	33240	7236	19.8	21.8	100	1993	19.9	6.0	100	3612	20.5	10.9	103	1631	18.5	4.9	93
	QUINTILE 3	33408	7223	19.8	21.6	99	2217	22.1	6.6	111	3545	20.1	10.6	101	1461	16.5	4.4	83
	QUINTILE 4	34792	7619	20.9	21.9	101	2057	20.5	5.9	99	3461	19.6	9.9	95	2101	23.8	6.0	115
	QUINTILE 5	32524	6385	17.5	19.6	90	1651	16.5	5.1	85	3109	17.6	9.6	91	1626	18.4	5.0	95
TV-PRIME TIME	QUINTILE 1	33090	7305	20.0	22.1	101	2122	21.2	6.4	107	3617	20.5	10.9	104	1566	17.7	4.7	90
	QUINTILE 2	33357	7617	20.9	22.8	105	2041	20.4	6.1	103	3918	22.2	11.7	112	1658	18.8	5.0	94
	QUINTILE 3	33980	8113	22.2	23.9	110	2340	23.4	6.9	115	3599	20.4	10.6	101	2174	24.6	6.4	121
	QUINTILE 4	33854	7043	19.3	20.8	96	1836	18.3	5.4	91	3585	20.3	10.6	101	1622	18.4	4.8	91
	QUINTILE 5	33444	6420	17.6	19.2	88	1673	16.7	5.0	84	2929	16.6	8.8	83	1818	20.6	5.4	103
TV-DAYTIME	TERCILE 1	49121	9507	26.0	19.4	89	2686	26.8	5.5	92	4777	27.1	9.7	92	2045	23.1	4.2	79
	TERCILE 2	48823	10754	29.5	22.0	101	2924	29.2	6.0	100	5286	30.0	10.8	103	2543	28.8	5.2	99
	TERCILE 3	69782	16235	44.5	23.3	107	4402	44.0	6.3	106	7583	43.0	10.9	103	4250	48.1	6.1	116
TV-TOTAL	QUINTILE 1	33584	6708	18.4	20.0	92	1878	18.8	5.6	94	3347	19.0	10.0	95	1482	16.8	4.4	84
	QUINTILE 2	33441	7429	20.4	22.2	102	2176	21.7	6.5	109	3746	21.2	11.2	106	1507	17.1	4.5	86
	QUINTILE 3	33505	7877	21.6	23.5	108	2457	24.5	7.3	123	3843	21.8	11.5	109	1578	17.9	4.7	89
	QUINTILE 4	33466	7529	20.6	22.5	103	1775	17.7	5.3	89	3603	20.4	10.8	102	2151	24.3	6.4	122
	QUINTILE 5	33731	6954	19.1	20.6	95	1726	17.2	5.1	86	3108	17.6	9.2	88	2120	24.0	6.3	119
MAGAZINES-NEWSPAPERS: DUAL		44503	11857	32.5	26.6	122	3341	33.4	7.5	126	5810	32.9	13.1	124	2707	30.6	6.1	115
	MAGAZINE IMPERATIVE	39363	8634	23.7	21.9	101	2221	22.2	5.6	95	4275	24.2	10.9	103	2137	24.2	5.4	103
	NEWSPAPER IMPERATIVE	46441	10405	28.5	22.4	103	2969	29.7	6.4	107	4900	27.8	10.6	100	2536	28.7	5.5	104
MAGAZINES-OUTDOOR: DUAL		33726	8825	24.2	26.2	120	2259	22.6	6.7	112	4474	25.4	13.3	126	2091	23.7	6.2	118
	MAGAZINE IMPERATIVE	52846	12296	33.7	23.3	107	3428	34.2	6.5	109	5894	33.4	11.2	106	2973	33.6	5.6	107
	OUTDOOR IMPERATIVE	52140	10401	28.5	19.9	92	3000	30.0	5.8	96	4721	26.8	9.1	86	2681	30.3	5.1	98
MAGAZINES-RADIO: DUAL		37081	9429	25.8	25.4	117	2783	27.8	7.5	126	4587	26.0	12.4	118	2059	23.3	5.6	105
	MAGAZINE IMPERATIVE	49747	11953	32.8	24.0	110	3104	31.0	6.2	105	5822	33.0	11.7	111	3027	34.2	6.1	115
	RADIO IMPERATIVE	49208	9713	26.6	19.7	91	2542	25.4	5.2	87	4830	27.4	9.8	93	2341	26.5	4.8	90
MAGAZINES-TELEVISION: DUAL		33103	8227	22.5	24.9	114	2445	24.4	7.4	124	4131	23.4	12.5	119	1651	18.7	5.0	95
	MAGAZINE IMPERATIVE	54575	13478	36.9	24.7	113	3381	33.8	6.2	104	6547	37.1	12.0	114	3550	40.2	6.5	123
	TELEVISION IMPERATIVE	53249	10003	27.4	18.8	86	2905	29.0	5.5	91	4915	27.9	9.2	88	2183	24.7	4.1	78
NEWSPAPERS-OUTDOOR: DUAL		36255	9648	26.4	26.6	122	2848	28.4	7.9	132	4794	27.2	13.2	126	2006	22.7	5.5	105
	NEWSPAPER IMPERATIVE	55591	12831	35.2	23.1	106	3384	33.8	6.1	102	6331	35.9	11.4	108	3116	35.3	5.6	106
	OUTDOOR IMPERATIVE	48319	9405	25.8	19.5	89	2559	25.6	5.3	89	4307	24.4	8.9	85	2539	28.7	5.3	100
NEWSPAPERS-RADIO: DUAL		37242	9281	25.4	24.9	115	2766	27.6	7.4	124	4520	25.6	12.1	115	1995	22.6	5.4	102
	NEWSPAPER IMPERATIVE	54423	13338	36.5	24.5	113	3700	37.0	6.8	114	6454	36.6	11.9	113	3184	36.0	5.9	111
	RADIO IMPERATIVE	46650	9126	25.0	19.6	90	2353	23.5	5.0	84	4431	25.1	9.5	90	2342	26.5	5.0	95
NEWSPAPERS-TELEVISION: DUAL		35974	8727	23.9	24.3	111	2515	25.1	7.0	117	4533	25.7	12.6	120	1680	19.0	4.7	89
	NEWSPAPER IMPERATIVE	56095	14050	38.5	25.0	115	3823	38.2	6.8	114	6523	37.0	11.6	111	3703	41.9	6.6	125
	TELEVISION IMPERATIVE	47170	8945	24.5	19.0	87	2418	24.2	5.1	86	4410	25.0	9.3	89	2118	24.0	4.5	85
OUTDOOR-RADIO: DUAL		33748	7627	20.9	22.6	104	2021	20.2	6.0	100	3556	20.2	10.5	100	2050	23.2	6.1	111

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	36497	100.0	21.8	100	10012	100.0	6.0	100	17647	100.0	10.5	100	8838	100.0	5.3	100
ATLANTIC MONTHLY	867	*153	0.4	17.6	81	**45	0.4	5.2	87	**56	0.3	6.5	61	**52	0.6	6.0	1
BARRON'S	1580	463	1.3	29.3	135	**130	1.3	8.2	138	*228	1.3	14.4	137	**105	1.2	6.6	1
BETTER HOMES & GARDENS	22203	5957	16.3	26.8	123	1605	16.0	7.2	121	3080	17.5	13.9	132	1272	14.4	5.7	1
BON APPETIT	3810	1181	3.2	31.0	142	295	2.9	7.7	130	636	3.6	16.7	159	*251	2.8	6.6	1
BUSINESS WEEK	4663	1151	3.2	24.7	113	285	2.8	6.1	102	496	2.8	10.6	101	*370	4.2	7.9	1
CAR AND DRIVER	3102	699	1.9	22.5	104	*206	2.1	6.6	111	381	2.2	12.3	117	*113	1.3	3.6	
CBS MAGAZINE NETWORK (GROSS)	7311	2031	5.6	27.8	128	669	6.7	9.2	153	969	5.5	13.3	126	392	4.4	5.4	1
CHANGING TIMES	3400	738	2.0	21.7	100	*185	1.8	5.4	91	323	1.8	9.5	90	*230	2.6	6.8	1
COLONIAL HOMES	1796	391	1.1	21.8	100	**62	0.6	3.5	58	*183	1.0	10.2	97	**146	1.7	8.1	1
CONDE NAST MAG. PKG. (GROSS)	19924	4856	13.3	24.4	112	1219	12.2	6.1	102	2611	14.8	13.1	125	1026	11.6	5.1	
CONSUMERS DIGEST	3125	824	2.3	26.4	121	*295	2.9	9.4	158	317	1.8	10.1	96	*211	2.4	6.8	1
COSMOPOLITAN	10577	2898	7.9	27.4	126	771	7.7	7.3	122	1385	7.8	13.1	124	741	8.4	7.0	1
COUNTRY LIVING	3746	929	2.5	24.8	114	*156	1.6	4.2	70	557	3.2	14.9	141	217	2.5	5.8	1
CUISINE	2214	532	1.5	24.0	110	*169	1.7	7.6	128	243	1.4	11.0	104	**120	1.4	5.4	1
CYCLE WORLD	2394	615	1.7	25.7	118	*244	2.4	10.2	171	*260	1.5	10.9	103	**111	1.3	4.6	
DCI:CREATIVE IDEAS FOR LIV	3068	673	1.8	21.9	101	*187	1.9	6.1	102	338	1.9	11.0	105	*148	1.7	4.8	
DCI:CREAT. IDEA/SO.LIV(GROSS)	9556	1996	5.5	20.9	96	557	5.6	5.8	98	981	5.6	10.3	98	458	5.2	4.8	
DISCOVER	2277	595	1.6	26.1	120	*168	1.7	7.4	124	329	1.9	14.4	137	**98	1.1	4.3	
EBONY	7187	1018	2.8	14.2	65	368	3.7	5.1	86	429	2.4	6.0	57	*221	2.5	3.1	
ESQUIRE	2560	545	1.5	21.3	98	*167	1.7	6.5	109	232	1.3	9.1	86	*147	1.7	5.7	1
ESSENCE	3242	464	1.3	14.3	66	*192	1.9	5.9	99	*181	1.0	5.6	53	**90	1.0	2.8	
FAMILY CIRCLE	19639	5242	14.4	26.7	123	1452	14.5	7.4	124	2619	14.8	13.3	127	1171	13.2	6.0	1
THE FAMILY HANDYMAN	3540	985	2.7	27.8	128	*240	2.4	6.8	114	516	2.9	14.6	139	*229	2.6	6.5	1
FAMILY WEEKLY	23924	5725	15.7	23.9	110	1398	14.0	5.8	98	2699	15.3	11.3	107	1628	18.4	6.8	1
FIELD & STREAM	9883	2383	6.5	24.1	111	708	7.1	7.2	120	1160	6.6	11.7	112	516	5.8	5.2	
FOOD & WINE	1030	272	0.7	26.4	121	**45	0.4	4.4	73	*79	0.4	7.7	73	**149	1.7	14.5	2
FORBES	2679	593	1.6	22.1	102	*112	1.1	4.2	70	269	1.5	10.0	95	*212	2.4	7.9	1
FORTUNE	2931	813	2.2	27.7	127	*127	1.3	4.3	73	460	2.6	15.7	149	*226	2.6	7.7	1
GENTLEMEN'S QUARTERLY	3481	806	2.2	23.2	106	*259	2.6	7.4	125	396	2.2	11.4	108	*151	1.7	4.3	
GLAMOUR	7163	1861	5.1	26.0	119	521	5.2	7.3	122	1064	6.0	14.9	141	*276	3.1	3.9	
GOLF DIGEST	2355	595	1.6	25.3	116	**111	1.1	4.7	79	315	1.8	13.4	127	*169	1.9	7.2	1
GOLF DIGEST/TENNIS (GROSS)	3610	909	2.5	25.2	116	*163	1.6	4.5	76	488	2.8	13.5	128	*258	2.9	7.1	1
GOLF MAGAZINE	2046	424	1.2	20.7	95	*124	1.2	6.1	102	*172	1.0	8.4	80	*127	1.4	6.2	1
GOLF MAGAZINE/SKI (GROSS)	3547	741	2.0	20.9	96	*163	1.6	4.6	77	326	1.8	9.2	87	*252	2.9	7.1	1
GOOD HOUSEKEEPING	20353	5197	14.2	25.5	117	1364	13.6	6.7	112	2747	15.6	13.5	128	1086	12.3	5.3	1
HARPER'S BAZAAR	3362	703	1.9	20.9	96	*155	1.5	4.6	77	398	2.3	11.8	113	**150	1.7	4.5	
HEALTH	2987	785	2.2	26.3	121	*277	2.8	9.3	155	361	2.0	12.1	115	**147	1.7	4.9	
HEARST MAG CORP. BUY (GROSS)	67928	17196	47.1	25.3	116	4352	43.5	6.4	107	8843	50.1	13.0	124	4000	45.3	5.9	1
HEARST MAN POWER (GROSS)	11282	2997	8.2	26.6	122	839	8.4	7.4	125	1386	7.9	12.3	117	773	8.7	6.9	1
HEARST WOMAN POWER (GROSS)	40514	10534	28.9	26.0	119	2764	27.6	6.8	114	5430	30.8	13.4	127	2340	26.5	5.8	1
HOUSE BEAUTIFUL	4885	1225	3.4	25.1	115	263	2.6	5.4	90	683	3.9	14.0	133	*279	3.2	5.7	1
INC.	1308	425	1.2	32.5	149	**97	1.0	7.4	124	*185	1.0	14.1	134	**143	1.6	10.9	2
JET	6498	927	2.5	14.3	66	356	3.6	5.5	92	376	2.1	5.8	55	*195	2.2	3.0	
LADIES' HOME JOURNAL	14797	3891	10.7	26.3	121	1134	11.3	7.7	128	2003	11.4	13.5	129	754	8.5	5.1	
LHJ FAMILY GRP COMBO(GROSS)	21743	5674	15.5	26.1	120	1634	16.3	7.5	126	2967	16.8	13.6	130	1073	12.1	4.9	
LIFE	9881	2303	6.3	23.3	107	632	6.3	6.4	107	1152	6.5	11.7	111	520	5.9	5.3	1
L.A. TIMES HOME MAGAZINE	2775	832	2.3	30.0	138	*152	1.5	5.5	92	423	2.4	15.2	145	*257	2.9	9.3	1
MADEMOISELLE	4219	1001	2.7	23.7	109	*221	2.2	5.2	88	587	3.3	13.9	132	*193	2.2	4.6	
MC CALL'S	16422	4068	11.1	24.8	114	1143	11.4	7.0	117	2061	11.7	12.6	119	865	9.8	5.3	1
MC CALL'S/WRK MOTHER (GROSS)	17919	4479	12.3	25.0	115	1318	13.2	7.4	123	2215	12.6	12.4	117	946	10.7	5.3	1
MECHANIX ILLUSTRATED	4433	1344	3.7	30.3	139	252	2.5	5.7	95	752	4.3	17.0	161	340	3.8	7.7	1
METROPOLITAN HOME	1504	324	0.9	21.5	99	**107	1.1	7.1	119	*171	1.0	11.4	108	**45	0.5	3.0	
MONEY	4723	1238	3.4	26.2	120	449	4.5	9.5	159	506	2.9	10.7	102	283	3.2	6.0	1
MOTHER EARTH NEWS	2325	618	1.7	26.6	122	*180	1.8	7.7	130	*229	1.3	9.8	94	*209	2.4	9.0	1
MS.	1189	312	0.9	26.2	121	**67	0.7	5.6	94	*172	1.0	14.5	137	**73	0.8	6.1	1
NATIONAL ENQUIRER	18892	4217	11.6	22.3	103	1219	12.2	6.5	108	1935	11.0	10.2	97	1062	12.0	5.6	1
NATIONAL GEOGRAPHIC	22129	5791	15.9	26.2	120	1464	14.6	6.6	111	2788	15.8	12.6	120	1539	17.4	7.0	1
NATIONAL SUNDAY MAGAZINE PKG	103750	25236	69.1	24.3	112	6919	69.1	6.7	112	12492	70.8	12.0	114	5824	65.9	5.6	1
NATURAL HISTORY	1379	*224	0.6	16.2	75	**99	1.0	7.2	120	*97	0.5	7.0	67	**28	0.3	2.0	
NEW WOMAN	2289	579	1.6	25.3	116	**124	1.2	5.4	91	*252	1.4	11.0	105	*203	2.3	8.9	1
NEW YORK INCLUDING CUE	1088	*189	0.5	17.4	80	**26	0.3	2.4	40	**108	0.6	9.9	94	**54	0.6	5.0	
THE NEW YORKER	2459	698	1.9	28.4	130	*201	2.0	8.2	137	348	2.0	14.2	135	*149	1.7	6.1	1
NEWSWEEK	16527	4037	11.1	24.4	112	1303	13.0	7.9	132	1868	10.6	11.3	107	865	9.8	5.2	
THE N.Y. TIMES DAILY EDITION	2739	671	1.8	24.5	113	232	2.3	8.5	142	332	1.9	12.1	115	**107	1.2	3.9	
THE N.Y. TIMES MAGAZINE	4443	1123	3.1	25.3	116	401	4.0	9.0	151	543	3.1	12.2	116	*179	2.0	4.0	
OMNI	2799	656	1.8	23.4	108	*180	1.8	6.4	108	285	1.6	10.2	97	*191	2.2	6.8	1
ON CABLE	2209	587	1.6	26.6	122	*163	1.6	7.4	124	*314	1.8	14.2	135	**110	1.2	5.0	
1001 HOME IDEAS	3959	998	2.7	25.2	116	*222	2.2	5.6	94	604	3.4	15.3	145	*172	1.9	4.3	
ORGANIC GARDENING	3111	866	2.4	27.8	128	*237	2.4	7.6	128	352	2.0	11.3	108	*277	3.1	8.9	1
OUTDOOR LIFE	5024	1232	3.4	24.5	113	295	2.9	5.9	98	597	3.4	11.9	113	340	3.8	6.8	1
PARADE MAGAZINE	51292	12512	34.3	24.4	112	3766	37.6	7.3	123	6138	34.8	12.0	114	2608	29.5	5.1	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	36497	100.0	21.8	100	10012	100.0	6.0	100	17647	100.0	10.5	100	8838	100.0	5.3	100
PARENTS	5298	1162	3.2	21.9	101	*252	2.5	4.8	80	550	3.1	10.4	99	360	4.1	6.8	129
PENTHOUSE	5129	1039	2.8	20.3	93	312	3.1	6.1	102	421	2.4	8.2	78	306	3.5	6.0	113
PEOPLE	21070	5542	15.2	26.3	121	1491	14.9	7.1	119	2855	16.2	13.6	129	1195	13.5	5.7	108
PLAYBOY	10562	2591	7.1	24.5	113	661	6.6	6.3	105	1100	6.2	10.4	99	829	9.4	7.8	149
POPULAR HOT RODDING	2498	775	2.1	31.0	143	*190	1.9	7.6	127	*418	2.4	16.7	159	*167	1.9	6.7	127
POPULAR MECHANICS	5887	1610	4.4	27.3	126	400	4.0	6.8	114	783	4.4	13.3	126	427	4.8	7.3	138
POPULAR SCIENCE	4317	962	2.6	22.3	102	*228	2.3	5.3	88	489	2.8	11.3	108	*245	2.8	5.7	108
PREVENTION	5792	1335	3.7	23.0	106	475	4.7	8.2	137	642	3.6	11.1	105	*218	2.5	3.8	71
PSYCHOLOGY TODAY	3284	910	2.5	27.7	127	379	3.8	11.5	193	400	2.3	12.2	116	*131	1.5	4.0	76
READER'S DIGEST	40046	9975	27.3	24.9	114	2881	28.8	7.2	121	4861	27.5	12.1	115	2233	25.3	5.6	106
REDBOOK	9584	2439	6.7	25.4	117	629	6.3	6.6	110	1298	7.4	13.5	129	512	5.8	5.3	101
ROAD & TRACK	2590	793	2.2	30.6	141	*266	2.7	10.3	172	376	2.1	14.5	138	*151	1.7	5.8	111
ROLLING STONE	3302	903	2.5	27.3	126	*294	2.9	8.9	149	484	2.7	14.7	139	*126	1.4	3.8	72
RUNNER'S WORLD	1229	355	1.0	28.9	133	*120	1.2	9.8	164	*154	0.9	12.5	119	*81	0.9	6.6	125
SATURDAY EVENING POST	2110	493	1.4	23.4	107	*96	1.0	4.5	76	*283	1.6	13.4	127	*114	1.3	5.4	103
SCIENCE 84	1543	477	1.3	30.9	142	*123	1.2	8.0	134	*198	1.1	12.8	122	*156	1.8	10.1	192
SCIENCE DIGEST	1747	359	1.0	20.5	94	*116	1.2	6.6	111	*137	0.8	7.8	75	*105	1.2	6.0	114
SCIENTIFIC AMERICAN	1994	472	1.3	23.7	109	*121	1.2	6.1	102	204	1.2	10.2	97	*147	1.7	7.4	140
SELF	3119	873	2.4	28.0	129	*248	2.5	8.0	133	385	2.2	12.3	117	*240	2.7	7.7	146
SEVENTEEN	3923	978	2.7	24.9	115	*233	2.3	5.9	99	573	3.2	14.6	139	*172	1.9	4.4	83
SKI	1501	317	0.9	21.1	97	*38	0.4	2.5	42	*154	0.9	10.3	98	*125	1.4	8.3	158
SMITHSONIAN	5976	1425	3.9	23.8	110	398	4.0	6.7	112	663	3.8	11.1	105	364	4.1	6.1	116
SOAP OPERA DIGEST	4228	965	2.6	22.8	105	*335	3.3	7.9	133	464	2.6	11.0	104	*165	1.9	3.9	74
SOUTHERN LIVING	6488	1323	3.6	20.4	94	369	3.7	5.7	95	643	3.6	9.9	94	311	3.5	4.8	91
SPORT	3500	1036	2.8	29.6	136	*365	3.6	10.4	175	538	3.0	15.4	146	*133	1.5	3.8	72
THE SPORTING NEWS	2456	779	2.1	31.7	146	*179	1.8	7.3	122	372	2.1	15.1	144	*228	2.6	9.3	176
SPORTS AFIELD	3648	1029	2.8	28.2	130	323	3.2	8.9	148	465	2.6	12.7	121	*241	2.7	6.6	125
SPORTS ILLUSTRATED	14484	3846	10.5	26.6	122	1107	11.1	7.6	128	1859	10.5	12.8	122	880	10.0	6.1	115
STAR	12661	2910	8.0	23.0	106	804	8.0	6.4	106	1416	8.0	11.2	106	690	7.8	5.4	103
SUNDAY	52799	13201	36.2	25.0	115	3695	36.9	7.0	117	6892	39.1	13.1	124	2614	29.6	5.0	94
SUNSET	3513	981	2.7	27.9	128	*141	1.4	4.0	67	406	2.3	11.6	110	433	4.9	12.3	234
TV GUIDE	42766	10116	27.7	23.7	109	2905	29.0	6.8	114	4761	27.0	11.1	106	2450	27.7	5.7	109
TENNIS	1254	314	0.9	25.0	115	*52	0.5	4.1	69	*173	1.0	13.8	131	*89	1.0	7.1	135
TIME	22054	5578	15.3	25.3	116	1681	16.8	7.6	128	2780	15.8	12.6	120	1117	12.6	5.1	96
TOWN & COUNTRY	1555	*240	0.7	15.4	71	*61	0.6	3.9	66	*131	0.7	8.4	80	*49	0.6	3.2	60
TRAVEL & LEISURE	2173	490	1.3	22.5	104	*133	1.3	6.1	103	258	1.5	11.9	113	*99	1.1	4.6	86
TRUE STORY	4636	979	2.7	21.1	97	*340	3.4	7.3	123	401	2.3	8.6	82	*237	2.7	5.1	97
U.S. NEWS & WORLD REPORT	10353	2565	7.0	24.8	114	731	7.3	7.1	118	1250	7.1	12.1	115	584	6.6	5.6	107
USA TODAY	4994	1233	3.4	24.7	113	260	2.6	5.2	87	613	3.5	12.3	117	360	4.1	7.2	137
US	3528	982	2.7	27.8	128	*257	2.6	7.3	122	537	3.0	15.2	145	*188	2.1	5.3	101
VOGUE	5424	1122	3.1	20.7	95	*230	2.3	4.2	71	575	3.3	10.6	101	*317	3.6	5.8	111
WALL STREET JOURNAL	6292	1580	4.3	25.1	115	365	3.6	5.8	97	768	4.4	12.2	116	447	5.1	7.1	135
WEIGHT WATCHERS	2762	733	2.0	26.5	122	*178	1.8	6.4	108	396	2.2	14.3	136	*159	1.8	5.8	109
WOMAN'S DAY	16320	4382	12.0	26.9	123	1253	12.5	7.7	129	2213	12.5	13.6	129	916	10.4	5.6	107
WORKING MOTHER	1496	411	1.1	27.5	126	*176	1.8	11.8	197	*155	0.9	10.4	98	*81	0.9	5.4	103
WORKING WOMAN	1851	490	1.3	26.5	122	*151	1.5	8.2	137	*231	1.3	12.5	119	*108	1.2	5.8	111
WORLD TENNIS	580	*157	0.4	27.1	124	*42	0.4	7.2	121	*73	0.4	12.6	120	*42	0.5	7.2	137
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2836	7.8	22.8	105	814	8.1	6.6	110	1330	7.5	10.7	102	692	7.8	5.6	106
BLAIR INSERTS	91671	22248	61.0	24.3	112	6348	63.4	6.9	116	11040	62.6	12.0	114	4860	55.0	5.3	101
DAILY NEWSPAPERS																	
READ ANY	109190	26099	71.5	23.9	110	7195	71.9	6.6	110	12696	71.9	11.6	111	6207	70.2	5.7	108
READ ONE	89587	20863	57.2	23.3	107	5698	56.9	6.4	107	10057	57.0	11.2	107	5109	57.8	5.7	108
READ TWO OR MORE	19602	5236	14.3	26.7	123	1498	15.0	7.6	128	2640	15.0	13.5	128	1099	12.4	5.6	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	26500	72.6	24.2	111	7486	74.8	6.8	114	12945	73.4	11.8	112	6068	68.7	5.5	105
READ ONE	95074	22363	61.3	23.5	108	6362	63.5	6.7	112	10852	61.5	11.4	108	5149	58.3	5.4	103
READ TWO OR MORE	14588	4137	11.3	28.4	130	1124	11.2	7.7	129	2094	11.9	14.4	136	919	10.4	6.3	120
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.34				31.34				30.28				29.32			
30 DAY REACH	149706	33104	90.7	22.1	102	9268	92.6	6.2	104	15671	88.8	10.5	99	8165	92.4	5.5	104
50 SHWG - 30 DAY AV FREQ	15.16	15.90				16.49				15.75				15.53			
30 DAY REACH	142406	31630	86.7	22.2	102	8827	88.2	6.2	104	15091	85.5	10.6	101	7713	87.3	5.4	103
25 SHWG - 30 DAY AV FREQ	8.23	8.60				9.06				8.38				8.51			
30 DAY REACH	131152	29244	80.1	22.3	102	8022	80.1	6.1	102	14211	80.5	10.8	103	7011	79.3	5.3	101
CABLE TV: HOME WIRED	66879	17464	47.9	26.1	120	4736	47.3	7.1	119	8454	47.9	12.6	120	4274	48.4	6.4	121
HOME NOT WIRED	100848	19032	52.1	18.9	87	5275	52.7	5.2	88	9193	52.1	9.1	87	4564	51.6	4.5	86
HAVE PAY CABLE	35024	10492	28.7	30.0	138	2967	29.6	8.5	142	5198	29.5	14.8	141	2326	26.3	6.6	126

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	36497	100.0	21.8	100	10012	100.0	6.0	100	17647	100.0	10.5	100	8838	100.0	5.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	21837	59.8	22.8	105	5957	59.5	6.2	104	10823	61.3	11.3	108	5056	57.2	5.3	100
10:00 AM - 3:00 PM	63599	14003	38.4	22.0	101	3754	37.5	5.9	99	6936	39.3	10.9	104	3313	37.5	5.2	100
3:00 PM - 7:00 PM	72097	16439	45.0	22.8	105	4230	42.2	5.9	98	8090	45.8	11.2	107	4119	46.6	5.7	100
7:00 PM - MIDNIGHT	36670	8157	22.3	22.2	102	2270	22.7	6.2	104	3998	22.7	10.9	104	1889	21.4	5.2	100
MIDNIGHT - 6:00 AM	21908	5525	15.1	25.2	116	1569	15.7	7.2	120	2792	15.8	12.7	121	1164	13.2	5.3	100
6:00 AM - MIDNIGHT	127571	28579	78.3	22.4	103	7872	78.6	6.2	103	13880	78.7	10.9	103	6826	77.2	5.4	100
ENTIRE DAY	129239	28958	79.3	22.4	103	7984	79.7	6.2	103	14109	80.0	10.9	104	6865	77.7	5.3	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	34009	8416	23.1	24.7	114	2231	22.3	6.6	110	4216	23.9	12.4	118	1969	22.3	5.8	100
ALL NEWS	6062	1538	4.2	25.4	117	505	5.0	8.3	140	647	3.7	10.7	101	386	4.4	6.4	101
AOR/PROGRESSIVE	11884	2843	7.8	23.9	110	722	7.2	6.1	102	1403	8.0	11.8	112	718	8.1	6.0	100
BEAUTIFUL MUSIC	11180	2527	6.9	22.6	104	719	7.2	6.4	108	1188	6.7	10.6	101	620	7.0	5.5	100
BLACK	4538	614	1.7	13.5	62	*232	2.3	5.1	86	*260	1.5	5.7	54	**121	1.4	2.7	54
CLASSICAL	3857	908	2.5	23.5	108	*235	2.3	6.1	102	520	2.9	13.5	128	*153	1.7	4.0	100
CHR/ROCK	21946	5450	14.9	24.8	114	1415	14.1	6.4	108	2781	15.8	12.7	120	1254	14.2	5.7	100
COUNTRY	27262	5470	15.0	20.1	92	1604	16.0	5.9	99	2583	14.6	9.5	90	1283	14.5	4.7	100
GOLDEN OLDIES	3339	688	1.9	20.6	95	*255	2.5	7.6	128	*263	1.5	7.9	75	*170	1.9	5.1	100
MOR/NOSTALGIA	10346	2488	6.8	24.0	111	694	6.9	6.7	112	1259	7.1	12.2	116	535	6.1	5.2	100
NEWS/TALK	8929	2236	6.1	25.0	115	737	7.4	8.3	138	1035	5.9	11.6	110	463	5.2	5.2	100
RELIGIOUS	5488	1002	2.7	18.3	84	*299	3.0	5.4	91	455	2.6	8.3	79	*248	2.8	4.5	100
SOFT ROCK	1232	266	0.7	21.6	99	**49	0.5	4.0	67	**149	0.8	12.1	115	**68	0.8	5.5	100
URBAN CONTEMPORARY	3184	531	1.5	16.7	77	*203	2.0	6.4	107	*227	1.3	7.1	68	**101	1.1	3.2	100
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1613	4.4	23.3	107	351	3.5	5.1	85	921	5.2	13.3	127	341	3.9	4.9	100
ABC DIRECTION	5212	1184	3.2	22.7	104	358	3.6	6.9	115	518	2.9	9.9	94	308	3.5	5.9	100
ABC ENTERTAINMENT	10385	2291	6.3	22.1	101	670	6.7	6.5	108	1099	6.2	10.6	101	523	5.9	5.0	100
ABC FM	4762	847	2.3	17.8	82	*183	1.8	3.8	64	434	2.5	9.1	87	*229	2.6	4.8	100
ABC INFORMATION	11339	2719	7.4	24.0	110	792	7.9	7.0	117	1316	7.5	11.6	110	611	6.9	5.4	100
ABC ROCK	4878	1309	3.6	26.8	123	348	3.5	7.1	120	721	4.1	14.8	140	*241	2.7	4.9	100
CBS	10709	2443	6.7	22.8	105	750	7.5	7.0	117	1213	6.9	11.3	108	480	5.4	4.5	100
MUTUAL	10251	2492	6.8	24.3	112	771	7.7	7.5	126	1113	6.3	10.9	103	608	6.9	5.9	100
NBC	12243	2806	7.7	22.9	105	767	7.7	6.3	105	1447	8.2	11.8	112	592	6.7	4.8	100
RADIORADIO	4606	1180	3.2	25.6	118	401	4.0	8.7	146	460	2.6	10.0	95	319	3.6	6.9	100
RKO ONE	5148	1229	3.4	23.9	110	344	3.4	6.7	112	491	2.8	9.5	91	394	4.5	7.7	100
RKO TWO	7313	1679	4.6	23.0	106	593	5.9	8.1	136	652	3.7	8.9	85	435	4.9	5.9	100
THE SOURCE	5981	1378	3.8	23.0	106	327	3.3	5.5	92	709	4.0	11.9	113	*343	3.9	5.7	100
NON-HIRED : BLAIR	19329	4125	11.3	21.3	98	1038	10.4	5.4	90	2081	11.8	10.8	102	1007	11.4	5.2	100
INTERNET	27139	6185	16.9	22.8	105	1685	16.8	6.2	104	3006	17.0	11.1	105	1494	16.9	5.5	100
KATZ RADIO GROUP	36319	8523	23.4	23.5	108	2410	24.1	6.6	111	4192	23.8	11.5	110	1921	21.7	5.3	100
SUPERNET	22361	5143	14.1	23.0	106	1323	13.2	5.9	99	2542	14.4	11.4	108	1278	14.5	5.7	100
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2932	8.0	20.2	93	733	7.3	5.0	85	1512	8.6	10.4	99	688	7.8	4.7	100
WKDAY 9:00 AM - 1:00 PM	18688	3506	9.6	18.8	86	887	8.9	4.7	80	1836	10.4	9.8	93	783	8.9	4.2	100
WKDAY 1:00 PM - 4:30 PM	24061	4615	12.6	19.2	88	1313	13.1	5.5	91	2290	13.0	9.5	90	1011	11.4	4.2	100
WKDAY 4:30 PM - 7:30 PM	44079	9313	25.5	21.1	97	2723	27.2	6.2	103	4576	25.9	10.4	99	2014	22.8	4.6	100
WKDAY 7:30 PM - 8:00 PM	61979	13181	36.1	21.3	98	3780	37.8	6.1	102	6659	37.7	10.7	102	2742	31.0	4.4	100
WKDAY 11:00 PM - 11:30 PM	49084	10969	30.1	22.3	103	3378	33.7	6.9	115	5271	29.9	10.7	102	2320	26.3	4.7	100
WKDAY 11:30 PM - 1:00 AM	16560	3747	10.3	22.6	104	1135	11.3	6.9	115	1827	10.4	11.0	105	784	8.9	4.7	100
M-SAT 8-11 PM-SUN 7-11 PM	66967	15048	41.2	22.5	103	4188	41.8	6.3	105	7424	42.1	11.1	105	3437	38.9	5.1	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1749	4.8	18.9	87	528	5.3	5.7	95	857	4.9	9.2	88	363	4.1	3.9	100
ANOTHER WORLD	N 6138	1073	2.9	17.5	80	320	3.2	5.2	87	583	3.3	9.5	90	170	1.9	2.8	100
AS THE WORLD TURNS	C 7707	1370	3.8	17.8	82	317	3.2	4.1	69	659	3.7	8.6	81	394	4.5	5.1	100
CAPITOL	C 4688	781	2.1	16.7	77	214	2.1	4.6	76	400	2.3	8.5	81	166	1.9	3.5	100
CBS MORN. NEWS 1	C 2792	652	1.8	23.4	107	164	1.6	5.9	98	311	1.8	11.1	106	178	2.0	6.4	100
CBS MORN. NEWS 2	C 2071	455	1.2	22.0	101	*131	1.3	6.3	106	168	1.0	8.1	77	156	1.8	7.5	100
DAYS OF OUR LIVES	N 8018	1491	4.1	18.6	85	453	4.5	5.6	95	742	4.2	9.3	88	296	3.3	3.7	100
FACTS OF LIFE - DAYTIME	N 3487	556	1.5	15.9	73	108	1.1	3.1	52	330	1.9	9.5	90	*118	1.3	3.4	100
FAMILY FEUD	A 4817	832	2.3	17.3	79	256	2.6	5.3	89	407	2.3	8.4	80	168	1.9	3.5	100
GENERAL HOSPITAL	A 8333	1588	4.4	19.1	88	436	4.4	5.2	88	819	4.6	9.8	93	333	3.8	4.0	100
GOOD MORNING, AMERICA-730A	A 5472	1125	3.1	20.6	94	335	3.3	6.1	103	609	3.5	11.1	106	181	2.0	3.3	100
GOOD MORNING, AMERICA-830A	A 3965	852	2.3	21.5	99	248	2.5	6.3	105	450	2.6	11.3	108	155	1.8	3.9	100
GUIDING LIGHT	C 7542	1530	4.2	20.3	93	369	3.7	4.9	82	802	4.5	10.6	101	358	4.1	4.7	100
ONE LIFE TO LIVE	A 6018	1121	3.1	18.6	86	273	2.7	4.5	76	586	3.3	9.7	93	262	3.0	4.4	100
PRESS YOUR LUCK	C 3589	671	1.8	18.7	86	158	1.6	4.4	74	353	2.0	9.8	93				

		TOTAL	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS																		
		167727	36497	100.0	21.8	100	10012	100.0	6.0	100	17647	100.0	10.5	100	8838	100.0	5.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	10775	29.5	20.6	95	3410	34.1	6.5	109	5052	28.6	9.7	92	2313	26.2	4.4	84
NETWORK AFFILIATES - LATE		39164	8797	24.1	22.5	103	2723	27.2	7.0	116	4210	23.9	10.7	102	1864	21.1	4.8	90
INDEPENDENTS - LATE		5133	1161	3.2	22.6	104	367	3.7	7.1	120	517	2.9	10.1	96	277	3.1	5.4	102
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	4841	13.3	21.2	97	1406	14.0	6.2	103	2306	13.1	10.1	96	1129	12.8	4.9	94
ABC MONDAY NIGHT MOVIE	A	11258	2402	6.6	21.3	98	693	6.9	6.2	103	1168	6.6	10.4	99	541	6.1	4.8	91
ABC SUNDAY NIGHT MOVIE	A	23800	5500	15.1	23.3	107	1497	15.0	6.3	106	2679	15.2	11.4	108	1324	15.0	5.6	106
ABC WORLD NEWS TONIGHT	A	12801	2642	7.2	20.6	95	782	7.8	6.1	102	1348	7.6	10.5	100	513	5.8	4.0	76
AFTERMASH	C	10966	2382	6.5	21.5	99	621	6.2	5.7	95	1253	7.1	11.4	109	488	5.5	4.5	84
ALICE	C	17050	3638	10.0	21.3	98	974	9.7	5.7	96	1899	10.8	11.1	106	765	8.7	4.5	85
AMERICAN PARADE	C	11998	2717	7.4	22.6	104	708	7.1	5.9	99	1419	8.0	11.8	112	590	6.7	4.9	93
BENSON	A	19258	4269	11.7	22.2	102	1285	12.8	6.7	112	2010	11.4	10.4	99	974	11.0	5.1	96
BLUE THUNDER	A	11478	2484	6.8	21.6	99	824	8.2	7.2	120	1212	6.9	10.6	100	448	5.1	3.9	74
CAGNEY & LACEY	C	18263	4388	12.0	24.0	110	1197	12.0	6.6	110	2177	12.3	11.9	113	1015	11.5	5.6	105
CBS EVENING NEWS-DEAN	C	7733	1633	4.5	21.1	97	429	4.3	5.5	93	916	5.2	11.8	113	288	3.3	3.7	71
CBS EVENING NEWS-RATHER	C	15653	3413	9.4	21.8	100	1039	10.4	6.6	111	1558	8.8	10.0	95	817	9.2	5.2	99
CBS SAT. NEWS-SCHIEFFER	C	8744	1979	5.4	22.6	104	725	7.2	8.3	139	840	4.8	9.6	91	415	4.7	4.7	90
CBS SATURDAY NIGHT MOVIE	C	12000	2778	7.6	23.1	106	770	7.7	6.4	107	1301	7.4	10.8	103	707	8.0	5.9	112
CBS WEDNESDAY NIGHT MOVIE	C	11522	2521	6.9	21.9	101	869	6.7	5.8	97	1206	6.8	10.5	99	646	7.3	5.6	106
CHEERS	N	16818	4321	11.8	25.7	118	1048	10.5	6.2	104	2361	13.4	14.0	133	912	10.3	5.4	103
DALLAS	C	37510	8238	22.6	22.0	101	2230	22.3	5.9	100	4207	23.8	11.2	107	1801	20.4	4.8	91
DIFF'RENT STROKES	N	11258	2465	6.8	21.9	101	783	7.8	7.0	117	1214	6.9	10.8	102	469	5.3	4.2	79
DOUBLE TROUBLE	N	12248	2554	7.0	20.9	96	603	6.0	4.9	82	1218	6.9	9.9	95	733	8.3	6.0	114
DUCK FACTORY	N	11100	2756	7.6	24.8	114	742	7.4	6.7	112	1432	8.1	12.9	123	582	6.6	5.2	100
DUKES OF HAZZARD	C	12353	2617	7.2	21.2	97	746	7.5	6.0	101	1204	6.8	9.7	93	667	7.5	5.4	102
DYNASTY	A	33279	7196	19.7	21.6	99	2043	20.4	6.1	103	3535	20.0	10.6	101	1617	18.3	4.9	92
FACTS OF LIFE	N	13410	2896	7.9	21.6	99	773	7.7	5.8	97	1499	8.5	11.2	106	624	7.1	4.7	88
FALCON CREST	C	31093	6768	18.5	21.8	100	1857	18.5	6.0	100	3513	19.9	11.3	107	1398	15.8	4.5	85
FALL GUY	A	18649	3904	10.7	20.9	96	1167	11.7	6.3	105	1870	10.6	10.0	95	867	9.8	4.6	88
FAMILY TIES	N	13101	2796	7.7	21.3	98	755	7.5	5.8	97	1435	8.1	11.0	104	606	6.9	4.6	88
FANTASY ISLAND	A	13069	2656	7.3	20.3	93	809	8.1	6.2	104	1351	7.7	10.3	98	496	5.6	3.8	72
FOULUPS, BLEEPES & BLUNDERS	A	16588	3891	10.7	23.5	108	1045	10.4	6.3	106	2004	11.4	12.1	115	842	9.5	5.1	96
FOUR SEASONS	C	9302	2030	5.6	21.8	100	604	6.0	6.5	109	1062	6.0	11.4	109	364	4.1	3.9	74
GIMME A BREAK	N	13955	2539	7.0	18.2	84	695	6.9	5.0	83	1292	7.3	9.3	88	553	6.3	4.0	75
HART TO HART	A	15735	3282	9.0	20.9	96	949	9.5	6.0	101	1644	9.3	10.4	99	690	7.8	4.4	83
HILL STREET BLUES	N	18257	4425	12.1	24.2	111	1128	11.3	6.2	104	2350	13.3	12.9	122	947	10.7	5.2	98
HOTEL	A	24236	5320	14.6	22.0	101	1400	14.0	5.8	97	2867	16.2	11.8	112	1053	11.9	4.3	82
JEFFERSONS	C	17010	3589	9.8	21.1	97	1108	11.1	6.5	109	1658	9.4	9.7	93	823	9.3	4.8	92
JENNIFER SLEPT HERE	N	9397	2244	6.1	23.9	110	728	7.3	7.7	130	1124	6.4	12.0	114	392	4.4	4.2	79
KATE & ALLIE	C	16762	4121	11.3	24.6	113	1106	11.0	6.6	111	1967	11.1	11.7	112	1048	11.9	6.3	119
KNIGHT RIDER	N	13164	2782	7.6	21.1	97	893	8.9	6.8	114	1330	7.5	10.1	96	560	6.3	4.3	81
LOVE BOAT	A	20400	4419	12.1	21.7	100	1497	15.0	7.3	123	2061	11.7	10.1	96	861	9.7	4.2	80
MAGNUM PI	C	22543	5251	14.4	23.3	107	1345	13.4	6.0	100	2604	14.8	11.6	110	1302	14.7	5.8	110
MAMA'S FAMILY	N	9552	2339	6.4	23.7	109	692	6.9	7.0	118	1093	6.2	11.1	105	554	6.3	5.6	107
MASTER, THE	N	8082	1657	4.5	20.5	94	483	4.8	6.0	100	811	4.6	10.0	95	363	4.1	4.5	85
MATT HOUSTON	A	12881	3009	8.2	23.4	107	872	8.7	6.8	113	1527	8.7	11.9	113	610	6.9	4.7	90
NBC MONDAY NIGHT MOVIE	N	23889	5169	14.2	21.6	99	1225	12.2	5.1	86	2492	14.1	10.4	99	1452	16.4	6.1	115
NBC NIGHTLY NEWS	N	11156	2215	6.1	19.9	91	668	6.7	6.0	100	1042	5.9	9.3	89	506	5.7	4.5	86
NBC NIGHTLY NEWS-SAT	N	7363	1394	3.8	18.9	87	474	4.7	6.4	108	635	3.6	8.6	82	284	3.2	3.9	73
NBC NIGHTLY NEWS-SUN	N	6214	1316	3.6	21.2	97	437	4.4	7.0	118	555	3.1	8.9	85	324	3.7	5.2	99
NBC SUNDAY NIGHT MOVIE	N	17590	3800	10.4	21.6	99	1212	12.1	6.9	115	1664	9.4	9.5	90	924	10.5	5.3	100
NEWHART	C	16740	3910	10.7	23.4	107	1134	11.3	6.8	113	1943	11.0	11.6	110	833	9.4	5.0	94
ONE DAY AT A TIME	C	11820	2270	6.2	19.2	88	604	6.0	5.1	86	1220	6.9	10.3	98	446	5.0	3.8	72
PEOPLE ARE FUNNY	N	9138	2118	5.8	23.2	107	618	6.2	6.8	113	1022	5.8	11.2	106	479	5.4	5.2	99
REAL PEOPLE	N	15979	3512	9.6	22.0	101	984	9.8	6.2	103	1712	9.7	10.7	102	816	9.2	5.1	97
REMINGTON STEELE	N	14395	3369	9.2	23.4	108	922	9.2	6.4	107	1729	9.8	12.0	114	719	8.1	5.0	95
RIPLY'S BELIEVE IT - NOT	A	11362	2638	7.2	23.2	107	727	7.3	6.4	107	1207	6.8	10.6	101	704	8.0	6.2	118
RIPTIDE	N	13920	3274	9.0	23.5	108	959	9.6	6.9	115	1548	8.8	11.1	106	767	8.7	5.5	105
SCARECROW & MRS. KING	C	17571	3896	10.7	22.2	102	1142	11.4	6.5	109	1824	10.3	10.4	99	931	10.5	5.3	101
SIMON & SIMON	C	20208	4345	11.9	21.5	99	1049	10.5	5.2	87	2207	12.5	10.9	104	1039	12.3	5.4	102
60 MINUTES	C	27668	6026	16.5	21.8	100	1674	16.7	6.1	101	3036	17.2	11.0	104	1316	14.9	4.8	90
ST. ELSEWHERE	N	13699	3333															

	TOTAL U.S. '000	BONZ				FLAVOR SNACKS				JERKY TREATS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	12453	100.0	7.4	100	4765	100.0	2.8	100	5770	100.0	3.4	100				
MALES	79263	6291	50.5	7.9	107	1965	41.2	2.5	87	2433	42.2	3.1	89				
FEMALES	88464	6162	49.5	7.0	94	2801	58.8	3.2	111	3337	57.8	3.8	110				
18 - 24	28671	2517	20.2	8.8	118	*821	17.2	2.9	101	1096	19.0	3.8	111				
25 - 34	39536	3120	25.1	7.9	106	1123	23.6	2.8	100	1259	21.8	3.2	93				
35 - 44	28978	2584	20.8	8.9	120	986	20.7	3.4	120	1396	24.2	4.8	140				
45 - 54	22345	1660	13.3	7.4	100	917	19.2	4.1	144	989	17.1	4.4	129				
55 - 64	22224	1537	12.3	6.9	93	521	10.9	2.3	83	647	11.2	2.9	85				
65 OR OLDER	25973	1036	8.3	4.0	54	397	8.3	1.5	54	*383	6.6	1.5	43				
18 - 34	68207	5637	45.3	8.3	111	1944	40.8	2.9	100	2355	40.8	3.5	100				
18 - 49	108058	9046	72.6	8.4	113	3299	69.2	3.1	107	4225	73.2	3.9	114				
25 - 54	90859	7364	59.1	8.1	109	3027	63.5	3.3	117	3644	63.2	4.0	117				
35 - 49	39851	3409	27.4	8.6	115	1355	28.4	3.4	120	1870	32.4	4.7	136				
50 OR OLDER	59669	3407	27.4	5.7	77	1466	30.8	2.5	86	1545	26.8	2.6	75				
GRADUATED COLLEGE	28091	1989	16.0	7.1	95	872	18.3	3.1	109	767	13.3	2.7	79				
ATTENDED COLLEGE	28938	2847	22.9	9.8	133	1050	22.0	3.6	128	1294	22.4	4.5	130				
GRADUATED HIGH SCHOOL	65503	5232	42.0	8.0	108	2050	43.0	3.1	110	2618	45.4	4.0	116				
DID NOT GRADUATE HIGH SCHOOL	45195	2386	19.2	5.3	71	793	16.6	1.8	62	1090	18.9	2.4	70				
EMPLOYED MALES	56429	4769	38.3	8.5	114	1516	31.8	2.7	95	1944	33.7	3.4	100				
EMPLOYED FEMALES	43971	3498	28.1	8.0	107	1595	33.5	3.6	128	1977	34.3	4.5	131				
EMPLOYED FULL-TIME	87773	7050	56.6	8.0	108	2685	56.3	3.1	108	3327	57.7	3.8	110				
EMPLOYED PART-TIME	12627	1216	9.8	9.6	130	*426	8.9	3.4	119	*594	10.3	4.7	137				
NOT EMPLOYED	67327	4186	33.6	6.2	84	1653	34.7	2.5	86	1849	32.0	2.7	80				
PROFESSIONAL/MANAGER	25845	2096	16.8	8.1	109	872	18.3	3.4	119	1055	18.3	4.1	119				
TECH/CLERICAL/SALES	30895	2748	22.1	8.9	120	1112	23.3	3.6	127	1458	25.3	4.7	137				
PRECISION/CRAFT	12629	1130	9.1	8.9	121	*301	6.3	2.4	84	*477	8.3	3.8	110				
OTHER EMPLOYED	31031	2292	18.4	7.4	99	827	17.4	2.7	94	932	16.2	3.0	87				
SINGLE	35557	3040	24.4	8.5	115	*755	15.8	2.1	75	1280	22.2	3.6	105				
MARRIED	103585	8010	64.3	7.7	104	3331	69.9	3.2	113	3912	67.8	3.8	110				
DIVORCED/SEPARATED/WIDOWED	28585	1404	11.3	4.9	66	679	14.2	2.4	84	578	10.0	2.0	59				
PARENTS	59295	5045	40.5	8.5	115	2002	42.0	3.4	119	2153	37.3	3.6	106				
WHITE	146081	11744	94.3	8.0	108	4523	94.9	3.1	109	5399	93.6	3.7	107				
BLACK	17974	*462	3.7	2.6	35	*166	3.5	0.9	33	**264	4.6	1.5	43				
OTHER	3672	**247	2.0	6.7	91	*76	1.6	2.1	73	**107	1.9	2.9	85				
NORTHEAST-CENSUS	37005	3173	25.5	8.6	115	1052	22.1	2.8	100	1602	27.8	4.3	126				
NORTH CENTRAL	42642	3829	30.7	9.0	121	1283	26.9	3.0	106	1393	24.1	3.3	95				
SOUTH	56777	2623	21.1	4.6	62	1129	23.7	2.0	70	1346	23.3	2.4	69				
WEST	31303	2828	22.7	9.0	122	1301	27.3	4.2	146	1429	24.8	4.6	133				
NORTHEAST-MKTG.	38125	2797	22.5	7.3	99	1153	24.2	3.0	106	1477	25.6	3.9	113				
EAST CENTRAL	24794	2475	19.9	10.0	134	598	12.5	2.4	85	1001	17.3	4.0	117				
WEST CENTRAL	28511	2420	19.4	8.5	114	990	20.8	3.5	122	971	16.8	3.4	99				
SOUTH	48953	2413	19.4	4.9	66	872	18.3	1.8	63	1129	19.6	2.3	67				
PACIFIC	27344	2349	18.9	8.6	116	1152	24.2	4.2	148	1192	20.7	4.4	127				
COUNTY SIZE A	69301	5417	43.5	7.8	105	2134	44.8	3.1	108	2644	45.8	3.8	111				
COUNTY SIZE B	50633	3898	31.3	7.7	104	1432	30.1	2.8	100	1714	29.7	3.4	98				
COUNTY SIZE C	26259	1964	15.8	7.5	101	762	16.0	2.9	102	1018	17.6	3.9	113				
COUNTY SIZE D	21534	1174	9.4	5.5	73	*437	9.2	2.0	71	*394	6.8	1.8	53				
METRO CENTRAL CITY	50014	3173	25.5	6.3	85	1401	29.4	2.8	99	1381	23.9	2.8	80				
METRO SUBURBAN	76832	6844	55.0	8.9	120	2557	53.7	3.3	117	3361	58.2	4.4	127				
NON METRO	40881	2436	19.6	6.0	80	807	16.9	2.0	69	1027	17.8	2.5	73				
TOP 5 ADI'S	39550	3165	25.4	8.0	108	1290	27.1	3.3	115	1656	28.7	4.2	122				
TOP 10 ADI'S	54877	4090	32.8	7.5	100	1682	35.3	3.1	108	2065	35.8	3.8	109				
TOP 20 ADI'S	77516	6086	48.9	7.9	106	2447	51.4	3.2	111	3084	53.4	4.0	116				
HSGLD INC. \$50,000 OR MORE	17257	1855	14.9	10.7	145	757	15.9	4.4	154	897	15.5	5.2	151				
\$40,000 OR MORE	33235	3703	29.7	11.1	150	1195	25.1	3.6	127	1608	27.9	4.8	141				
\$30,000 OR MORE	59693	5997	48.2	10.0	135	2211	46.4	3.7	130	2725	47.2	4.6	133				
\$25,000 OR MORE	76275	7438	59.7	9.8	131	2759	57.9	3.6	127	3523	61.1	4.6	134				
\$20,000 - \$24,999	18607	1451	11.7	7.8	105	*592	12.4	3.2	112	666	11.5	3.6	104				
\$15,000 - \$19,999	17175	1093	8.8	6.4	86	*443	9.3	2.6	91	*485	8.4	2.8	82				
\$10,000 - \$14,999	24569	1409	11.3	5.7	77	529	11.1	2.2	76	535	9.3	2.2	63				
UNDER \$10,000	31101	1063	8.5	3.4	46	*442	9.3	1.4	50	561	9.7	1.8	52				
HOUSEHOLD OF 1 PERSON	19441	640	5.1	3.3	44	*215	4.5	1.1	39	340	5.9	1.7	51				
2 PEOPLE	51803	2968	23.8	5.7	77	1321	27.7	2.6	90	1549	26.8	3.0	87				
3 OR 4 PEOPLE	66933	6434	51.7	9.6	129	2006	42.1	3.0	105	2773	48.1	4.1	120				
5 OR MORE PEOPLE	29550	2412	19.4	8.2	110	1223	25.7	4.1	146	1108	19.2	3.7	109				
NO CHILD IN HSGLD	96587	6275	50.4	6.5	88	2319	48.7	2.4	85	3112	53.9	3.2	94				
CHILD(REN) UNDER 2 YRS	10844	616	4.9	5.7	77	*283	5.9	2.6	92	*310	5.4	2.9	83				
2 - 5 YEARS	26358	1570	12.6	6.0	80	*587	12.3	2.2	78	627	10.9	2.4	69				
6 - 11 YEARS	30453	2228	17.9	7.3	99	878	18.4	2.9	101	1099	19.0	3.6	105				
12 - 17 YEARS	36575	3919	31.5	10.7	144	1573	33.0	4.3	151	1708	29.6	4.7	136				
RESIDENCE OWNED	117770	10150	81.5	8.6	116	3907	82.0	3.3	117	4590	79.5	3.9	113				
VALUE: \$50,000 OR MORE	70166	6963	55.9	9.9	134	2754	57.8	3.9	138	3265	56.6	4.7	135				
VALUE: UNDER \$50,000	47604	3187	25.6	6.7	90	1152	24.2	2.4	85	1325	23.0	2.8	81				

		TOTAL U.S. '000	BONZ				FLAVOR SNACKS				JERKY TREATS				A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	12453	100.0	7.4	100	4765	100.0	2.8	100	5770	100.0	3.4	100				
MAGAZINES	QUINTILE 1	34022	3171	25.5	9.3	126	1189	25.0	3.5	123	1554	26.9	4.6	133				
	QUINTILE 2	34800	2990	24.0	8.6	116	1269	26.6	3.6	128	1387	24.0	4.0	116				
	QUINTILE 3	30514	2310	18.5	7.6	102	785	16.5	2.6	91	938	16.3	3.1	89				
	QUINTILE 4	33324	2415	19.4	7.2	98	869	18.2	2.6	92	1209	21.0	3.6	105				
	QUINTILE 5	35066	1567	12.6	4.5	60	653	13.7	1.9	66	681	11.8	1.9	56				
NEWSPAPERS	QUINTILE 1	29107	2833	22.7	9.7	131	994	20.9	3.4	120	1074	18.6	3.7	107				
	QUINTILE 2	49095	3897	31.3	7.9	107	1504	31.6	3.1	108	2116	36.7	4.3	125				
	QUINTILE 3	23107	1936	15.5	8.4	113	750	15.7	3.2	114	797	13.8	3.4	100				
	QUINTILE 4	33556	2098	16.8	6.3	84	794	16.7	2.4	83	1053	18.2	3.1	91				
	QUINTILE 5	32863	1689	13.6	5.1	69	*723	15.2	2.2	77	729	12.6	2.2	64				
OUTDOOR	QUINTILE 1	33431	3038	24.4	9.1	122	1015	21.3	3.0	107	1361	23.6	4.1	118				
	QUINTILE 2	33478	2479	19.9	7.4	100	1089	22.9	3.3	115	1071	18.6	3.2	93				
	QUINTILE 3	33574	2559	20.5	7.6	103	1066	22.4	3.2	112	1458	25.3	4.3	126				
	QUINTILE 4	33935	2345	18.8	6.9	93	963	20.2	2.8	100	1116	19.3	3.3	96				
	QUINTILE 5	33310	2032	16.3	6.1	82	632	13.3	1.9	67	763	13.2	2.3	67				
RADIO-DRIVE TIME	QUINTILE 1	33136	2694	21.6	8.1	110	937	19.7	2.8	100	1067	18.5	3.2	94				
	QUINTILE 2	31658	2373	19.1	7.5	101	1039	21.8	3.3	116	916	15.9	2.9	84				
	QUINTILE 3	32541	2742	22.0	8.4	113	1127	23.7	3.5	122	1301	22.5	4.0	116				
	QUINTILE 4	34247	2506	20.1	7.3	99	931	19.5	2.7	96	1506	26.1	4.4	128				
	QUINTILE 5	36144	2138	17.2	5.9	80	730	15.3	2.0	71	981	17.0	2.7	79				
RADIO-MID- DAY	TERCILE 1	45037	3758	30.2	8.3	112	1327	27.8	2.9	104	1477	25.6	3.3	95				
	TERCILE 2	44819	3307	26.6	7.4	99	1269	26.6	2.8	100	1414	24.5	3.2	92				
	TERCILE 3	77872	5388	43.3	6.9	93	2169	45.5	2.8	98	2878	49.9	3.7	107				
RADIO-TOTAL	QUINTILE 1	33763	3017	24.2	8.9	120	1163	24.4	3.4	121	1174	20.3	3.5	101				
	QUINTILE 2	33240	2469	19.8	7.4	100	831	17.4	2.5	88	1254	21.7	3.8	110				
	QUINTILE 3	33408	2566	20.6	7.7	103	941	19.7	2.8	99	1117	19.4	3.3	97				
	QUINTILE 4	34792	2340	18.8	6.7	91	1198	25.1	3.4	121	1382	24.0	4.0	115				
	QUINTILE 5	32524	2061	16.6	6.3	85	632	13.3	1.9	68	843	14.6	2.6	75				
TV-PRIME TIME	QUINTILE 1	33090	2557	20.5	7.7	104	858	18.0	2.6	91	1124	19.5	3.4	99				
	QUINTILE 2	33357	2506	20.1	7.5	101	949	19.9	2.8	100	1285	22.3	3.9	112				
	QUINTILE 3	33980	2968	23.8	8.7	118	1061	22.3	3.1	110	1112	19.3	3.3	95				
	QUINTILE 4	33854	2202	17.7	6.5	88	895	18.8	2.6	93	1092	18.9	3.2	94				
	QUINTILE 5	33444	2221	17.8	6.6	89	1002	21.0	3.0	105	1156	20.0	3.5	100				
TV-DAYTIME	TERCILE 1	49121	2963	23.8	6.0	81	1181	24.8	2.4	85	1549	26.8	3.2	92				
	TERCILE 2	48823	3755	30.2	7.7	104	1438	30.2	2.9	104	1826	31.6	3.7	109				
	TERCILE 3	69782	5735	46.1	8.2	111	2146	45.0	3.1	108	2395	41.5	3.4	100				
TV-TOTAL	QUINTILE 1	33584	2465	19.8	7.3	99	839	17.6	2.5	88	1159	20.1	3.5	100				
	QUINTILE 2	33441	2453	19.7	7.3	99	944	19.8	2.8	99	1216	21.1	3.6	106				
	QUINTILE 3	33505	2548	20.5	7.6	102	903	19.0	2.7	95	1084	18.8	3.2	94				
	QUINTILE 4	33466	2820	22.6	8.4	113	887	18.6	2.7	93	1025	17.8	3.1	89				
	QUINTILE 5	33731	2169	17.4	6.4	87	1191	25.0	3.5	124	1287	22.3	3.8	111				
MAGAZINES-NEWSPAPERS: DUAL		44503	4377	35.1	9.8	132	1570	32.9	3.5	124	1966	34.1	4.4	128				
MAGAZINE IMPERATIVE		39363	2860	23.0	7.3	98	1196	25.1	3.0	107	1353	23.4	3.4	100				
NEWSPAPER IMPERATIVE		46441	3344	26.9	7.2	97	1260	26.4	2.7	96	1566	27.1	3.4	98				
MAGAZINES-OUTDOOR: DUAL		33726	3143	25.2	9.3	126	1269	26.6	3.8	132	1631	28.3	4.8	141				
MAGAZINE IMPERATIVE		52846	4195	33.7	7.9	107	1594	33.5	3.0	106	1882	32.6	3.6	104				
OUTDOOR IMPERATIVE		52140	3543	28.5	6.8	92	1291	27.1	2.5	87	1534	26.6	2.9	86				
MAGAZINES-RADIO: DUAL		37081	3563	28.6	9.6	129	1294	27.2	3.5	123	1621	28.1	4.4	127				
MAGAZINE IMPERATIVE		49747	4048	32.5	8.1	110	1590	33.4	3.2	113	1899	32.9	3.8	111				
RADIO IMPERATIVE		49208	3255	26.1	6.6	89	1222	25.6	2.5	87	1443	25.0	2.9	85				
MAGAZINES-TELEVISION: DUAL		33103	2983	24.0	9.0	121	1033	21.7	3.1	110	1452	25.2	4.4	128				
MAGAZINE IMPERATIVE		54575	4542	36.5	8.3	112	1826	38.3	3.3	118	2130	36.9	3.9	113				
TELEVISION IMPERATIVE		53249	3196	25.7	6.0	81	1228	25.8	2.3	81	1514	26.2	2.8	83				
NEWSPAPERS-OUTDOOR: DUAL		36255	3355	26.9	9.3	125	1289	27.1	3.6	125	1522	26.4	4.2	122				
NEWSPAPER IMPERATIVE		55591	4468	35.9	8.0	108	1623	34.1	2.9	103	2111	36.6	3.8	110				
OUTDOOR IMPERATIVE		48319	3281	26.3	6.8	91	1315	27.6	2.7	96	1534	26.6	3.2	92				
NEWSPAPERS-RADIO: DUAL		37242	3254	26.1	8.7	118	1067	22.4	2.9	101	1438	24.9	3.9	112				
NEWSPAPER IMPERATIVE		54423	4482	36.0	8.2	111	1813	38.0	3.3	117	2171	37.6	4.0	116				
RADIO IMPERATIVE		46650	3229	25.9	6.9	93	1362	28.6	2.9	103	1477	25.6	3.2	92				
NEWSPAPERS-TELEVISION: DUAL		35974	3098	24.9	8.6	116	1077	22.6	3.0	105	1451	25.1	4.0	117				
NEWSPAPER IMPERATIVE		56095	4725	37.9	8.4	113	1835	38.5	3.3	115	2165	37.5	3.9	112				
TELEVISION IMPERATIVE		47170	2969	23.8	6.3	85	1155	24.2	2.4	86	1353	23.4	2.9	83				
OUTDOOR-RADIO: DUAL		33748	2606	20.9	7.7	104	1100	23.1	3.3	115	1076	18.6	3.2	93				
OUTDOOR IMPERATIVE		52785	4072	32.7	7.7	104	1640	34.4	3.1	109	2082	36.1	3.9	115				
RADIO IMPERATIVE		52882	4251	34.1	8.0	108	1455	30.5	2.8	97	1994	34.6	3.8	110				
OUTDOOR-TELEVISION: DUAL		32030	2547	20.5	8.0	107	1109	23.3	3.5	122	1167	20.2	3.6	106				
OUTDOOR IMPERATIVE		54626	4472	35.9	8.2	110	1739	36.5	3.2	112	2142	37.1	3.9	114				
TELEVISION IMPERATIVE		54874	3795	30.5	6.9	93	1218	25.6	2.2	78	1827	31.7	3.3	97				
RADIO-TELEVISION: DUAL		33386	2724	21.9	8.2	110	939	19.7	2.8	99	1282	22.2	3.8	112				
RADIO IMPERATIVE		53810	4344	34.9	8.1	109	1638	34.4	3.0	107	1811	31.4	3.4	98				
TELEVISION IMPERATIVE		54023	3557	28.6	6.6	89	1399	29.4	2.6	91	1802	31.2	3.3	97				

	TOTAL U.S. '000	BONZ				FLAVOR SNACKS				JERKY TREATS						
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS
TOTAL ADULTS	167727	12453	100.0	7.4	100	4765	100.0	2.8	100	5770	100.0	3.4	100			
ATLANTIC MONTHLY	867	**34	0.3	3.9	53	**9	0.2	1.0	37	**9	0.2	1.0	30			
BARRON'S	1580	*140	1.1	8.9	119	**9	0.2	0.6	20	**110	1.9	7.0	202			
BETTER HOMES & GARDENS	22203	1777	14.3	8.0	108	916	19.2	4.1	145	1038	18.0	4.7	136			
BON APPETIT	3810	452	3.6	11.9	160	**143	3.0	3.8	132	*214	3.7	5.6	163			
BUSINESS WEEK	4663	297	2.4	6.4	86	**158	3.3	3.4	119	*130	2.3	2.8	81			
CAR AND DRIVER	3102	*235	1.9	7.6	102	**53	1.1	1.7	60	**122	2.1	3.9	114			
CBS MAGAZINE NETWORK (GROSS)	7311	576	4.6	7.9	106	*181	3.8	2.5	87	*280	4.9	3.8	111			
CHANGING TIMES	3400	*265	2.1	7.8	105	**84	1.8	2.5	87	**62	1.1	1.8	53			
COLONIAL HOMES	1796	**103	0.8	5.7	77	**40	0.8	2.2	78	**61	1.1	3.4	99			
CONDE NAST MAG. PKG. (GROSS)	19924	1596	12.8	8.0	108	611	12.8	3.1	108	716	12.4	3.6	104			
CONSUMERS DIGEST	3125	*260	2.1	8.3	112	**51	1.1	1.6	57	**111	1.9	3.6	103			
COSMOPOLITAN	10577	972	7.8	9.2	124	497	10.4	4.7	165	445	7.7	4.2	122			
COUNTRY LIVING	3746	284	2.3	7.6	102	**139	2.9	3.7	131	*141	2.4	3.8	109			
CUISINE	2214	*199	1.6	9.0	121	**59	1.2	2.7	94	**107	1.9	4.8	140			
CYCLE WORLD	2394	*237	1.9	9.9	133	**87	1.8	3.6	128	**107	1.9	4.5	130			
DCI:CREATIVE IDEAS FOR LIV	3068	*226	1.8	7.4	99	**117	2.5	3.8	134	**111	1.9	3.6	105			
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	647	5.2	6.8	91	297	6.2	3.1	109	316	5.5	3.3	96			
DISCOVER	2277	*221	1.8	9.7	131	**47	1.0	2.1	73	**110	1.9	4.8	140			
EBONY	7187	*261	2.1	3.6	49	**60	1.3	0.8	29	**156	2.7	2.2	63			
ESQUIRE	2560	*161	1.3	6.3	85	**52	1.1	2.0	71	**89	1.5	3.5	101			
ESSENCE	3242	**140	1.1	4.3	58	**36	0.8	1.1	39	**53	0.9	1.6	48			
FAMILY CIRCLE	19639	1882	15.1	9.6	129	799	16.8	4.1	143	1033	17.9	5.3	153			
THE FAMILY HANDYMAN	3540	372	3.0	10.5	142	*139	2.9	3.9	138	*147	2.5	4.2	121			
FAMILY WEEKLY	23924	2160	17.3	9.0	122	725	15.2	3.0	107	993	17.2	4.2	121			
FIELD & STREAM	9883	940	7.5	9.5	128	*312	6.5	3.2	111	314	5.4	3.2	92			
FOOD & WINE	1030	**129	1.0	12.5	169	**28	0.6	2.7	96	**66	1.1	6.4	186			
FORBES	2679	*164	1.3	6.1	82	**81	1.7	3.0	106	**85	1.5	3.2	92			
FORTUNE	2931	*163	1.3	5.6	75	**120	2.5	4.1	144	**141	2.4	4.8	140			
GENTLEMEN'S QUARTERLY	3481	*318	2.6	9.1	123	**124	2.6	3.6	125	**143	2.5	4.1	119			
GLAMOUR	7163	705	5.7	9.8	133	*217	4.6	3.0	107	*306	5.3	4.3	124			
GOLF DIGEST	2355	*170	1.4	7.2	97	**104	2.2	4.4	155	**105	1.8	4.5	130			
GOLF DIGEST/TENNIS (GROSS)	3610	*242	1.9	6.7	90	*131	2.7	3.6	128	*138	2.4	3.8	111			
GOLF MAGAZINE	2046	*136	1.1	6.6	90	**68	1.4	3.3	117	**117	2.0	5.7	166			
GOLF MAGAZINE/SKI (GROSS)	3547	*217	1.7	6.1	82	**100	2.1	2.8	99	*173	3.0	4.9	142			
GOOD HOUSEKEEPING	20353	1716	13.8	8.4	114	752	15.8	3.7	130	882	15.3	4.3	126			
HARPER'S BAZAAR	3362	*218	1.8	6.5	87	**103	2.2	3.1	108	**104	1.8	3.1	90			
HEALTH	2987	*240	1.9	8.0	108	**63	1.3	2.1	74	**143	2.5	4.8	139			
HEARST MAG CORP. BUY (GROSS)	67928	5834	46.8	8.6	116	2454	51.5	3.6	127	2882	49.9	4.2	123			
HEARST MAN POWER (GROSS)	11282	1230	9.9	10.9	147	*263	5.5	2.3	82	534	9.3	4.7	138			
HEARST WOMAN POWER (GROSS)	40514	3508	28.2	8.7	117	1733	36.4	4.3	151	1766	30.6	4.4	127			
HOUSE BEAUTIFUL	4885	395	3.2	8.1	109	*120	2.5	2.5	86	*160	2.8	3.3	95			
INC.	1308	**118	0.9	9.0	122	**19	0.4	1.5	51	**58	1.0	4.4	129			
JET	6498	*237	1.9	3.6	49	**87	1.8	1.3	47	**155	2.7	2.4	69			
LADIES' HOME JOURNAL	14797	1159	9.3	7.8	105	621	13.0	4.2	148	734	12.7	5.0	144			
LHJ FAMILY GRP COMBO(GROSS)	21743	1741	14.0	8.0	108	786	16.5	3.6	127	1054	18.3	4.8	141			
LIFE	9881	730	5.9	7.4	100	292	6.1	3.0	104	390	6.8	3.9	115			
L.A. TIMES HOME MAGAZINE	2775	*252	2.0	9.1	122	**135	2.8	4.9	171	*133	2.3	4.8	139			
MADEMOISELLE	4219	*314	2.5	7.4	100	**161	3.4	3.8	134	**131	2.3	3.1	90			
MC CALL'S	16422	1377	11.1	8.4	113	653	13.7	4.0	140	927	16.1	5.6	164			
MC CALL'S/WRK MOTHER (GROSS)	17919	1469	11.8	8.2	110	717	15.0	4.0	141	970	16.8	5.4	157			
MECHANIX ILLUSTRATED	4433	509	4.1	11.5	155	**114	2.4	2.6	91	*232	4.0	5.2	152			
METROPOLITAN HOME	1504	**118	0.9	7.8	106	**24	0.5	1.6	56	**54	0.9	3.6	104			
MONEY	4723	370	3.0	7.8	106	*149	3.1	3.2	111	*145	2.5	3.1	89			
MOTHER EARTH NEWS	2325	*207	1.7	8.9	120	**66	1.4	2.8	100	*144	2.5	6.2	180			
MS.	1189	**107	0.9	9.0	121	**38	0.8	3.2	112	**61	1.1	5.1	149			
NATIONAL ENQUIRER	18892	1347	10.8	7.1	96	545	11.4	2.9	102	754	13.1	4.0	116			
NATIONAL GEOGRAPHIC	22129	2096	16.8	9.5	128	824	17.3	3.7	131	802	13.9	3.6	105			
NATIONAL SUNDAY MAGAZINE PKG	103750	8633	69.3	8.3	112	3278	68.8	3.2	111	4147	71.9	4.0	116			
NATURAL HISTORY	1379	**96	0.8	7.0	94	**51	1.1	3.7	130	**48	0.8	3.5	101			
NEW WOMAN	2289	**130	1.0	5.7	76	**103	2.2	4.5	158	**57	1.0	2.5	72			
NEW YORK INCLUDING CUE	1088	**68	0.5	6.3	84	**19	0.4	1.7	61	**36	0.6	3.3	96			
THE NEW YORKER	2459	*196	1.6	8.0	107	**76	1.6	3.1	109	*141	2.4	5.7	167			
NEWSWEEK	16527	1403	11.3	8.5	114	610	12.8	3.7	130	701	12.1	4.2	123			
THE N.Y. TIMES DAILY EDITION	2739	*162	1.3	5.9	80	**72	1.5	2.6	93	**94	1.6	3.4	100			
THE N.Y. TIMES MAGAZINE	4443	249	2.0	5.6	75	**78	1.6	1.8	62	**121	2.1	2.7	79			
OMNI	2799	*163	1.3	5.8	78	**77	1.6	2.8	97	*136	2.4	4.9	141			
ON CABLE	2209	*149	1.2	6.7	91	**65	1.4	2.9	104	*156	1.0	2.5	74			
1001 HOME IDEAS	3959	342	2.7	8.6	116	**102	2.1	2.6	91	*176	3.1	4.4	129			
ORGANIC GARDENING	3111	299	2.4	9.6	129	**125	2.6	4.0	141	**143	2.5	4.6	134			
OUTDOOR LIFE	5024	396	3.2	7.9	106	**115	2.4	2.3	81	*146	2.5	2.9	84			
PARADE MAGAZINE	51292	4444	35.7	8.7	117	1553	32.6	3.0	107	2166	37.5	4.2	123			

DOG BISCUITS OR TREATS: BRANDS
(ADULTS)

	TOTAL U.S. '000	BOMZ				FLAVOR SNACKS				JERKY TREATS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	12453	100.0	7.4	100	4765	100.0	2.8	100	5770	100.0	3.4	100				
PARENTS	5298	452	3.6	8.5	115	*192	4.0	3.6	128	*131	2.3	2.5	72				
PENTHOUSE	5129	432	3.5	8.4	113	**95	2.0	1.9	65	*131	2.3	2.6	74				
PEOPLE	21070	2008	16.1	9.5	128	876	18.4	4.2	146	1022	17.7	4.9	141				
PLAYBOY	10562	929	7.5	8.8	118	*291	6.1	2.8	97	411	7.1	3.9	113				
POPULAR HOT RODDING	2498	*311	2.5	12.4	168	**92	1.9	3.7	130	**69	1.2	2.8	80				
POPULAR MECHANICS	5887	706	5.7	12.0	162	*205	4.3	3.5	123	*330	5.7	5.6	163				
POPULAR SCIENCE	4317	348	2.8	8.1	109	**74	1.6	1.7	60	*148	2.6	3.4	100				
PREVENTION	5792	390	3.1	6.7	91	*268	5.6	4.6	163	*248	4.3	4.3	124				
PSYCHOLOGY TODAY	3284	*322	2.6	9.8	132	**69	1.4	2.1	74	**171	3.0	5.2	151				
READER'S DIGEST	40046	3472	27.9	8.7	117	1322	27.7	3.3	116	1558	27.0	3.9	113				
REDBOOK	9584	820	6.6	8.6	115	484	10.2	5.1	178	439	7.6	4.6	133				
ROAD & TRACK	2590	*252	2.0	9.7	131	**43	0.9	1.7	58	*148	1.4	3.2	93				
ROLLING STONE	3302	*342	2.7	10.4	140	**116	2.4	3.5	124	**90	1.6	2.7	79				
RUNNER'S WORLD	1229	**126	1.0	10.3	138	**77	1.6	6.3	221	**83	1.4	6.8	196				
SATURDAY EVENING POST	2110	*158	1.3	7.5	101	**39	0.8	1.8	65	**88	1.5	4.2	121				
SCIENCE 84	1543	*135	1.1	8.7	118	**76	1.6	4.9	173	**75	1.3	4.9	141				
SCIENCE DIGEST	1747	**112	0.9	6.4	86	**9	0.2	0.5	18	**38	0.7	2.2	63				
SCIENTIFIC AMERICAN	1994	*155	1.2	7.8	105	**66	1.4	3.3	117	**85	1.5	4.3	124				
SELF	3119	*279	2.2	8.9	120	**77	1.6	2.5	87	**113	2.0	3.6	105				
SEVENTEEN	3923	*320	2.6	8.4	113	**183	3.8	4.7	164	**149	2.6	3.8	110				
SKI	1501	**80	0.6	5.3	72	**32	0.7	2.1	75	**56	1.0	3.7	108				
SMITHSONIAN	5976	440	3.5	7.4	99	*124	2.6	2.1	73	*165	2.9	2.8	80				
SOAP OPERA DIGEST	4228	417	3.3	9.9	133	**64	1.3	1.5	53	**157	2.7	3.7	108				
SOUTHERN LIVING	6488	421	3.4	6.5	87	*180	3.8	2.8	98	*206	3.6	3.2	92				
SPORT	3500	*189	1.5	5.4	73	**111	2.3	3.2	112	*226	3.9	6.5	188				
THE SPORTING NEWS	2456	*344	2.8	14.0	189	**134	2.8	5.5	192	**87	1.5	3.5	103				
SPORTS AFIELD	3648	412	3.3	11.3	152	**49	1.0	1.3	47	*166	2.9	4.6	132				
SPORTS ILLUSTRATED	14484	1400	11.2	9.7	130	512	10.7	3.5	124	616	10.7	4.3	124				
STAR	12661	1055	8.5	8.3	112	340	7.1	2.7	95	521	9.0	4.1	120				
SUNDAY	52799	4427	35.5	8.4	113	1845	38.7	3.5	123	2157	37.4	4.1	119				
SUNSET	3513	380	3.1	10.8	146	**120	2.5	3.4	120	*173	3.0	4.9	143				
TV GUIDE	42766	3628	29.1	8.5	114	1139	23.9	2.7	94	1826	31.6	4.3	124				
TENNIS	1254	**72	0.6	5.7	77	**27	0.6	2.2	76	**33	0.6	2.6	76				
TIME	22054	1931	15.5	8.8	118	693	14.5	3.1	111	868	15.0	3.9	114				
TOWN & COUNTRY	1555	**53	0.4	3.4	46	**34	0.7	2.2	77	**64	1.1	4.1	120				
TRAVEL & LEISURE	2173	*121	1.0	5.6	75	**82	1.7	3.8	133	**113	2.0	5.2	151				
TRUE STORY	4636	*383	3.1	8.3	111	**51	1.1	1.1	39	*155	2.7	3.3	97				
U.S. NEWS & WORLD REPORT	10353	829	6.7	8.0	108	*276	5.8	2.7	94	410	7.1	4.0	115				
USA TODAY	4994	429	3.4	8.6	116	*172	3.6	3.4	121	*228	4.0	4.6	133				
US	3528	369	3.0	10.5	141	**104	2.2	2.9	104	**131	2.3	3.7	108				
VOGUE	5424	*298	2.4	5.5	74	**156	3.3	2.9	101	*167	2.9	3.1	90				
WALL STREET JOURNAL	6292	484	3.9	7.7	104	*182	3.8	2.9	102	*243	4.2	3.9	112				
WEIGHT WATCHERS	2762	*246	2.0	8.9	120	*173	3.6	6.3	220	**137	2.4	5.0	144				
WOMAN'S DAY	16320	1502	12.1	9.2	124	747	15.7	4.6	161	970	16.8	5.9	173				
WORKING MOTHER	1496	**93	0.7	6.2	84	**64	1.3	4.3	151	**43	0.7	2.9	84				
WORKING WOMAN	1851	*150	1.2	8.1	109	**73	1.5	3.9	139	**100	1.7	5.4	157				
WORLD TENNIS	580	**26	0.2	4.5	60	**31	0.7	5.3	188	**30	0.5	5.2	150				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	954	7.7	7.7	104	273	5.7	2.2	77	554	9.6	4.5	130				
BLAIR INSERTS	91671	7619	61.2	8.3	112	2791	58.6	3.0	107	3483	60.4	3.8	110				
DAILY NEWSPAPERS																	
READ ANY	109190	8975	72.1	8.2	111	3343	70.2	3.1	108	4158	72.1	3.8	111				
READ ONE	89587	6980	56.1	7.8	105	2688	56.4	3.0	106	3484	60.4	3.9	113				
READ TWO OR MORE	19602	1995	16.0	10.2	137	654	13.7	3.3	117	674	11.7	3.4	100				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	9048	72.7	8.3	111	3428	71.9	3.1	110	4302	74.6	3.9	114				
READ ONE	95074	7391	59.4	7.8	105	2928	61.4	3.1	108	3651	63.3	3.8	112				
READ TWO OR MORE	14588	1657	13.3	11.4	153	499	10.5	3.4	120	650	11.3	4.5	130				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.47				28.68				31.00							
30 DAY REACH	149706	11326	90.9	7.6	102	4447	93.3	3.0	105	5395	93.5	3.6	105				
50 SHWG - 30 DAY AV FREQ	15.16	16.42				14.77				16.13							
30 DAY REACH	142406	10885	87.4	7.6	103	4318	90.6	3.0	107	5200	90.1	3.7	106				
25 SHWG - 30 DAY AV FREQ	8.23	8.78				7.90				8.58							
30 DAY REACH	131152	10192	81.8	7.8	105	4046	84.9	3.1	109	4890	84.7	3.7	108				
CABLE TV: HOME WIRED	66879	6397	51.4	9.6	129	2355	49.4	3.5	124	3023	52.4	4.5	131				
HOME NOT WIRED	100848	6056	48.6	6.0	81	2410	50.6	2.4	84	2747	47.6	2.7	79				
HAVE PAY CABLE	35024	3951	31.7	11.3	152	1534	32.2	4.4	154	1980	34.3	5.7	164				

	TOTAL U.S. '000	MILK BONE BISCUITS				MILK BONE TREATS				ALL MILK BONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	15409	100.0	9.2	100	7092	100.0	4.2	100	20072	100.0	12.0	100				
MALES	79263	7286	47.3	9.2	100	3239	45.7	4.1	97	9232	46.0	11.6	97				
FEMALES	88464	8122	52.7	9.2	100	3853	54.3	4.4	103	10840	54.0	12.3	102				
18 - 24	28671	2432	15.8	8.5	92	1668	23.5	5.8	138	3467	17.3	12.1	101				
25 - 34	39536	3700	24.0	9.4	102	1601	22.6	4.0	96	4660	23.2	11.8	98				
35 - 44	28978	2921	19.0	10.1	110	1197	16.9	4.1	98	3868	19.3	13.3	112				
45 - 54	22345	2502	16.2	11.2	122	1101	15.5	4.9	117	3209	16.0	14.4	120				
55 - 64	22224	2235	14.5	10.1	109	774	10.9	3.5	82	2711	13.5	12.2	102				
65 OR OLDER	25973	1618	10.5	6.2	68	751	10.6	2.9	68	2158	10.8	8.3	69				
18 - 34	68207	6132	39.8	9.0	98	3269	46.1	4.8	113	8127	40.5	11.9	100				
18 - 49	108058	10285	66.7	9.5	104	5142	72.5	4.8	113	13687	68.2	12.7	106				
25 - 54	90859	9124	59.2	10.0	109	3899	55.0	4.3	101	11737	58.5	12.9	108				
35 - 49	39851	4153	27.0	10.4	113	1873	26.4	4.7	111	5560	27.7	14.0	117				
50 OR OLDER	59669	5124	33.3	8.6	93	1950	27.5	3.3	77	6386	31.8	10.7	89				
GRADUATED COLLEGE	28091	2963	19.2	10.5	115	1123	15.8	4.0	95	3731	18.6	13.3	111				
ATTENDED COLLEGE	28938	3375	21.9	11.7	127	1621	22.9	5.6	132	4314	21.5	14.9	125				
GRADUATED HIGH SCHOOL	65503	6518	42.3	10.0	108	3334	47.0	5.1	120	8747	43.6	13.4	112				
DID NOT GRADUATE HIGH SCHOOL	45195	2552	16.6	5.6	61	1015	14.3	2.2	53	3281	16.3	7.3	61				
EMPLOYED MALES	56429	5498	35.7	9.7	106	2520	35.5	4.5	106	6992	34.8	12.4	104				
EMPLOYED FEMALES	43971	4872	31.6	11.1	121	2107	29.7	4.8	113	6409	31.9	14.6	122				
EMPLOYED FULL-TIME	87773	8947	58.1	10.2	111	3917	55.2	4.5	106	11605	57.8	13.2	110				
EMPLOYED PART-TIME	12627	1423	9.2	11.3	123	*710	10.0	5.6	133	1796	8.9	14.2	119				
NOT EMPLOYED	67327	5038	32.7	7.5	81	2465	34.8	3.7	87	6672	33.2	9.9	83				
PROFESSIONAL/MANAGER	25845	2922	19.0	11.3	123	994	14.0	3.8	91	3635	18.1	14.1	118				
TECH/CLERICAL/SALES	30895	3366	21.8	10.9	119	1842	26.0	6.0	141	4623	23.0	15.0	125				
PRECISION/CRAFT	12629	1391	9.0	11.0	120	645	9.1	5.1	121	1750	8.7	13.9	116				
OTHER EMPLOYED	31031	2691	17.5	8.7	94	1146	16.2	3.7	87	3392	16.9	10.9	91				
SINGLE	35557	3137	20.4	8.8	96	1815	25.6	5.1	121	4196	20.9	11.8	99				
MARRIED	103585	10578	68.6	10.2	111	4249	59.9	4.1	97	13493	67.2	13.0	109				
DIVORCED/SEPARATED/WIDOWED	28585	1694	11.0	5.9	65	1028	14.5	3.6	85	2384	11.9	8.3	70				
PARENTS	59295	5861	38.0	9.9	108	2469	34.8	4.2	98	7433	37.0	12.5	105				
WHITE	146081	14341	93.1	9.8	107	6755	95.2	4.6	109	18752	93.4	12.8	107				
BLACK	17974	642	4.2	3.6	39	*297	4.2	1.7	39	881	4.4	4.9	41				
OTHER	3672	**425	2.8	11.6	126	**40	0.6	1.1	26	**439	2.2	12.0	100				
NORTHEAST-CENSUS	37005	4349	28.2	11.8	128	1593	22.5	4.3	102	5258	26.2	14.2	119				
NORTH CENTRAL	42642	4127	26.8	9.7	105	2176	30.7	5.1	121	5709	28.4	13.4	112				
SOUTH	56777	3404	22.1	6.0	65	1944	27.4	3.4	81	4582	22.8	8.1	67				
WEST	31303	3529	22.9	11.3	123	1378	19.4	4.4	104	4523	22.5	14.4	121				
NORTHEAST-MKTG.	38125	4237	27.5	11.1	121	1724	24.3	4.5	107	5260	26.2	13.8	115				
EAST CENTRAL	24794	2450	15.9	9.9	108	1034	14.6	4.2	99	3176	15.8	12.8	107				
WEST CENTRAL	28511	2803	18.2	9.8	107	1703	24.0	6.0	141	4024	20.0	14.1	118				
SOUTH	48953	2913	18.9	6.0	65	1578	22.3	3.2	76	3851	19.2	7.9	66				
PACIFIC	27344	3006	19.5	11.0	120	1053	14.8	3.9	91	3762	18.7	13.8	115				
COUNTY SIZE A	69301	7134	46.3	10.3	112	3147	44.4	4.5	107	9051	45.1	13.1	109				
COUNTY SIZE B	50633	4696	30.5	9.3	101	2331	32.9	4.6	109	6312	31.4	12.5	104				
COUNTY SIZE C	26259	2317	15.0	8.8	96	1048	14.8	4.0	94	3084	15.4	11.7	98				
COUNTY SIZE D	21534	1261	8.2	5.9	64	567	8.0	2.6	62	1624	8.1	7.5	63				
METRO CENTRAL CITY	50014	4133	26.8	8.3	90	1817	25.6	3.6	86	5367	26.7	10.7	90				
METRO SUBURBAN	76832	8561	55.6	11.1	121	4073	57.4	5.3	125	11181	55.7	14.6	122				
NON METRO	40881	2715	17.6	6.6	72	1202	16.9	2.9	70	3525	17.6	8.6	72				
TOP 5 ADI'S	39550	4433	28.8	11.2	122	1754	24.7	4.4	105	5395	26.9	13.6	114				
TOP 10 ADI'S	54877	5659	36.7	10.3	112	2344	33.1	4.3	101	7007	34.9	12.8	107				
TOP 20 ADI'S	77516	7630	49.5	9.8	107	3522	49.7	4.5	107	9820	48.9	12.7	106				
HSHLD INC. \$50,000 OR MORE	17257	2596	16.8	15.0	164	1186	16.7	6.9	163	3390	16.9	19.6	164				
\$40,000 OR MORE	33235	4785	31.1	14.4	157	2208	31.1	6.6	157	6260	31.2	18.8	157				
\$30,000 OR MORE	59693	7741	50.2	13.0	141	3663	51.6	6.1	145	10160	50.6	17.0	142				
\$25,000 OR MORE	76275	9378	60.9	12.3	134	4386	61.8	5.8	136	12301	61.3	16.1	135				
\$20,000 - \$24,999	18607	1733	11.2	9.3	101	866	12.2	4.7	110	2264	11.3	12.2	102				
\$15,000 - \$19,999	17175	1343	8.7	7.8	85	*520	7.3	3.0	72	1682	8.4	9.8	82				
\$10,000 - \$14,999	24569	1604	10.4	6.5	71	840	11.8	3.4	81	2117	10.5	8.6	72				
UNDER \$10,000	31101	1351	8.8	4.3	47	480	6.8	1.5	37	1709	8.5	5.5	46				
HOUSEHOLD OF 1 PERSON	19441	1003	6.5	5.2	56	386	5.4	2.0	47	1246	6.2	6.4	54				
2 PEOPLE	51803	3933	25.5	7.6	83	2106	29.7	4.1	96	5481	27.3	10.6	88				
3 OR 4 PEOPLE	66933	7507	48.7	11.2	122	3429	48.4	5.1	121	9568	47.7	14.3	119				
5 OR MORE PEOPLE	29550	2966	19.2	10.0	109	1171	16.5	4.0	94	3778	18.8	12.8	107				
NO CHILD IN HSHLD	96587	8316	54.0	8.6	94	4082	57.6	4.2	100	11026	54.9	11.4	95				
CHILD(REN) UNDER 2 YRS	10844	838	5.4	7.7	84	*357	5.0	3.3	78	1030	5.1	9.5	79				
2 - 5 YEARS	26358	1724	11.2	6.5	71	658	9.3	2.5	59	2121	10.6	8.0	67				
6 - 11 YEARS	30453	2839	18.4	9.3	101	1139	16.1	3.7	88	3574	17.8	11.7	98				
12 - 17 YEARS	36575	4201	27.3	11.5	125	1862	26.3	5.1	120	5528	27.5	15.1	126				
RESIDENCE OWNED	117770	12776	82.9	10.8	118	5916	83.4	5.0	119	16708	83.2	14.2	119				
VALUE: \$50,000 OR MORE	70166	8875	57.6	12.6	138	4119	58.1	5.9	139	11585	57.7	16.5	138				
VALUE: UNDER \$50,000	47604	3901	25.3	8.2	89	1796	25.3	3.8	89	5123	25.5	10.8	90				

		TOTAL U.S. '000	MILK BONE BISCUITS				MILK BONE TREATS				ALL MILK BONE							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	15409	100.0	9.2	100	7092	100.0	4.2	100	20072	100.0	12.0	100				
MAGAZINES	QUINTILE 1	34022	3866	25.1	11.4	124	1878	26.5	5.5	131	5175	25.8	15.2	127				
	QUINTILE 2	34800	3786	24.6	10.9	118	1891	26.7	5.4	129	5018	25.0	14.4	120				
	QUINTILE 3	30514	2808	18.2	9.2	100	1287	18.1	4.2	100	3617	18.0	11.9	99				
	QUINTILE 4	33324	2706	17.6	8.1	88	1298	18.3	3.9	92	3482	17.3	10.4	87				
	QUINTILE 5	35066	2242	14.5	6.4	70	739	10.4	2.1	50	2781	13.9	7.9	66				
NEWSPAPERS	QUINTILE 1	29107	3590	23.3	12.3	134	1681	23.7	5.8	137	4664	23.2	16.0	134				
	QUINTILE 2	49095	4977	32.3	10.1	110	2224	31.4	4.5	107	6443	32.1	13.1	110				
	QUINTILE 3	23107	2547	16.5	11.0	120	1156	16.3	5.0	118	3209	16.0	13.9	116				
	QUINTILE 4	33556	2674	17.4	8.0	87	1314	18.5	3.9	93	3636	18.1	10.8	91				
	QUINTILE 5	32863	1621	10.5	4.9	54	717	10.1	2.2	52	2120	10.6	6.5	54				
OUTDOOR	QUINTILE 1	33431	3873	25.1	11.6	126	1542	21.7	4.6	109	4818	24.0	14.4	120				
	QUINTILE 2	33478	3219	20.9	9.6	105	1712	24.1	5.1	121	4296	21.4	12.8	107				
	QUINTILE 3	33574	2805	18.2	8.4	91	1216	17.1	3.6	86	3634	18.1	10.8	90				
	QUINTILE 4	33935	2886	18.7	8.5	93	1376	19.4	4.1	96	3880	19.3	11.4	96				
	QUINTILE 5	33310	2626	17.0	7.9	86	1245	17.6	3.7	88	3444	17.2	10.3	86				
RADIO-DRIVE TIME	QUINTILE 1	33136	3089	20.0	9.3	101	1489	21.0	4.5	106	4077	20.3	12.3	103				
	QUINTILE 2	31658	2925	19.0	9.2	101	1322	18.6	4.2	99	3840	19.1	12.1	101				
	QUINTILE 3	32541	3226	20.9	9.9	108	1627	22.9	5.0	118	4311	21.5	13.2	111				
	QUINTILE 4	34247	3175	20.6	9.3	101	1487	21.0	4.3	103	4170	20.8	12.2	102				
	QUINTILE 5	36144	2993	19.4	8.3	90	1167	16.5	3.2	76	3674	18.3	10.2	85				
RADIO-MID- DAY	TERCILE 1	45037	4421	28.7	9.8	107	2060	29.0	4.6	108	5665	28.2	12.6	105				
	TERCILE 2	44819	3927	25.5	8.8	95	1898	26.8	4.2	100	5245	26.1	11.7	98				
	TERCILE 3	77872	7061	45.8	9.1	99	3134	44.2	4.0	95	9162	45.6	11.8	98				
RADIO-TOTAL	QUINTILE 1	33763	3294	21.4	9.8	106	1620	22.8	4.8	113	4365	21.7	12.9	108				
	QUINTILE 2	33240	2993	19.4	9.0	98	1278	18.0	3.8	91	3845	19.2	11.6	97				
	QUINTILE 3	33408	2956	19.2	8.8	96	1516	21.4	4.5	107	3984	19.8	11.9	100				
	QUINTILE 4	34792	3281	21.3	9.4	103	1623	22.9	4.7	110	4264	21.2	12.3	102				
	QUINTILE 5	32524	2885	18.7	8.9	97	1054	14.9	3.2	77	3614	18.0	11.1	93				
TV-PRIME TIME	QUINTILE 1	33090	3040	19.7	9.2	100	1401	19.8	4.2	100	3916	19.5	11.8	99				
	QUINTILE 2	33357	3415	22.2	10.2	111	1589	22.4	4.8	113	4405	21.9	13.2	110				
	QUINTILE 3	33980	3351	21.7	9.9	107	1587	22.4	4.7	110	4387	21.9	12.9	108				
	QUINTILE 4	33854	2872	18.6	8.5	92	1463	20.6	4.3	102	3970	19.8	11.7	98				
	QUINTILE 5	33444	2730	17.7	8.2	89	1052	14.8	3.1	74	3395	16.9	10.2	85				
TV-DAYTIME	TERCILE 1	49121	3698	24.0	7.5	82	1707	24.1	3.5	82	4882	24.3	9.9	83				
	TERCILE 2	48823	4663	30.3	9.6	104	2245	31.7	4.6	109	6145	30.6	12.6	105				
	TERCILE 3	69782	7048	45.7	10.1	110	3140	44.3	4.5	106	9045	45.1	13.0	108				
TV-TOTAL	QUINTILE 1	33584	2572	16.7	7.7	83	1354	19.1	4.0	95	3455	17.2	10.3	86				
	QUINTILE 2	33441	3115	20.2	9.3	101	1470	20.7	4.4	104	4116	20.5	12.3	103				
	QUINTILE 3	33505	3388	22.0	10.1	110	1602	22.6	4.8	113	4377	21.8	13.1	109				
	QUINTILE 4	33466	3466	22.5	10.4	113	1419	20.0	4.2	100	4393	21.9	13.1	110				
	QUINTILE 5	33731	2868	18.6	8.5	93	1248	17.6	3.7	88	3732	18.6	11.1	92				
MAGAZINES-NEWSPAPERS: DUAL		44503	5249	34.1	11.8	128	2415	34.1	5.4	128	6871	34.2	15.4	129				
MAGAZINE IMPERATIVE		39363	3576	23.2	9.1	99	1861	26.2	4.7	112	4825	24.0	12.3	102				
NEWSPAPER IMPERATIVE		46441	4513	29.3	9.7	106	1999	28.2	4.3	102	5749	28.6	12.4	103				
MAGAZINES-OUTDOOR: DUAL		33726	3932	25.5	11.7	127	1829	25.8	5.4	128	5128	25.5	15.2	127				
MAGAZINE IMPERATIVE		52846	5084	33.0	9.6	105	2489	35.1	4.7	111	6840	34.1	12.9	108				
OUTDOOR IMPERATIVE		52140	4489	29.1	8.6	94	1904	26.8	3.7	86	5595	27.9	10.7	90				
MAGAZINES-RADIO: DUAL		37081	4046	26.3	10.9	119	1784	25.2	4.8	114	5266	26.2	14.2	119				
MAGAZINE IMPERATIVE		49747	5229	33.9	10.5	114	2658	37.5	5.3	126	6995	34.8	14.1	117				
RADIO IMPERATIVE		49208	3819	24.8	7.8	84	1801	25.4	3.7	87	4992	24.9	10.1	85				
MAGAZINES-TELEVISION: DUAL		33103	3552	23.1	10.7	117	1744	24.6	5.3	125	4629	23.1	14.0	117				
MAGAZINE IMPERATIVE		54575	5933	38.5	10.9	118	2696	38.0	4.9	117	7816	38.9	14.3	120				
TELEVISION IMPERATIVE		53249	3915	25.4	7.4	80	1768	24.9	3.3	79	5068	25.2	9.5	80				
NEWSPAPERS-OUTDOOR: DUAL		36255	4534	29.4	12.5	136	2050	28.9	5.7	134	5844	29.1	16.1	135				
NEWSPAPER IMPERATIVE		55591	5274	34.2	9.5	103	2463	34.7	4.4	105	6914	34.4	12.4	104				
OUTDOOR IMPERATIVE		48319	3837	24.9	7.9	86	1812	25.5	3.8	89	5000	24.9	10.3	86				
NEWSPAPERS-RADIO: DUAL		37242	4110	26.7	11.0	120	1800	25.4	4.8	114	5294	26.4	14.2	119				
NEWSPAPER IMPERATIVE		54423	5929	38.5	10.9	119	2825	39.8	5.2	123	7706	38.4	14.2	118				
RADIO IMPERATIVE		46650	3449	22.4	7.4	80	1718	24.2	3.7	87	4621	23.0	9.9	83				
NEWSPAPERS-TELEVISION: DUAL		35974	3700	24.0	10.3	112	1915	27.0	5.3	126	4921	24.5	13.7	114				
NEWSPAPER IMPERATIVE		56095	6424	41.7	11.5	125	2688	37.9	4.8	113	8115	40.4	14.5	121				
TELEVISION IMPERATIVE		47170	3392	22.0	7.2	78	1651	23.3	3.5	83	4537	22.6	9.6	80				
OUTDOOR-RADIO: DUAL		33748	3470	22.5	10.3	112	1630	23.0	4.8	114	4504	22.4	13.3	112				
OUTDOOR IMPERATIVE		52785	5177	33.6	9.8	107	2404	33.9	4.6	108	6720	33.5	12.7	106				
RADIO IMPERATIVE		52882	4476	29.0	8.5	92	2084	29.4	3.9	93	5958	29.7	11.3	94				
OUTDOOR-TELEVISION: DUAL		32030	3110	20.2	9.7	106	1627	22.9	5.1	120	4163	20.7	13.0	109				
OUTDOOR IMPERATIVE		54626	5736	37.2	10.5	114	2351	33.2	4.3	102	7182	35.8	13.1	110				
TELEVISION IMPERATIVE		54874	4392	28.5	8.0	87	2154	30.4	3.9	93	5847	29.1	10.7	89				
RADIO-TELEVISION: DUAL		33386	2857	18.5	8.6	93	1542	21.7	4.6	109	3867	19.3	11.6	97				
RADIO IMPERATIVE		53810	5188	33.7	9.6	105	2292	32.3	4.3	101	6751	33.6	12.5	105				
TELEVISION IMPERATIVE		54023	4761	30.9	8.8	96	2339	33.0	4.3	102	6291	31.3	11.6	97				

	TOTAL U.S. '000	MILK BONE BISCUITS				MILK BONE TREATS				ALL MILK BONE						
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS
TOTAL ADULTS	167727	15409	100.0	9.2	100	7092	100.0	4.2	100	20072	100.0	12.0	100			
ATLANTIC MONTHLY	867	**47	0.3	5.4	59	**32	0.5	3.7	87	**68	0.3	7.8	66			
BARRON'S	1580	*223	1.4	14.1	154	**55	0.8	3.5	82	*258	1.3	16.3	136			
BETTER HOMES & GARDENS	22203	2716	17.6	12.2	133	1171	16.5	5.3	125	3542	17.6	16.0	133			
BON APPETIT	3810	593	3.8	15.6	169	*222	3.1	5.8	138	775	3.9	20.3	170			
BUSINESS WEEK	4663	506	3.3	10.9	118	*164	2.3	3.5	83	595	3.0	12.8	107			
CAR AND DRIVER	3102	*318	2.1	10.3	112	**127	1.8	4.1	97	383	1.9	12.3	103			
CBS MAGAZINE NETWORK (GROSS)	7311	791	5.1	10.8	118	385	5.4	5.3	125	1013	5.0	13.9	116			
CHANGING TIMES	3400	317	2.1	9.3	101	*205	2.9	6.0	143	451	2.2	13.3	111			
COLONIAL HOMES	1796	*211	1.4	11.7	128	**48	0.7	2.7	63	*241	1.2	13.4	112			
CONDE NAST MAG. PKG. (GROSS)	19924	2029	13.2	10.2	111	989	13.9	5.0	117	2832	14.1	14.2	119			
CONSUMERS DIGEST	3125	388	2.5	12.4	135	*148	2.1	4.7	112	483	2.4	15.5	129			
COSMOPOLITAN	10577	1306	8.5	12.3	134	523	7.4	4.9	117	1691	8.4	16.0	134			
COUNTRY LIVING	3746	333	2.2	8.9	97	**119	1.7	3.2	75	430	2.1	11.5	96			
CUISINE	2214	289	1.9	13.1	142	**65	0.9	2.9	69	329	1.6	14.9	124			
CYCLE WORLD	2394	*234	1.5	9.8	106	**111	1.6	4.6	110	*275	1.4	11.5	96			
DCI:CREATIVE IDEAS FOR LIV	3068	359	2.3	11.7	127	**120	1.7	3.9	93	443	2.2	14.4	121			
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	917	6.0	9.6	104	360	5.1	3.8	89	1181	5.9	12.4	103			
DISCOVER	2277	*199	1.3	8.7	95	**130	1.8	5.7	135	280	1.4	12.3	103			
EBONY	7187	360	2.3	5.0	55	*170	2.4	2.4	56	510	2.5	7.1	59			
ESQUIRE	2560	*207	1.3	8.1	88	**78	1.1	3.0	72	251	1.3	9.8	82			
ESSENCE	3242	*180	1.2	5.6	60	**83	1.2	2.6	61	*246	1.2	7.6	63			
FAMILY CIRCLE	19639	2234	14.5	11.4	124	1211	17.1	6.2	146	3072	15.3	15.6	131			
THE FAMILY HANDYMAN	3540	423	2.7	11.9	130	*266	3.8	7.5	178	587	2.9	16.6	139			
FAMILY WEEKLY	23924	2500	16.2	10.4	114	1258	17.7	5.3	124	3223	16.6	13.9	116			
FIELD & STREAM	9883	1041	6.8	10.5	115	404	5.7	4.1	97	1286	6.4	13.0	109			
FOOD & WINE	1030	**70	0.5	6.8	74	**75	1.1	7.3	172	*131	0.7	12.7	106			
FORBES	2679	289	1.9	10.8	117	**78	1.1	2.9	69	352	1.8	13.1	110			
FORTUNE	2931	401	2.6	13.7	149	*148	2.1	5.0	119	475	2.4	16.2	135			
GENTLEMEN'S QUARTERLY	3481	*346	2.2	9.9	108	*213	3.0	6.1	145	452	2.3	13.0	109			
GLAMOUR	7163	797	5.2	11.1	121	433	6.1	6.0	143	1191	5.9	16.6	139			
GOLF DIGEST	2355	*213	1.4	9.0	98	*108	1.5	4.6	108	273	1.4	11.6	97			
GOLF DIGEST/TENNIS (GROSS)	3610	325	2.1	9.0	98	*164	2.3	4.5	107	416	2.1	11.5	96			
GOLF MAGAZINE	2046	*184	1.2	9.0	98	**74	1.0	3.6	86	*240	1.2	11.7	98			
GOLF MAGAZINE/SKI (GROSS)	3547	308	2.0	8.7	95	**100	1.4	2.8	67	379	1.9	10.7	89			
GOOD HOUSEKEEPING	20353	2462	16.0	12.1	132	1185	16.7	5.8	138	3237	16.1	15.9	133			
HARPER'S BAZAAR	3362	*298	1.9	8.9	96	*129	1.8	3.8	91	389	1.9	11.6	97			
HEALTH	2987	*273	1.8	9.1	99	*176	2.5	5.9	139	420	2.1	14.1	117			
HEARST MAG CORP. BUY (GROSS)	67928	7421	48.2	10.9	119	3308	46.6	4.9	115	9716	48.4	14.3	120			
HEARST MAN POWER (GROSS)	11282	1096	7.1	9.7	106	611	8.6	5.4	128	1563	7.8	13.9	116			
HEARST WOMAN POWER (GROSS)	40514	4797	31.1	11.8	129	2146	30.3	5.3	125	6238	31.1	15.4	129			
HOUSE BEAUTIFUL	4885	505	3.3	10.3	113	*185	2.6	3.8	90	627	3.1	12.8	107			
INC.	1308	*187	1.2	14.3	156	**31	0.4	2.4	56	*212	1.1	16.2	135			
JET	6498	279	1.8	4.3	47	*149	2.1	2.3	54	391	1.9	6.0	50			
LADIES' HOME JOURNAL	14797	1987	12.9	13.4	146	677	9.5	4.6	108	2441	12.2	16.5	138			
LHJ FAMILY GRP COMBO(GROSS)	21743	2709	17.6	12.5	136	1087	15.3	5.0	118	3465	17.3	15.9	133			
LIFE	9881	839	5.4	8.5	92	452	6.4	4.6	108	1171	5.8	11.9	99			
L.A. TIMES HOME MAGAZINE	2775	463	3.0	16.7	182	**88	1.2	3.2	75	510	2.5	18.4	154			
MADEMOISELLE	4219	414	2.7	9.8	107	*165	2.3	3.9	92	540	2.7	12.8	107			
MC CALL'S	16422	1907	12.4	11.6	126	795	11.2	4.8	114	2504	12.5	15.2	127			
MC CALL'S/WRK MOTHER (GROSS)	17919	2134	13.8	11.9	130	866	12.2	4.8	114	2777	13.8	15.5	130			
MECHANIX ILLUSTRATED	4433	542	3.5	12.2	133	*275	3.9	6.2	147	732	3.6	16.5	138			
METROPOLITAN HOME	1504	*176	1.1	11.7	127	**61	0.9	4.1	96	*199	1.0	13.2	111			
MONEY	4723	539	3.5	11.4	124	*190	2.7	4.0	95	686	3.4	14.5	121			
MOTHER EARTH NEWS	2325	*255	1.7	11.0	119	**96	1.4	4.1	98	313	1.6	13.5	112			
MS.	1189	**67	0.4	5.6	61	**65	0.9	5.5	129	*127	0.6	10.7	89			
NATIONAL ENQUIRER	18892	1891	12.3	10.0	109	951	13.4	5.0	119	2394	11.9	12.7	106			
NATIONAL GEOGRAPHIC	22129	2606	16.9	11.8	128	1146	16.2	5.2	122	3343	16.7	15.1	126			
NATIONAL SUNDAY MAGAZINE PKG	103750	11086	71.9	10.7	116	5282	74.5	5.1	120	14519	72.3	14.0	117			
NATURAL HISTORY	1379	**112	0.7	8.1	88	**87	1.2	6.3	149	*149	0.7	10.8	90			
NEW WOMAN	2289	*249	1.6	10.9	118	**78	1.1	3.4	81	*318	1.6	13.9	116			
NEW YORK INCLUDING CUE	1088	**44	0.3	4.0	44	**55	0.8	5.1	120	**88	0.4	8.1	68			
THE NEW YORKER	2459	239	1.6	9.7	106	*196	2.8	8.0	189	399	2.0	16.2	136			
NEWSWEEK	16527	1605	10.4	9.7	106	779	11.0	4.7	111	2174	10.8	13.2	110			
THE N.Y. TIMES DAILY EDITION	2739	357	2.3	13.0	142	**120	1.7	4.4	104	425	2.1	15.5	130			
THE N.Y. TIMES MAGAZINE	4443	618	4.0	13.9	151	*147	2.1	3.3	78	705	3.5	15.9	133			
OMNI	2799	264	1.7	9.4	103	**127	1.8	4.5	107	346	1.7	12.4	103			
ON CABLE	2209	*254	1.6	11.5	125	**146	2.1	6.6	156	*351	1.7	15.9	133			
1001 HOME IDEAS	3959	449	2.9	11.3	123	*234	3.3	5.9	140	604	3.0	15.3	127			
ORGANIC GARDENING	3111	436	2.8	14.0	153	*168	2.4	5.4	128	538	2.7	17.3	145			
OUTDOOR LIFE	5024	539	3.5	10.7	117	*243	3.4	4.8	114	682	3.4	13.6	113			
PARADE MAGAZINE	51292	5496	35.7	10.7	117	2527	35.6	4.9	117	7065	35.2	13.8	115			

	TOTAL U.S. '000	MILK BONE BISCUITS				MILK BONE TREATS				ALL MILK BONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	15409	100.0	9.2	100	7092	100.0	4.2	100	20072	100.0	12.0	100				
PARENTS	5298	429	2.8	8.1	88	*246	3.5	4.6	110	626	3.1	11.8	99				
PENTHOUSE	5129	450	2.9	8.8	96	*184	2.6	3.6	85	523	2.6	10.2	85				
PEOPLE	21070	2346	15.2	11.1	121	1100	15.5	5.2	123	3081	15.3	14.6	122				
PLAYBOY	10562	999	6.5	9.5	103	554	7.8	5.2	124	1330	6.6	12.6	105				
POPULAR HOT RODDING	2498	*295	1.9	11.8	129	**175	2.5	7.0	166	394	2.0	15.8	132				
POPULAR MECHANICS	5887	611	4.0	10.4	113	321	4.5	5.5	129	871	4.3	14.8	124				
POPULAR SCIENCE	4317	403	2.6	9.3	102	*179	2.5	4.1	98	530	2.6	12.3	103				
PREVENTION	5792	609	4.0	10.5	114	305	4.3	5.3	125	796	4.0	13.7	115				
PSYCHOLOGY TODAY	3284	408	2.6	12.4	135	*155	2.2	4.7	112	511	2.5	15.6	130				
READER'S DIGEST	40046	4255	27.6	10.6	116	2068	29.2	5.2	122	5687	28.3	14.2	119				
REDBOOK	9584	1029	6.7	10.7	117	437	6.2	4.6	108	1311	6.5	13.7	114				
ROAD & TRACK	2590	*318	2.1	12.3	134	**182	2.6	7.0	166	418	2.1	16.1	135				
ROLLING STONE	3302	325	2.1	9.8	107	*243	3.4	7.4	174	512	2.6	15.5	130				
RUNNER'S WORLD	1229	*147	1.0	12.0	130	**69	1.0	5.6	133	*212	1.1	17.2	144				
SATURDAY EVENING POST	2110	*165	1.1	7.8	85	**98	1.4	4.6	110	251	1.3	11.9	99				
SCIENCE 84	1543	*257	1.7	16.7	181	**102	1.4	6.6	156	*325	1.6	21.1	176				
SCIENCE DIGEST	1747	**103	0.7	5.9	64	**60	0.8	3.4	81	*150	0.7	8.6	72				
SCIENTIFIC AMERICAN	1994	*160	1.0	8.0	87	**122	1.7	6.1	145	*210	1.0	10.5	88				
SELF	3119	386	2.5	12.4	135	*175	2.5	5.6	133	524	2.6	16.8	140				
SEVENTEEN	3923	*349	2.3	8.9	97	**186	2.6	4.7	112	479	2.4	12.2	102				
SKI	1501	*125	0.8	8.3	91	**25	0.4	1.7	39	*139	0.7	9.3	77				
SMITHSONIAN	5976	648	4.2	10.8	118	274	3.9	4.6	108	857	4.3	14.3	120				
SOAP OPERA DIGEST	4228	479	3.1	11.3	123	**169	2.4	4.0	95	607	3.0	14.4	120				
SOUTHERN LIVING	6488	558	3.6	8.6	94	*240	3.4	3.7	87	738	3.7	11.4	95				
SPORT	3500	401	2.6	11.5	125	*251	3.5	7.2	170	487	2.4	13.9	116				
THE SPORTING NEWS	2456	*316	2.1	12.9	140	**175	2.5	7.1	169	435	2.2	17.7	148				
SPORTS AFIELD	3648	382	2.5	10.5	114	*231	3.3	6.3	150	542	2.7	14.9	124				
SPORTS ILLUSTRATED	14484	1591	10.3	11.0	120	900	12.7	6.2	147	2103	10.5	14.5	121				
STAR	12661	1226	8.0	9.7	105	640	9.0	5.1	120	1649	8.2	13.0	109				
SUNDAY	52799	5634	36.6	10.7	116	3021	42.6	5.7	135	7634	38.0	14.5	121				
SUNSET	3513	409	2.7	11.6	127	*128	1.8	3.6	86	510	2.5	14.5	121				
TV GUIDE	42766	4408	28.6	10.3	112	1942	27.4	4.5	107	5629	28.0	13.2	110				
TENNIS	1254	**112	0.7	8.9	97	**56	0.8	4.5	106	*144	0.7	11.5	96				
TIME	22054	2376	15.4	10.8	117	1097	15.5	5.0	118	3092	15.4	14.0	117				
TOWN & COUNTRY	1555	**104	0.7	6.7	73	**40	0.6	2.6	61	**135	0.7	8.7	73				
TRAVEL & LEISURE	2173	217	1.4	10.0	109	**98	1.4	4.5	107	269	1.3	12.4	103				
TRUE STORY	4636	*293	1.9	6.3	69	*171	2.4	3.7	87	392	2.0	8.5	71				
U.S. NEWS & WORLD REPORT	10353	1144	7.4	11.0	120	526	7.4	5.1	120	1527	7.6	14.7	123				
USA TODAY	4994	595	3.9	11.9	130	219	3.1	4.4	104	757	3.8	15.2	127				
US	3528	447	2.9	12.7	138	*244	3.4	6.9	164	648	3.2	18.4	153				
VOGUE	5424	431	2.8	7.9	86	*215	3.0	4.0	94	577	2.9	10.6	89				
MALL STREET JOURNAL	6292	792	5.1	12.6	137	253	3.6	4.0	95	954	4.8	15.2	127				
WEIGHT WATCHERS	2762	291	1.9	10.5	115	*161	2.3	5.8	138	399	2.0	14.4	121				
WOMAN'S DAY	16320	2079	13.5	12.7	139	874	12.3	5.4	127	2710	13.5	16.6	139				
WORKING MOTHER	1496	*228	1.5	15.2	166	**71	1.0	4.7	112	*272	1.4	18.2	152				
WORKING WOMAN	1851	*165	1.1	8.9	97	**77	1.1	4.2	98	*224	1.1	12.1	101				
WORLD TENNIS	580	**26	0.2	4.5	49	**15	0.2	2.6	61	**41	0.2	7.1	59				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	982	6.4	7.9	86	528	7.4	4.3	101	1338	6.7	10.8	90				
BLAIR INSERTS	91671	9850	63.9	10.7	117	4682	66.0	5.1	121	12897	64.3	14.1	118				
DAILY NEWSPAPERS																	
READ ANY	109190	11376	73.8	10.4	113	5019	70.8	4.6	109	14611	72.8	13.4	112				
READ ONE	89587	9085	59.0	10.1	110	3876	54.7	4.3	102	11609	57.8	13.0	108				
READ TWO OR MORE	19602	2290	14.9	11.7	127	1143	16.1	5.8	138	3002	15.0	15.3	128				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	11718	76.0	10.7	116	5505	77.6	5.0	119	15285	76.2	13.9	116				
READ ONE	95074	9758	63.3	10.3	112	4616	65.1	4.9	115	12753	63.5	13.4	112				
READ TWO OR MORE	14588	1959	12.7	13.4	146	889	12.5	6.1	144	2531	12.6	17.3	145				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.68				31.84				32.01							
30 DAY REACH	149706	14036	91.1	9.4	102	6443	90.8	4.3	102	18241	90.9	12.2	102				
50 SHWG - 30 DAY AV FREQ	15.16	17.10				16.58				16.72							
30 DAY REACH	142406	13445	87.3	9.4	103	6184	87.2	4.3	103	17498	87.2	12.3	103				
25 SHWG - 30 DAY AV FREQ	8.23	9.27				9.06				9.06							
30 DAY REACH	131152	12413	80.6	9.5	103	5655	79.7	4.3	102	16162	80.5	12.3	103				
CABLE TV: HOME WIRED	66879	7613	49.4	11.4	124	3536	49.9	5.3	125	9810	48.9	14.7	123				
HOME NOT WIRED	100848	7796	50.6	7.7	84	3556	50.1	3.5	83	10263	51.1	10.2	85				
HAVE PAY CABLE	35024	4621	30.0	13.2	144	2295	32.4	6.6	155	5986	29.8	17.1	143				

	TOTAL U.S. '000	MILK BONE BISCUITS				MILK BONE TREATS				ALL MILK BONE							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	15409	100.0	9.2	100	7092	100.0	4.2	100	20072	100.0	12.0	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	9354	60.7	9.8	106	4543	64.1	4.8	112	12351	61.5	12.9	108				
10:00 AM - 3:00 PM	63599	6036	39.2	9.5	103	2965	41.8	4.7	110	7951	39.6	12.5	104				
3:00 PM - 7:00 PM	72097	6757	43.9	9.4	102	3203	45.2	4.4	105	8895	44.3	12.3	103				
7:00 PM - MIDNIGHT	36670	3161	20.5	8.6	94	1687	23.8	4.6	109	4272	21.3	11.6	97				
MIDNIGHT - 6:00 AM	21908	2100	13.6	9.6	104	1083	15.3	4.9	117	2842	14.2	13.0	108				
6:00 AM - MIDNIGHT	127571	12084	78.4	9.5	103	5769	81.3	4.5	107	15819	78.8	12.4	104				
ENTIRE DAY	129239	12286	79.7	9.5	103	5799	81.8	4.5	106	16035	79.9	12.4	104				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3801	24.7	11.2	122	1741	24.5	5.1	121	4836	24.1	14.2	119				
ALL NEWS	6062	766	5.0	12.6	138	249	3.5	4.1	97	890	4.4	14.7	123				
AOR/PROGRESSIVE	11884	1127	7.3	9.5	103	722	10.2	6.1	144	1631	8.1	13.7	115				
BEAUTIFUL MUSIC	11180	1146	7.4	10.3	112	626	8.8	5.6	132	1500	7.5	13.4	112				
BLACK	4538	*212	1.4	4.7	51	**58	0.8	1.3	30	*249	1.2	5.5	46				
CLASSICAL	3857	419	2.7	10.9	118	*171	2.4	4.4	105	490	2.4	12.7	106				
CHR/ROCK	21946	2043	13.3	9.3	101	1058	14.9	4.8	114	2746	13.7	12.5	105				
COUNTRY	27262	2201	14.3	8.1	88	1218	17.2	4.5	106	3040	15.1	11.2	93				
GOLDEN OLDIES	3339	278	1.8	8.3	91	*135	1.9	4.0	96	369	1.8	11.1	92				
MOR/NOSTALGIA	10346	1152	7.5	11.1	121	382	5.4	3.7	87	1394	6.9	13.5	113				
NEWS/TALK	8929	929	6.0	10.4	113	402	5.7	4.5	106	1218	6.1	13.6	114				
RELIGIOUS	5488	391	2.5	7.1	78	*237	3.3	4.3	102	540	2.7	9.8	82				
SOFT ROCK	1232	*105	0.7	8.5	93	**35	0.5	2.8	67	*140	0.7	11.4	95				
URBAN CONTEMPORARY	3184	*147	1.0	4.6	50	**94	1.3	3.0	70	*227	1.1	7.1	60				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	633	4.1	9.2	100	*340	4.8	4.9	116	917	4.6	13.3	111				
ABC DIRECTION	5212	494	3.2	9.5	103	251	3.5	4.8	114	642	3.2	12.3	103				
ABC ENTERTAINMENT	10385	971	6.3	9.4	102	530	7.5	5.1	121	1344	6.7	12.9	108				
ABC FM	4762	344	2.2	7.2	79	*151	2.1	3.2	75	453	2.3	9.5	79				
ABC INFORMATION	11339	1108	7.2	9.8	106	494	7.0	4.4	103	1473	7.3	13.0	109				
ABC ROCK	4878	462	3.0	9.5	103	*341	4.8	7.0	165	706	3.5	14.5	121				
CBS	10709	1157	7.5	10.8	118	564	8.0	5.3	125	1532	7.6	14.3	120				
MUTUAL	10251	974	6.3	9.5	103	463	6.5	4.5	107	1290	6.4	12.6	105				
NBC	12243	1246	8.1	10.2	111	448	6.3	3.7	87	1536	7.7	12.5	105				
RADIORADIO	4606	433	2.8	9.4	102	*240	3.4	5.2	123	582	2.9	12.6	106				
RKO ONE	5148	430	2.8	8.4	91	*192	2.7	3.7	88	566	2.8	11.0	92				
RKO TWO	7313	726	4.7	9.9	108	331	4.7	4.5	107	924	4.6	12.6	106				
THE SOURCE	5981	537	3.5	9.0	98	379	5.3	6.3	150	774	3.9	12.9	108				
NON-WIRED : BLAIR	19329	1557	10.1	8.1	88	1009	14.2	5.2	123	2297	11.4	11.9	99				
INTERNET	27139	2520	16.4	9.3	101	1185	16.7	4.4	103	3322	16.6	12.2	102				
KATZ RADIO GROUP	36319	3764	24.4	10.4	113	1776	25.0	4.9	116	4940	24.6	13.6	114				
SUPERNET	22361	1993	12.9	8.9	97	1069	15.1	4.8	113	2678	13.3	12.0	100				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1231	8.0	8.5	92	563	7.9	3.9	92	1543	7.7	10.6	89				
WKDAY 9:00 AM - 1:00 PM	18688	1313	8.5	7.0	76	652	9.2	3.5	83	1770	8.8	9.5	79				
WKDAY 1:00 PM - 4:30 PM	24061	1863	12.1	7.7	84	897	12.6	3.7	88	2473	12.3	10.3	86				
WKDAY 4:30 PM - 7:30 PM	44079	3830	24.9	8.7	95	1839	25.9	4.2	99	5077	25.3	11.5	96				
WKDAY 7:30 PM - 8:00 PM	61979	5526	35.9	8.9	97	2532	35.7	4.1	97	7200	35.9	11.6	97				
WKDAY 11:00 PM - 11:30 PM	49084	4751	30.8	9.7	105	2326	32.8	4.7	112	6218	31.0	12.7	106				
WKDAY 11:30 PM - 1:00 AM	16560	1553	10.1	9.4	102	825	11.6	5.0	118	2059	10.3	12.4	104				
M-SAT 8-11 PM-SUN 7-11 PM	66967	6413	41.6	9.6	104	2980	42.0	4.4	105	8346	41.6	12.5	104				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	679	4.4	7.3	80	296	4.2	3.2	76	857	4.3	9.2	77				
ANOTHER WORLD	N 6138	449	2.9	7.3	80	204	2.9	3.3	79	579	2.9	9.4	79				
AS THE WORLD TURNS	C 7707	504	3.3	6.5	71	257	3.6	3.3	79	698	3.5	9.1	76				
CAPITOL	C 4688	255	1.7	5.4	59	173	2.4	3.7	87	402	2.0	8.6	72				
CBS MORN. NEWS 1	C 2792	283	1.8	10.1	110	*112	1.6	4.0	95	331	1.6	11.9	99				
CBS MORN. NEWS 2	C 2071	178	1.2	8.6	94	*82	1.2	4.0	94	226	1.1	10.9	91				
DAYS OF OUR LIVES	N 8018	665	4.3	8.3	90	283	4.0	3.5	83	847	4.2	10.6	88				
FACTS OF LIFE - DAYTIME	N 3487	161	1.0	4.6	50	*93	1.3	2.7	63	236	1.2	6.8	57				
FAMILY FEUD	A 4817	349	2.3	7.2	79	*107	1.5	2.2	53	431	2.1	8.9	75				
GENERAL HOSPITAL	A 8333	655	4.3	7.9	86	306	4.3	3.7	87	851	4.2	10.2	85				
GOOD MORNING, AMERICA-730 A	A 5472	543	3.5	9.9	108	239	3.4	4.4	103	659	3.3	12.0	101				
GOOD MORNING, AMERICA-830 A	A 3965	335	2.2	8.4	92	199	2.8	5.0	119	441	2.2	11.1	93				
GUIDING LIGHT	C 7542	650	4.2	8.6	94	381	5.4	5.1	119	914	4.6	12.1	101				
ONE LIFE TO LIVE	A 6018	425	2.8	7.1	77	203	2.9	3.4	80	566	2.8	9.4	79				
PRESS YOUR LUCK	C 3589	242	1.6	6.7	73	*102	1.4	2.8	67	323	1.6	9.0	75				
PRICE IS RIGHT 1	C 7418	452	2.9	6.1	66	257	3.6	3.5	82	661	3.3	8.9	74				
PRICE IS RIGHT 2	C 8276	518	3.4	6.3	68	290	4.1	3.5	83	754	3.8	9.1	76				
RYAN'S HOPE	A 4358	359	2.3	8.2	90	*115	1.6	2.6	62	434	2.2	10.0	83				
SALE OF THE CENTURY	N 3749	207	1.3	5.5	60	91	1.3	2.4	57	277	1.4	7.4	62				
SEARCH FOR TOMORROW	N 2884	187	1.2	6.5	71	**44	0.6	1.5	36	225	1.1	7.8	65				
TODAY SHOW 1	N 4869	355	2.3	7.3	79	164	2.3	3.4	80	477	2.4	9.8	82				
TODAY SHOW 2	N 4135	248	1.6	6.0	65	107	1.5	2.6	61	321	1.6	7.8	65				
\$25,000 PYRAMID	C 4361	345	2.2	7.9	86	127	1.8	2.9	69	425	2.1	9.7	81				
WHEEL OF FORTUNE	N 6187	398	2.6	6.4	70	239	3.4	3.9	91	549	2.7	8.9	74				
YOUNG AND THE RESTLESS	C 8186	488	3.2	6.0	65	365	5.1	4.5	105	718	3.6	8.8	73				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A 4727	409	2.7	8.7	94	194	2.7	4.1	97	557	2.8	11.8	98				
NBA PLAYOFF GAME -1	C 5127	317	2.1	6.2	67	214	3.0	4.2	99	467	2.3	9.1	76				
NBC MAJOR LEAGUE PRE-GAME N	N 3945	*276	1.8	7.0	76	**95	1.3	2.4	57	356	1.8	9.0	75				
SPORTSWORLD - SUN	N 3370	268	1.7	8.0	87	*68	1.0	2.0	48	310	1.5	9.2	77				
SUNDAY MORNING	C 4200	370	2.4	8.8	96	*143	2.0	3.4	81	452	2.3	10.8	90				

	TOTAL U.S. '000	MILK BONE BISCUITS				MILK BONE TREATS				ALL MILK BONE							
		A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	15409	100.0	9.2	100	7092	100.0	4.2	100	20072	100.0	12.0	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	4448	28.9	8.5	93	2179	30.7	4.2	99	5892	29.4	11.3	94				
NETWORK AFFILIATES - LATE	39164	3828	24.8	9.8	106	1927	27.2	4.9	116	5078	25.3	13.0	108				
INDEPENDENTS - LATE	5133	529	3.4	10.3	112	185	2.6	3.6	85	654	3.3	12.7	106				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	22825	2049	13.3	9.0	98	875	12.3	3.8	91	2539	12.6	11.1	93				
ABC MONDAY NIGHT MOVIE	11258	1084	7.0	9.6	105	422	6.0	3.7	89	1393	6.9	12.4	103				
ABC SUNDAY NIGHT MOVIE	23600	2365	15.3	10.0	109	1182	16.7	5.0	118	3119	15.5	13.2	110				
ABC WORLD NEWS TONIGHT	12801	1144	7.4	8.9	97	562	7.9	4.4	104	1523	7.6	11.9	99				
AFTERMASH	10966	1082	7.0	9.9	107	452	6.4	4.1	97	1348	6.7	12.3	103				
ALICE	17050	1624	10.5	9.5	104	626	8.8	3.7	87	2019	10.1	11.8	99				
AMERICAN PARADE	11998	1085	7.0	9.0	98	718	10.1	6.0	142	1554	7.7	13.0	108				
BENSON	19258	1902	12.3	9.9	108	814	11.5	4.2	100	2502	12.5	13.0	109				
BLUE THUNDER	11478	1001	6.5	8.7	95	471	6.6	4.1	97	1324	6.6	11.5	96				
CAGNEY & LACEY	18263	2057	13.3	11.3	123	899	12.7	4.9	116	2555	12.7	14.0	117				
CBS EVENING NEWS-DEAN	7733	625	4.1	8.1	88	288	4.1	3.7	88	841	4.2	10.9	91				
CBS EVENING NEWS-RATHER	15653	1511	9.8	9.7	105	692	9.8	4.4	105	1971	9.8	12.6	105				
CBS SAT. NEWS-SCHIEFFER	8744	858	5.6	9.8	107	320	4.5	3.7	87	1052	5.2	12.0	101				
CBS SATURDAY NIGHT MOVIE	12000	1159	7.5	9.7	105	555	7.8	4.6	109	1509	7.5	12.6	105				
CBS WEDNESDAY NIGHT MOVIE	11522	1258	8.2	10.9	119	586	8.3	5.1	120	1534	7.6	13.3	111				
CHEERS	16818	1822	11.8	10.8	118	957	13.5	5.7	135	2448	12.2	14.6	122				
DALLAS	37510	3519	22.8	9.4	102	1595	22.5	4.3	101	4531	22.6	12.1	101				
DIFF'RENT STROKES	11258	867	5.6	7.7	84	500	7.1	4.4	105	1235	6.2	11.0	92				
DOUBLE TROUBLE	12248	1068	6.9	8.7	95	467	6.6	3.8	90	1398	7.0	11.4	95				
DUCK FACTORY	11100	1070	6.9	9.6	105	617	8.7	5.6	131	1480	7.4	13.3	111				
DUKES OF HAZZARD	12353	1144	7.4	9.3	101	504	7.1	4.1	96	1463	7.3	11.8	99				
DYNASTY	33279	2741	17.8	8.2	90	1433	20.2	4.3	102	3764	18.8	11.3	95				
FACTS OF LIFE	13410	1226	8.0	9.1	100	618	8.7	4.6	109	1631	8.1	12.2	102				
FALCON CREST	31093	2812	18.2	9.0	98	1441	20.3	4.6	110	3706	18.5	11.9	100				
FALL GUY	18649	1757	11.4	9.4	103	706	10.0	3.8	90	2183	10.9	11.7	98				
FAMILY TIES	13101	1074	7.0	8.2	89	497	7.0	3.8	90	1454	7.2	11.1	93				
FANTASY ISLAND	13069	1156	7.5	8.8	96	451	6.4	3.5	82	1446	7.2	11.1	92				
FOULUPS, BLEEPERS & BLUNDERS	16588	1760	11.4	10.6	115	839	11.8	5.1	120	2313	11.5	13.9	117				
FOUR SEASONS	9302	882	5.7	9.5	103	380	5.4	4.1	97	1112	5.5	12.0	100				
GIMME A BREAK	13955	999	6.5	7.2	78	430	6.1	3.1	73	1321	6.6	9.5	79				
HART TO HART	15735	1491	9.7	9.5	103	625	8.8	4.0	94	1899	9.5	12.1	101				
HILL STREET BLUES	18257	1899	12.3	10.4	113	798	11.3	4.4	103	2427	12.1	13.3	111				
HOTEL	24236	2154	14.0	8.9	97	1019	14.4	4.2	99	2887	14.4	11.9	100				
JEFFERSONS	17010	1586	10.3	9.3	101	647	9.1	3.8	90	1978	9.9	11.6	97				
JENNIFER SLEPT HERE	9397	771	5.0	8.2	89	464	6.5	4.9	117	1078	5.4	11.5	96				
KATE & ALLIE	16762	1823	11.8	10.9	118	824	11.6	4.9	116	2381	11.9	14.2	119				
KNIGHT RIDER	13164	1168	7.6	8.9	97	458	6.5	3.5	82	1489	7.4	11.3	95				
LOVE BOAT	20400	1913	12.4	9.4	102	852	12.0	4.2	99	2445	12.2	12.0	100				
MAGNUM PI	22543	2402	15.6	10.7	116	1097	15.5	4.9	115	3082	15.4	13.7	114				
MAMA'S FAMILY	9852	1036	6.7	10.5	114	480	6.8	4.9	115	1280	6.4	13.0	109				
MASTER, THE	8082	673	4.4	8.3	91	317	4.5	3.9	93	915	4.6	11.3	95				
MATT HOUSTON	12881	1382	9.0	10.7	117	544	7.7	4.2	100	1748	8.7	13.6	113				
NBC MONDAY NIGHT MOVIE	23889	2026	13.1	8.5	92	1033	14.6	4.3	102	2808	14.0	11.8	98				
NBC NIGHTLY NEWS	11156	934	6.1	8.4	91	470	6.6	4.2	100	1234	6.1	11.1	92				
NBC NIGHTLY NEWS-SAT	7363	639	4.1	8.7	94	364	5.1	4.9	117	846	4.2	11.5	96				
NBC NIGHTLY NEWS-SUN	6214	639	4.1	10.3	112	290	4.1	4.7	110	769	3.8	12.4	103				
NBC SUNDAY NIGHT MOVIE	17590	1548	10.0	8.8	96	587	8.3	3.3	79	1958	9.8	11.1	93				
NEWMART	16740	1827	11.9	10.9	119	759	10.7	4.5	107	2261	11.3	13.5	113				
ONE DAY AT A TIME	11820	923	6.0	7.8	85	400	5.6	3.4	80	1194	5.9	10.1	84				
PEOPLE ARE FUNNY	9138	962	6.2	10.5	115	366	5.2	4.0	95	1174	5.8	12.8	107				
REAL PEOPLE	15979	1340	8.7	8.4	91	848	12.0	5.3	126	1892	9.4	11.8	99				
REMINGTON STEELE	14395	1446	9.4	10.0	109	614	8.7	4.3	101	1885	9.4	13.1	109				
RIPLEY'S BELIEVE IT - NOT	11362	1120	7.3	9.9	107	505	7.1	4.4	105	1453	7.2	12.8	107				
RIPTIDE	13920	1419	9.2	10.2	111	641	9.0	4.6	109	1784	8.9	12.8	107				
SCARECROW & MRS. KING	17571	1687	10.9	9.6	105	768	10.8	4.4	103	2167	10.8	12.3	103				
SIMON & SIMON	20208	1865	12.1	9.2	100	856	12.1	4.2	100	2359	11.8	11.7	98				
60 MINUTES	27668	2535	16.5	9.2	100	1284	18.1	4.6	110	3365	16.8	12.2	102				
ST. ELSEWHERE	13699	1239	8.0	9.0	98	635	9.0	4.6	110	1714	8.5	12.5	105				
THREE'S COMPANY	20632	1747	11.3	8.5	92	890	12.5	4.3	102	2411	12.0	11.7	98				
T.J. HOOKER	17136	1558	10.1	9.1	99	653	9.2	3.8	90	1999	10.0	11.7	97				
TONIGHT SHOW	4963	539	3.5	10.9	118	286	4.0	5.8	136	705	3.5	14.2	119				
TRAPPER JOHN, M.D.	16332	1459	9.5	8.9	97	646	9.1	4.0	94	1906	9.5	11.7	98				
TV BLOOPERS & PRAC. JOKES	18881	1710	11.1	9.1	99	893	12.6	4.7	112	2340	11.7	12.4	104				
20/20	18315	1835	11.9	10.0	109	1043	14.7	5.7	135	2432	12.1	13.3	111				
WEBSTER	18722	1730	11.2	9.2	101	751	10.6	4.0	95	2308	11.5	12.3	103				
WORLD NEWS - SUN	5327	482	3.1	9.0	98	*236	3.3	4.4	105	650	3.2	12.2	102				
YELLOW ROSE	8370	823	5.3	9.8	107	387	5.5	4.6	109	1063	5.3	12.7	106				
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	2899	18.8	11.2	122	1523	21.5	5.9	139	3967	19.8	15.3	128				
BASKETBALL - COLLEGE GAMES	14468	1385	9.0	9.6	104	611	8.6	4.2	100	1769	8.8	12.2	102				
BASKETBALL - PRO GAMES	12124	1063	6.9	8.8	95	696	9.8	5.7	136	1534	7.6	12.7	106				
BOWLING	9412	954	6.2	10.1	110	681	9.6	7.2	171	1423	7.1	15.1	126				
BOXING	15409	1697	11.0	11.0	120	716	10.1	4.6	110	2057	10.2	13.3	112				
FOOTBALL - COLLEGE GAMES	21400	2174	14.1	10.2	111	1184	16.7	5.5	131	2996	14.9	14.0	117				
FOOTBALL - PRO GAMES	35944	4527	29.4	12.6	137	2051	28.9	5.7	135	5787	28.8	16.1	135				
GOLF	9759	1269	8.2	13.0	142	*541	7.6	5.5	131	1488	7.4	15.2	127				
POST-SEASON COLL. FOOTBALL	18123	1967	12.8	10.9	118	907	12.8	5.0	118	2512	12.5	13.9	116				
POST-SEASON PRO FOOTBALL	22091	2988	19.4	13.5	147	1200	16.9	5.4	128	3710	18.5	16.8	140				
TENNIS	6764	731	4.7	10.8	118	*405	5.7	6.0	142	996	5.0	14.7	123				
WRESTLING - PROFESSIONAL	9695	1042	6.8	10.7	117	*518	7.3	5.3	126	1324	6.6	13.7	114				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FLEA & TICK CARE PRODUCTS FOR
DOGS & CATS

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-55

	'000	%	UNWEIGHTED
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1A. IF YOU OWN A DOG OR CAT, DO YOU
OR OTHER MEMBERS OF YOUR HOUSEHOLD
USE THEM FOR DOG(S) OR CAT(S)?

YES	55561	33.1	5616
NO	112166	66.9	13494

IF YES

1B. DO YOU OR OTHER MEMBERS OF YOUR
HOUSEHOLD USE THEM AS A PREVENTATIVE
OR AS A TREATMENT WHEN YOUR DOG(S)
OR CAT(S) HAVE FLEAS OR TICKS?

AS A PREVENTATIVE	26296	15.7	2728
AS A TREATMENT	8935	5.3	902
BOTH	21994	13.1	2108
DO NOT KNOW	1800	1.1	200

ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
'000	%	'000	%	'000	%	'000	%	

1C. WHAT TYPES ARE USED
BY YOUR HOUSEHOLD?

COLLAR FOR DOGS	33812	20.2	12553	7.5	19767	11.8	1492	.9	3339
COLLAR FOR CATS	15787	9.4	5673	3.4	9409	5.6	705	.4	1551
TAG	1515	.9	353	.2	949	.6	213	.1	150
SPRAY	16387	9.8	2873	1.7	8497	5.1	5017	3.0	1648
DIP	8383	5.0	1399	.8	4390	2.6	2594	1.5	813
SHAMPOO	21824	13.0	3416	2.0	12174	7.3	6234	3.7	2117
DO NOT KNOW	920	.5							110

1D. WHICH BRANDS ARE USED?

HARTZ MOUNTAIN	22636	13.5	12118	7.2	8127	4.8	2391	1.4	2278
LAMBERT KAY/VICTORY	793	.5	310	.2	317	.2	167	.1	96
PET M	579	.3	313	.2	223	.1	43	*	71
PULVEX	1176	.7	639	.4	439	.3	99	.1	142
SARGENTS	25703	15.3	13872	8.3	8383	5.0	3448	2.1	2586
OTHER BRANDS	17838	10.6	12381	7.4	2888	1.7	2569	1.5	1712
DO NOT KNOW	2007	1.2							230

	TOTAL U.S. '000	USE FLEA AND TICK CARE PRODUCTS				AS A PREVENTATIVE				AS A TREATMENT				BOTH		
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS
TOTAL ADULTS	167727	55561	100.0	33.1	100	26296	100.0	15.7	100	8935	100.0	5.3	100	21994	100.0	13.1
MALES	79263	25745	46.3	32.5	98	12460	47.4	15.7	100	4221	47.2	5.3	100	9774	44.4	12.3
FEMALES	88464	29817	53.7	33.7	102	13836	52.6	15.6	100	4714	52.8	5.3	100	12220	55.6	13.8
18 - 24	28671	8993	16.2	31.4	95	4030	15.3	14.1	90	1437	16.1	5.0	94	3850	17.5	13.4
25 - 34	39536	13525	24.3	34.2	103	6463	24.6	16.3	104	2145	24.0	5.4	102	5469	24.9	13.8
35 - 44	28978	11420	20.6	39.4	119	5645	21.5	19.5	124	1510	16.9	5.2	98	4621	21.0	15.9
45 - 54	22345	8795	15.8	39.4	119	4255	16.2	19.0	121	1764	19.7	7.9	148	3111	14.1	13.9
55 - 64	22224	7270	13.1	32.7	99	3314	12.6	14.9	95	1179	13.2	5.3	100	2968	13.5	13.4
65 OR OLDER	25973	5558	10.0	21.4	65	2590	9.8	10.0	64	901	10.1	3.5	65	1974	9.0	7.6
18 - 34	68207	22518	40.5	33.0	100	10493	39.9	15.4	98	3581	40.1	5.3	99	9320	42.4	13.7
18 - 49	108058	38494	69.3	35.6	108	18265	69.5	16.9	108	6098	68.2	5.6	106	15569	70.8	14.4
25 - 54	90859	33741	60.7	37.1	112	16362	62.2	18.0	115	5419	60.6	6.0	112	13201	60.0	14.5
35 - 49	39851	15976	28.8	40.1	121	7772	29.6	19.5	124	2517	28.2	6.3	119	6250	28.4	15.7
50 OR OLDER	59669	17067	30.7	28.6	86	8031	30.5	13.5	86	2836	31.7	4.8	89	6425	29.2	10.8
GRADUATED COLLEGE	28091	8963	16.1	31.9	96	4275	16.3	15.2	97	1525	17.1	5.4	102	3645	16.6	13.0
ATTENDED COLLEGE	28938	10382	18.7	35.9	108	5289	20.1	18.3	117	1685	18.9	5.8	109	4033	18.3	13.9
GRADUATED HIGH SCHOOL	65503	23517	42.3	35.9	108	11393	43.3	17.4	111	3729	41.7	5.7	107	9056	41.2	13.8
DID NOT GRADUATE HIGH SCHOOL	45195	12699	22.9	28.1	85	5339	20.3	11.8	75	1996	22.3	4.4	83	5260	23.9	11.6
EMPLOYED MALES	56429	19210	34.6	34.0	103	9610	36.5	17.0	109	3178	35.6	5.6	106	7155	32.5	12.7
EMPLOYED FEMALES	43971	16488	29.7	37.5	113	7652	29.1	17.4	111	2644	29.6	6.0	113	6995	31.8	15.9
EMPLOYED FULL-TIME	87773	30831	55.5	35.1	106	15074	57.3	17.2	110	4949	55.4	5.6	106	12121	55.1	13.8
EMPLOYED PART-TIME	12627	4867	8.8	38.5	116	2188	8.3	17.3	111	872	9.8	6.9	130	2030	9.2	16.1
NOT EMPLOYED	67327	19863	35.7	29.5	89	9034	34.4	13.4	86	3113	34.8	4.6	87	7844	35.7	11.7
PROFESSIONAL/MANAGER	25845	8797	15.8	34.0	103	4314	16.4	16.7	106	1657	18.5	6.4	120	3372	15.3	13.0
TECH/CLERICAL/SALES	30895	11878	21.4	38.4	116	5952	22.6	19.3	123	1681	18.8	5.4	102	4799	21.8	15.5
PRECISION/CRAFT	12629	4714	8.5	37.3	113	2273	8.6	18.0	115	755	8.4	6.0	112	1721	7.8	13.6
OTHER EMPLOYED	31031	10309	18.6	33.2	100	4724	18.0	15.2	97	1728	19.3	5.6	105	4258	19.4	13.7
SINGLE	35557	9812	17.7	27.6	83	4214	16.0	11.9	76	1717	19.2	4.8	91	4140	18.8	11.6
MARRIED	103585	38210	68.8	36.9	111	18731	71.2	18.1	115	6178	69.1	6.0	112	14676	66.7	14.2
DIVORCED/SEPARATED/WIDOWED	28585	7540	13.6	26.4	80	3351	12.7	11.7	75	1040	11.6	3.6	68	3178	14.4	11.1
PARENTS	59295	22742	40.9	38.4	116	11508	43.8	19.4	124	3462	38.7	5.8	110	8787	40.0	14.8
WHITE	146081	50551	91.0	34.6	104	24223	92.1	16.6	106	7814	87.5	5.3	100	20190	91.8	13.8
BLACK	17974	3927	7.1	21.8	66	1458	5.5	8.1	52	836	9.4	4.7	87	1506	6.8	8.4
OTHER	3672	1084	2.0	29.5	89	*615	2.3	16.7	107	**285	3.2	7.8	146	**298	1.4	8.1
NORTHEAST-CENSUS	37005	12266	22.1	33.1	100	6676	25.4	18.0	115	1766	19.8	4.8	90	4085	18.6	11.0
NORTH CENTRAL	42642	13658	24.6	32.0	97	6889	26.2	16.2	103	2190	24.5	5.1	96	5235	23.8	12.3
SOUTH	56777	19088	34.4	33.6	101	7688	29.2	13.5	86	3012	33.7	5.3	100	8458	38.5	14.9
WEST	31303	10549	19.0	33.7	102	5043	19.2	16.1	103	1967	22.0	6.3	118	4216	19.2	13.5
NORTHEAST-MKTG.	38125	12244	22.0	32.1	97	6590	25.1	17.3	110	1884	21.1	4.9	93	4099	18.6	10.8
EAST CENTRAL	24794	8513	15.3	34.3	104	4063	15.5	16.4	105	1388	15.5	5.6	105	3356	15.3	13.5
WEST CENTRAL	28511	8491	15.3	29.8	90	4417	16.8	15.5	99	1350	15.1	4.7	89	3128	14.2	11.0
SOUTH	48953	16643	30.0	34.0	103	6773	25.8	13.8	88	2450	27.4	5.0	94	7379	33.6	15.1
PACIFIC	27344	9670	17.4	35.4	107	4452	16.9	16.3	104	1863	20.9	6.8	128	4032	18.3	14.7
COUNTY SIZE A	69301	21119	38.0	30.5	92	10374	39.5	15.0	95	3637	40.7	5.2	99	7719	35.1	11.1
COUNTY SIZE B	50633	17801	32.0	35.2	106	8637	32.8	17.1	109	2544	28.5	5.0	94	7244	32.9	14.3
COUNTY SIZE C	26259	9289	16.7	35.4	107	3958	15.1	15.1	96	1355	15.2	5.2	97	4084	18.6	15.6
COUNTY SIZE D	21534	7354	13.2	34.2	103	3326	12.6	15.4	99	1400	15.7	6.5	122	2948	13.4	13.7
METRO CENTRAL CITY	50014	14333	25.8	28.7	87	7163	27.2	14.3	91	2231	25.0	4.5	84	5216	23.7	10.4
METRO SUBURBAN	76832	26725	48.1	34.8	105	12924	49.1	16.8	107	4122	46.1	5.4	101	10650	48.4	13.9
NON METRO	40881	14503	26.1	35.5	107	6208	23.6	15.2	97	2582	28.9	6.3	119	6128	27.9	15.0
TOP 5 ADI'S	39550	11729	21.1	29.7	90	5957	22.7	15.1	96	1914	21.4	4.8	91	4258	19.4	10.8
TOP 10 ADI'S	54877	16353	29.4	29.8	90	8094	30.8	14.7	94	2766	31.0	5.0	95	5991	27.2	10.9
TOP 20 ADI'S	77516	24267	43.7	31.3	95	11815	44.9	15.2	97	3973	44.5	5.1	96	9209	41.9	11.9
MSHLD INC. \$50,000 OR MORE	17257	6658	12.0	38.6	116	3489	13.3	20.2	129	1101	12.3	6.4	120	2441	11.1	14.1
\$40,000 OR MORE	33235	12700	22.9	38.2	115	6793	25.8	20.4	130	2094	23.4	6.3	118	4606	20.9	13.9
\$30,000 OR MORE	59693	22957	41.3	38.5	116	12004	45.6	20.1	128	3811	42.7	6.4	120	8268	37.6	13.9
\$25,000 OR MORE	76275	28758	51.8	37.7	114	14798	56.3	19.4	124	4707	52.7	6.2	116	10584	48.1	13.9
\$20,000 - \$24,999	18607	6503	11.7	34.9	106	3013	11.5	16.2	103	845	9.5	4.5	85	2834	12.9	15.2
\$15,000 - \$19,999	17175	5477	9.9	31.9	96	2649	10.1	15.4	98	632	7.1	3.7	69	2228	10.1	13.0
\$10,000 - \$14,999	24569	7446	13.4	30.3	91	2841	10.8	11.6	74	1470	16.5	6.0	112	3207	14.6	13.1
UNDER \$10,000	31101	7378	13.3	23.7	72	2994	11.4	9.6	61	1281	14.3	4.1	77	3141	14.3	10.1
HOUSEHOLD OF 1 PERSON	19441	3327	6.0	17.1	52	1601	6.1	8.2	53	533	6.0	2.7	51	1199	5.5	6.2
2 PEOPLE	51803	15632	28.1	30.2	91	7308	27.8	14.1	90	2545	28.5	4.9	92	5918	26.9	11.4
3 OR 4 PEOPLE	66933	25059	45.1	37.4	113	11973	45.5	17.9	114	3639	40.7	5.4	102	10369	47.1	15.5
5 OR MORE PEOPLE	29550	11542	20.8	39.1	118	5413	20.6	18.3	117	2218	24.8	7.5	141	4509	20.5	15.3
NO CHILD IN HSHLD	96587	28306	50.9	29.3	88	13045	49.6	13.5	86	4552	50.9	4.7	88	11178	50.8	11.6
CHILD(REN) UNDER 2 YRS	10844	3410	6.1	31.4	95	1631	6.2	15.0	96	*545	6.1	5.0	94	1456	6.6	13.4
2 - 5 YEARS	26358	8493	15.3	32.2	97	4072	15.5	15.4	99	1211	13.6	4.6	86	3513	16.0	13.3
6 - 11 YEARS	30453	11329	20.4	37.2	112	5695	21.7	18.7	119	1862	20.8	6.1	115	4234	19.3	13.9
12 - 17 YEARS	36575	15849	28.5	43.3	131	7773	29.6	21.3	136	2646	29.6	7.2	136	6157	28.0	16.8
RESIDENCE OWNED	117770	43620	78.5	37.0	112	21002	79.9	17.8	114	7214	80.7	6.1	115	17005	77.3	14.4
VALUE: \$50,000 OR MORE	70166	26480	47.7	37.7	114	13356	50.8	19.0	121	4428	49.6	6.3	118	9894	45.0	14.1
VALUE: UNDER \$50,000	47604	17140	30.8	36.0	109	7646	29.1	16.1	102	2787	31.2	5.9	110	7111	32.3	14.9

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	TOTAL U.S. '000	USE FLEA AND TICK CARE PRODUCTS				AS A PREVENTATIVE				AS A TREATMENT				BOTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	55561	100.0	33.1	100	26296	100.0	15.7	100	8935	100.0	5.3	100	21994	100.0	13.1	100
ATLANTIC MONTHLY	867	271	0.5	31.3	94	**116	0.4	13.4	85	**36	0.4	4.2	78	**128	0.6	14.8	100
BARRON'S	1580	509	0.9	32.2	97	*180	0.7	11.4	73	**101	1.1	6.4	120	*297	1.4	18.8	100
BETTER HOMES & GARDENS	22203	8543	15.4	38.5	116	4345	16.5	19.6	125	1409	15.8	6.3	119	3345	15.2	15.1	100
BON APPETIT	3810	1450	2.6	38.1	115	533	2.0	14.0	89	*260	2.9	6.8	128	739	3.4	19.4	100
BUSINESS WEEK	4663	1463	2.6	31.4	95	900	3.4	19.3	123	*269	3.0	5.8	108	385	1.8	8.3	100
CAR AND DRIVER	3102	889	1.6	28.7	87	412	1.6	13.3	85	*182	2.0	5.9	110	331	1.5	10.7	100
CBS MAGAZINE NETWORK (GROSS)	7311	2774	5.0	37.9	115	1400	5.3	19.1	122	398	4.5	5.4	102	1021	4.6	14.0	100
CHANGING TIMES	3400	1064	1.9	31.3	94	568	2.2	16.7	107	*116	1.3	3.4	64	409	1.9	12.0	100
COLONIAL HOMES	1796	738	1.3	41.1	124	372	1.4	20.7	132	**120	1.3	6.7	125	*261	1.2	14.5	100
CONDE NAST MAG. PKG. (GROSS)	19924	6805	12.2	34.2	103	3393	12.9	17.0	109	1377	15.4	6.9	130	2605	11.8	13.1	100
CONSUMERS DIGEST	3125	1156	2.1	37.0	112	667	2.5	21.3	136	*135	1.5	4.3	81	427	1.9	13.7	100
COSMOPOLITAN	10577	3862	7.0	36.5	110	1837	7.0	17.4	111	532	6.0	5.0	94	1668	7.6	15.8	100
COUNTRY LIVING	3746	1629	2.9	43.5	131	868	3.3	23.2	148	*244	2.7	6.5	122	561	2.6	15.0	100
CUISINE	2214	700	1.3	31.6	95	353	1.3	15.9	102	*662	0.7	2.8	53	314	1.4	14.2	100
CYCLE WORLD	2394	976	1.8	40.8	123	423	1.6	17.7	113	*185	2.1	7.7	145	*368	1.7	15.4	100
DCI:CREATIVE IDEAS FOR LIV	3068	1160	2.1	37.8	114	587	2.2	19.1	122	**185	2.1	6.0	113	519	2.4	16.9	100
DCI:CREAT.IDEA/50.LIV(GROSS)	9556	3649	6.6	38.2	115	1581	6.0	16.5	106	612	6.8	6.4	120	1654	7.5	17.3	100
DISCOVER	2277	834	1.5	36.6	111	409	1.6	18.0	115	**112	1.3	4.9	92	376	1.7	16.5	100
EBONY	7187	1611	2.9	22.4	68	604	2.3	8.4	54	*278	3.1	3.9	73	682	3.1	9.5	100
ESQUIRE	2560	702	1.3	27.4	83	295	1.1	11.5	74	*153	1.7	6.0	112	308	1.4	12.0	100
ESSENCE	3242	807	1.5	24.9	75	321	1.2	9.9	63	**218	2.4	6.7	126	283	1.3	8.7	100
FAMILY CIRCLE	19639	7337	13.2	37.4	113	3605	13.7	18.4	117	1178	13.2	6.0	113	2972	13.5	15.1	100
THE FAMILY HANDYMAN	3540	1441	2.6	40.7	123	682	2.6	19.3	123	*170	1.9	4.8	90	615	2.8	17.4	100
FAMILY WEEKLY	23924	8424	15.2	35.2	106	3845	14.6	16.1	103	1341	15.0	5.6	105	3571	16.2	14.9	100
FIELD & STREAM	9883	3787	6.8	38.3	116	1914	7.3	19.4	124	657	7.4	6.6	125	1438	6.5	14.6	100
FOOD & WINE	1030	295	0.5	28.6	86	*116	0.4	11.3	72	**47	0.5	4.6	86	**148	0.7	14.4	100
FORBES	2679	762	1.4	28.4	86	397	1.5	14.8	95	*188	2.1	7.0	132	*257	1.2	9.6	100
FORTUNE	2931	939	1.7	32.0	97	519	2.0	17.7	113	*266	3.0	9.1	170	282	1.3	9.6	100
GENTLEMEN'S QUARTERLY	3481	1008	1.8	29.0	87	453	1.7	13.0	83	*194	2.2	5.6	105	425	1.9	12.2	100
GLAMOUR	7163	2581	4.6	36.0	109	1325	5.0	18.5	118	557	6.2	7.8	146	865	3.9	12.1	100
GOLF DIGEST	2355	810	1.5	34.4	104	380	1.4	16.1	103	*177	2.0	7.5	141	*270	1.2	11.5	100
GOLF DIGEST/TENNIS (GROSS)	3610	1242	2.2	34.4	104	612	2.3	17.0	108	*245	2.7	6.8	127	388	1.8	10.7	100
GOLF MAGAZINE	2046	651	1.2	31.8	96	274	1.0	13.4	85	**137	1.5	6.7	126	*254	1.2	12.4	100
GOLF MAGAZINE/SKI (GROSS)	3547	1084	2.0	30.6	92	519	2.0	14.6	93	*215	2.4	6.1	114	372	1.7	10.5	100
GOOD HOUSEKEEPING	20353	7290	13.1	35.8	108	3733	14.2	18.3	117	1068	12.0	5.2	99	2849	13.0	14.0	100
HARPER'S BAZAAR	3362	1185	2.1	35.2	106	668	2.5	19.9	127	*261	2.9	7.8	146	395	1.8	11.7	100
HEALTH	2987	1126	2.0	37.7	114	652	2.5	21.8	139	*208	2.3	7.0	131	400	1.8	13.4	100
HEARST MAG CORP. BUY (GROSS)	67928	25007	45.0	36.8	111	12759	48.5	18.8	120	3854	43.1	5.7	107	9766	44.4	14.4	100
HEARST MAN POWER (GROSS)	11282	4426	8.0	39.2	118	2364	9.0	21.0	134	745	8.3	6.6	124	1601	7.3	14.2	100
HEARST WOMAN POWER (GROSS)	40514	14755	26.6	36.4	110	7388	28.1	18.2	116	2178	24.4	5.4	101	5978	27.2	14.8	100
HOUSE BEAUTIFUL	4885	1664	3.0	34.1	103	767	2.9	15.7	100	*209	2.3	4.3	80	753	3.4	15.4	100
INC.	1308	419	0.8	32.0	97	*260	1.0	19.9	127	**108	1.2	8.3	155	**105	0.5	8.0	100
JET	6498	1707	3.1	26.3	79	595	2.3	9.2	58	390	4.4	6.0	113	739	3.4	11.4	100
LADIES' HOME JOURNAL	14797	5584	10.1	37.7	114	2728	10.4	18.4	118	864	9.7	5.8	110	2291	10.4	15.5	100
LHJ FAMILY GRP COMBO(GROSS)	21743	8177	14.7	37.6	114	4077	15.5	18.8	120	1238	13.9	5.7	107	3356	15.3	15.4	100
LIFE	9881	3440	6.2	34.8	105	1633	6.2	16.5	105	589	6.6	6.0	112	1450	6.6	14.7	100
L.A. TIMES HOME MAGAZINE	2775	1050	1.9	37.8	114	508	1.9	18.3	117	*271	3.0	9.8	183	423	1.9	15.2	100
MADAMOISELLE	4219	1357	2.4	32.2	97	622	2.4	14.7	94	**229	2.6	5.4	102	625	2.8	14.8	100
MC CALL'S	16422	6011	10.8	36.6	110	2794	10.6	17.0	109	1005	11.2	6.1	115	2473	11.2	15.1	100
MC CALL'S/MRK MOTHER (GROSS)	17919	6604	11.9	36.9	111	3067	11.7	17.1	109	1111	12.4	6.2	116	2742	12.5	15.3	100
MECHANIX ILLUSTRATED	4433	1957	3.5	44.1	133	996	3.8	22.5	143	*284	3.2	6.4	120	744	3.4	16.8	100
METROPOLITAN HOME	1504	472	0.8	31.4	95	289	1.1	19.2	123	**25	0.3	1.7	31	*164	0.7	10.9	100
MONEY	4723	1473	2.7	31.2	94	847	3.2	17.9	114	247	2.8	5.2	98	490	2.2	10.4	100
MOTHER EARTH NEWS	2325	862	1.6	37.1	112	374	1.4	16.1	103	**76	0.9	3.3	61	443	2.0	19.1	100
MS.	1189	459	0.8	38.6	117	*182	0.7	15.3	98	**43	0.5	3.6	68	*241	1.1	20.3	100
NATIONAL ENQUIRER	18892	6666	12.0	35.3	107	3242	12.3	17.2	109	989	11.1	5.2	98	2683	12.2	14.2	100
NATIONAL GEOGRAPHIC	22129	8290	14.9	37.5	113	4157	15.8	18.8	120	1431	16.0	6.5	121	3143	14.3	14.2	100
NATIONAL SUNDAY MAGAZINE PKG	103750	35778	64.4	34.5	104	17391	66.1	16.8	107	5594	62.6	5.4	101	14161	64.4	13.6	100
NATURAL HISTORY	1379	499	0.9	36.2	109	*189	0.7	13.7	87	**59	0.7	4.3	80	*257	1.2	18.6	100
NEW WOMAN	2289	753	1.4	32.9	99	*248	0.9	10.8	69	**107	1.2	4.7	88	412	1.9	18.0	100
NEW YORK INCLUDING CUE	1088	287	0.5	26.4	80	*120	0.5	11.0	70	**60	0.7	5.5	104	**99	0.5	9.1	100
THE NEW YORKER	2459	953	1.7	38.8	117	389	1.5	15.8	101	**173	1.9	7.0	132	402	1.8	16.3	100
NEWSWEEK	16527	5457	9.8	33.0	100	2869	10.9	17.4	111	805	9.0	4.9	91	2084	9.5	12.6	100
THE N.Y. TIMES DAILY EDITION	2739	725	1.3	26.5	80	448	1.7	16.4	104	*125	1.4	4.6	86	*198	0.9	7.2	100
THE N.Y. TIMES MAGAZINE	4443	1398	2.5	31.5	95	797	3.0	17.9	114	236	2.6	5.3	100	475	2.2	10.7	100
OHNI	2799	971	1.7	34.7	105	456	1.7	16.3	104	*144	1.6	5.1	97	422	1.9	15.1	100
ON CABLE	2209	788	1.4	35.7	108	400	1.5	18.1	115	**181	2.0	8.2	154	*227	1.0	10.3	100
1001 HOME IDEAS	3959	1467	2.6	37.1	112	698	2.7	17.6	112	*166	1.9	4.2	79	665	3.0	16.8	100
ORGANIC GARDENING	3111	1294	2.3	41.6	126	452	1.7	14.5	93	*228	2.6	7.3	138	691	3.1	22.2	100
OUTDOOR LIFE	5024	1960	3.5	39.0	118	986	3.7	19.6	125	*280	3.1	5.6	105	735	3.3	14.6	100
PARADE MAGAZINE	51292	18041	32.5	35.2	106	8580	32.6	16.7	107	2560	28.7	5.0	94	7500	34.1	14.6	100

FLEA & TICK CARE PRODUCTS FOR DOGS & CATS: HOW USED
(ADULTS)

	TOTAL U.S. '000	USE FLEA AND TICK CARE PRODUCTS				AS A PREVENTATIVE				AS A TREATMENT				BOTH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	55561	100.0	33.1	100	26296	100.0	15.7	100	8935	100.0	5.3	100	21994	100.0	13.1	100
PARENTS	5298	1968	3.5	37.1	112	1118	4.3	21.1	135	*298	3.3	5.6	106	641	2.9	12.1	92
PENTHOUSE	5129	1872	3.4	36.5	110	948	3.6	18.5	118	*280	3.1	5.5	102	747	3.4	14.6	111
PEOPLE	21070	7520	13.5	35.7	108	3713	14.1	17.6	112	1139	12.7	5.4	101	3011	13.7	14.3	109
PLAYBOY	10562	3643	6.6	34.5	104	1789	6.8	16.9	108	529	5.9	5.0	94	1512	6.9	14.3	109
POPULAR HOT RODDING	2498	976	1.8	39.1	118	443	1.7	17.7	113	*250	2.8	10.0	188	337	1.5	13.5	103
POPULAR MECHANICS	5857	2426	4.4	41.2	124	1355	5.2	23.0	147	438	4.9	7.4	140	842	3.8	14.3	109
POPULAR SCIENCE	4317	1590	2.9	36.8	111	795	3.0	18.4	117	*264	3.0	6.1	115	593	2.7	13.7	105
PREVENTION	5792	1946	3.5	33.6	101	962	3.7	16.6	106	312	3.5	5.4	101	727	3.3	12.6	96
PSYCHOLOGY TODAY	3284	1219	2.2	37.1	112	578	2.2	17.6	112	*191	2.1	5.8	109	515	2.3	15.7	120
READER'S DIGEST	40046	14465	26.0	36.1	109	7254	27.6	18.1	116	2322	26.0	5.8	109	5749	26.1	14.4	109
REDBOOK	9584	3604	6.5	37.6	114	1817	6.9	19.0	121	579	6.5	6.0	113	1460	6.6	15.2	116
ROAD & TRACK	2590	953	1.7	36.8	111	477	1.8	18.4	117	**129	1.4	5.0	93	369	1.7	14.2	109
ROLLING STONE	3302	1197	2.2	36.3	109	661	2.5	20.0	128	*139	1.6	4.2	79	409	1.9	12.4	94
RUNNER'S WORLD	1229	386	0.7	31.4	95	*177	0.7	14.4	92	**26	0.3	2.1	40	**190	0.9	15.5	118
SATURDAY EVENING POST	2110	577	1.0	27.3	83	360	1.4	17.1	109	**48	0.5	2.3	43	*225	1.0	10.7	81
SCIENCE 84	1543	609	1.1	39.5	119	*290	1.1	18.8	120	**198	2.2	12.8	241	*199	0.9	12.9	98
SCIENCE DIGEST	1747	529	1.0	30.3	91	*263	1.0	15.1	96	**55	0.6	3.1	59	*233	1.1	13.3	102
SCIENTIFIC AMERICAN	1994	714	1.3	35.8	108	406	1.5	20.4	130	**112	1.3	5.6	105	*243	1.1	12.2	93
SELF	3119	1065	1.9	34.1	103	531	2.0	17.0	109	*206	2.3	6.6	124	416	1.9	13.3	102
SEVENTEEN	3923	1561	2.8	39.8	120	844	3.2	21.5	137	*234	2.6	6.0	112	564	2.6	14.4	110
SKI	1501	433	0.8	28.8	87	*245	0.9	16.3	104	**78	0.9	5.2	98	**118	0.5	7.9	60
SMITHSONIAN	5976	2224	4.0	37.2	112	1102	4.2	18.4	118	326	3.6	5.5	102	863	3.9	14.4	110
SOAP OPERA DIGEST	4228	1604	2.9	37.9	115	752	2.9	17.8	113	*235	2.6	5.6	104	635	2.9	15.0	115
SOUTHERN LIVING	6488	2489	4.5	38.4	116	994	3.8	15.3	98	427	4.8	6.6	124	1134	5.2	17.5	133
SPORT	3500	1255	2.3	35.9	108	551	2.1	15.7	100	**114	1.3	3.3	61	617	2.8	17.6	134
THE SPORTING NEWS	2456	828	1.5	33.7	102	423	1.6	17.2	110	**74	0.8	3.0	57	*323	1.5	13.2	100
SPORTS AFIELD	3648	1471	2.6	40.3	122	746	2.8	20.4	130	*253	2.8	6.9	130	526	2.4	14.4	110
SPORTS ILLUSTRATED	14484	4751	8.6	32.8	99	2460	9.4	17.0	108	671	7.5	4.6	87	1774	8.1	12.2	93
STAR	12661	4314	7.8	34.1	103	1974	7.5	15.6	99	513	5.7	4.1	76	1879	8.5	14.8	113
SUNDAY	52799	17660	31.8	33.4	101	9014	34.3	17.1	109	2902	32.5	5.5	103	6358	28.9	12.0	92
SUNSET	3513	1485	2.7	42.3	128	647	2.5	18.4	117	*299	3.3	8.5	160	710	3.2	20.2	154
TV GUIDE	42766	14985	27.0	35.0	106	7163	27.2	16.7	107	2504	28.0	5.9	110	5850	26.6	13.7	104
TENNIS	1254	433	0.8	34.5	104	*232	0.9	18.5	118	**68	0.8	5.4	102	**119	0.5	9.5	72
TIME	22054	7507	13.5	34.0	103	3860	14.7	17.5	112	1152	12.9	5.2	98	2874	13.1	13.0	99
TOWN & COUNTRY	1555	389	0.7	25.0	76	*201	0.8	12.9	82	**58	0.6	3.7	70	*174	0.8	11.2	85
TRAVEL & LEISURE	2173	742	1.3	34.1	103	392	1.5	18.0	115	**102	1.1	4.7	88	*245	1.1	11.3	86
TRUE STORY	4636	1786	3.2	38.5	116	706	2.7	15.2	97	*299	3.3	6.4	121	743	3.4	16.0	122
U.S. NEWS & WORLD REPORT	10353	3280	5.9	31.7	96	1723	6.6	16.6	106	539	6.0	5.2	98	1170	5.3	11.3	86
USA TODAY	4994	1514	2.7	30.3	92	795	3.0	15.9	102	278	3.1	5.6	104	580	2.6	11.6	89
US	3528	1231	2.2	34.9	105	597	2.3	16.9	108	*129	1.4	3.7	69	556	2.5	15.8	120
VOGUE	5424	1802	3.2	33.2	100	914	3.5	16.9	107	*384	4.3	7.1	133	699	3.2	12.9	98
MALL STREET JOURNAL	6292	1975	3.6	31.4	95	1045	4.0	16.6	106	338	3.8	5.4	101	664	3.0	10.6	80
WEIGHT WATCHERS	2762	1011	1.8	36.6	110	471	1.8	17.1	109	*165	1.8	6.0	112	417	1.9	15.1	115
WOMAN'S DAY	16320	6190	11.1	37.9	114	3079	11.7	18.9	120	987	11.0	6.0	114	2516	11.4	15.4	118
WORKING MOTHER	1496	593	1.1	39.6	120	*273	1.0	18.2	116	**106	1.2	7.1	133	*270	1.2	18.0	138
WORKING WOMAN	1851	652	1.2	35.2	106	300	1.1	16.2	103	*184	2.1	9.9	187	*236	1.1	12.7	97
WORLD TENNIS	580	*194	0.3	33.4	101	**103	0.4	17.8	113	**11	0.1	1.9	36	**80	0.4	13.8	105
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4121	7.4	33.2	100	2130	8.1	17.2	109	695	7.8	5.6	105	1447	6.6	11.7	89
BLAIR INSERTS	91671	31121	56.0	33.9	102	15558	59.2	17.0	108	4920	55.1	5.4	101	11856	53.9	12.9	99
DAILY NEWSPAPERS																	
READ ANY	109190	36955	66.5	33.8	102	18048	68.6	16.5	105	5992	67.1	5.5	103	14083	64.0	12.9	98
READ ONE	89587	30015	54.0	33.5	101	14463	55.0	16.1	103	5092	57.0	5.7	107	11357	51.6	12.7	97
READ TWO OR MORE	19602	6940	12.5	35.4	107	3584	13.6	18.3	117	900	10.1	4.6	86	2726	12.4	13.9	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	37692	67.8	34.4	104	18467	70.2	16.8	107	5963	66.7	5.4	102	14692	66.8	13.4	102
READ ONE	95074	32207	58.0	33.9	102	15854	60.3	16.7	106	5222	58.4	5.5	103	12294	55.9	12.9	99
READ TWO OR MORE	14588	5485	9.9	37.6	114	2613	9.9	17.9	114	742	8.3	5.1	95	2398	10.9	16.4	125
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.98				30.59				26.94				30.09			
30 DAY REACH	149706	49361	88.8	33.0	100	23358	88.8	15.6	100	7771	87.0	5.2	97	19738	89.7	13.2	101
50 SHWG - 30 DAY AV FREQ	15.16	15.75				16.02				14.09				15.88			
30 DAY REACH	142406	47064	84.7	33.0	100	22361	85.0	15.7	100	7428	83.1	5.2	98	18714	85.1	13.1	100
25 SHWG - 30 DAY AV FREQ	8.23	8.49				8.57				7.63				8.58			
30 DAY REACH	131152	43653	78.6	33.3	100	20920	79.6	16.0	102	6836	76.5	5.2	98	17300	78.7	13.2	101
CABLE TV: HOME WIRED	66879	24503	44.1	36.6	111	12239	46.5	18.3	117	3732	41.8	5.6	105	9436	42.9	14.1	108
HOME NOT WIRED	100848	31058	55.9	30.8	93	14057	53.5	13.9	89	5203	58.2	5.2	97	12558	57.1	12.5	95
HAVE PAY CABLE	35024	14319	25.8	40.9	123	7588	28.9	21.7	138	2209	24.7	6.3	118	5213	23.7	14.9	114

	TOTAL U.S. '000	USE FLEA AND TICK CARE PRODUCTS				AS A PREVENTATIVE				AS A TREATMENT				BOTH		
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS
TOTAL ADULTS	167727	55561	100.0	33.1	100	26296	100.0	15.7	100	8935	100.0	5.3	100	21994	100.0	13.1
RADIO AVG. DAILY (M-F) CUME																
6:00 AM - 10:00 AM	95620	33195	59.7	34.7	105	15620	59.4	16.3	104	5381	60.2	5.6	106	13332	60.6	13.9
10:00 AM - 3:00 PM	63599	22041	39.7	34.7	105	10231	38.9	16.1	103	3551	39.7	5.6	105	9022	41.0	14.2
3:00 PM - 7:00 PM	72097	24893	44.8	34.5	104	12145	46.2	16.8	107	4251	47.6	5.9	111	9622	43.7	13.3
7:00 PM - MIDNIGHT	36670	12365	22.3	33.7	102	6096	23.2	16.6	106	1816	20.3	5.0	93	4915	22.3	13.4
MIDNIGHT - 6:00 AM	21908	7832	14.1	35.7	108	3880	14.8	17.7	113	1225	13.7	5.6	105	2906	13.2	13.3
6:00 AM - MIDNIGHT	127571	43536	78.4	34.1	103	20643	78.5	16.2	103	6937	77.6	5.4	102	17463	79.4	13.7
ENTIRE DAY	129239	44128	79.4	34.1	103	20961	79.7	16.2	103	7005	78.4	5.4	102	17652	80.3	13.7
AVG DAILY M-F CUME: 6AM-MONT																
FORMATS: ADULT CONTEMPORARY	34009	12174	21.9	35.8	108	6240	23.7	18.3	117	1802	20.2	5.3	99	4805	21.8	14.1
ALL NEWS	6062	1894	3.4	31.2	94	1033	3.9	17.0	109	384	4.3	6.3	119	608	2.8	10.0
AOR/PROGRESSIVE	11884	4001	7.2	33.7	102	1985	7.5	16.7	107	628	7.0	5.3	99	1520	6.9	12.8
BEAUTIFUL MUSIC	11180	3966	7.1	35.5	107	2014	7.7	18.0	115	522	5.8	4.7	88	1538	7.0	13.8
BLACK	4538	1180	2.1	26.0	78	382	1.5	8.4	54	*235	2.6	5.2	97	544	2.5	12.0
CLASSICAL	3857	1331	2.4	34.5	104	586	2.2	15.2	97	309	3.5	8.0	150	521	2.4	13.5
CHR/ROCK	21946	7694	13.8	35.1	106	3530	13.4	16.1	103	1118	12.5	5.1	96	3193	14.5	14.5
COUNTRY	27262	9941	17.9	36.5	110	4432	16.9	16.3	104	1582	17.7	5.8	109	4169	19.0	15.3
GOLDEN OLDIES	3339	1024	1.8	30.7	93	415	1.6	12.4	79	**124	1.4	3.7	70	517	2.4	15.5
MOR/NOSTALGIA	10346	3665	6.6	35.4	107	1726	6.6	16.7	106	716	8.0	6.9	130	1360	6.2	13.1
NEWS/TALK	8929	2772	5.0	31.0	94	1302	5.0	14.6	93	573	6.4	6.4	120	1075	4.9	12.0
RELIGIOUS	5488	1692	3.0	30.8	93	781	3.0	14.2	91	*262	2.9	4.8	90	724	3.3	13.2
SOFT ROCK	1232	396	0.7	32.1	97	**99	0.4	8.0	51	*74	0.8	6.0	113	*227	1.0	18.4
URBAN CONTEMPORARY	3184	836	1.5	26.3	79	313	1.2	9.8	63	*162	1.8	5.1	96	339	1.5	10.6
WIRED NETWORKS:																
ABC CONTEMPORARY	6911	2354	4.2	34.1	103	1018	3.9	14.7	94	*340	3.8	4.9	92	995	4.5	14.4
ABC DIRECTION	5212	1748	3.1	33.5	101	841	3.2	16.1	103	282	3.2	5.4	102	627	2.9	12.0
ABC ENTERTAINMENT	10385	3730	6.7	35.9	108	1729	6.6	16.6	106	579	6.5	5.6	105	1497	6.8	14.4
ABC FM	4762	1688	3.0	35.4	107	706	2.7	14.8	95	*269	3.0	5.6	106	737	3.4	15.5
ABC INFORMATION	11339	3995	7.2	35.2	106	1913	7.3	16.9	108	742	8.3	6.5	123	1604	7.3	14.1
ABC ROCK	4878	1626	2.9	33.3	101	790	3.0	16.2	103	*235	2.6	4.8	90	662	3.0	13.6
CBS	10709	3503	6.3	32.7	99	1933	7.4	18.1	115	584	6.5	5.5	102	1202	5.5	11.2
MUTUAL	10251	3439	6.2	33.5	101	1625	6.2	15.9	101	654	7.3	6.4	120	1372	6.2	13.4
NBC	12243	4158	7.5	34.0	103	1918	7.3	15.7	100	699	7.8	5.7	107	1743	7.9	14.2
RADIORADIO	4604	1539	2.8	33.4	101	647	2.5	14.0	90	*245	2.7	5.3	100	664	3.0	14.4
RKO ONE	5148	1611	2.9	31.3	94	787	3.0	15.3	98	*351	3.9	6.8	128	510	2.3	9.9
RKO TWO	7313	2534	4.6	34.7	105	1301	4.9	17.8	113	298	3.3	4.1	76	925	4.2	12.6
THE SOURCE	5981	1890	3.4	31.6	95	824	3.1	13.8	88	*311	3.5	5.2	98	788	3.6	13.2
NON-WIRED : BLAIR	19329	6875	12.4	35.6	107	3131	11.9	16.2	103	1280	14.3	6.6	124	2807	12.8	14.5
INTERNET	27139	9145	16.5	33.7	102	4186	15.9	15.4	98	1542	17.3	5.7	107	3773	17.2	13.9
KATZ RADIO GROUP	36319	12888	23.2	35.5	107	6116	23.3	16.8	107	2128	23.8	5.9	110	5130	23.3	14.1
SUPERNET	22361	7675	13.8	34.3	104	3683	14.0	16.5	105	1257	14.1	5.6	106	2961	13.5	13.2
TELEVISION AVG. HALF HOUR																
WKDAY 7:00 AM - 9:00 AM	14532	4666	8.4	32.1	97	1989	7.6	13.7	87	719	8.0	4.9	93	2030	9.2	14.0
WKDAY 9:00 AM - 1:00 PM	18688	5892	10.6	31.5	95	2570	9.8	13.8	88	970	10.9	5.2	97	2375	10.8	12.7
WKDAY 1:00 PM - 4:30 PM	24061	7714	13.9	32.1	97	3345	12.7	13.9	89	1197	13.4	5.0	93	3242	14.7	13.5
WKDAY 4:30 PM - 7:30 PM	44079	14441	26.0	32.8	99	6525	24.8	14.8	94	2255	25.2	5.1	96	5909	26.9	13.4
WKDAY 7:30 PM - 8:00 PM	61979	20278	36.5	32.7	99	9230	35.1	14.9	95	3302	37.0	5.3	100	8117	36.9	13.1
WKDAY 11:00 PM - 11:30 PM	49084	16464	29.6	33.5	101	7893	30.0	16.1	103	2734	30.6	5.6	105	6393	29.1	13.0
WKDAY 11:30 PM - 1:00 AM	16560	5712	10.3	34.5	104	2593	9.9	15.7	100	936	10.5	5.7	106	2331	10.6	14.1
M-SAT 8-11 PM-SUN 7-11 PM	66967	22838	41.1	34.1	103	10677	40.6	15.9	102	3777	42.3	5.6	106	9099	41.4	13.6
WKDY DAYTIME NTWK 7AM-4:30PM																
ALL MY CHILDREN	A 9269	3133	5.6	33.8	102	1384	5.3	14.9	95	541	6.1	5.8	110	1300	5.9	14.0
ANOTHER WORLD	N 6138	2116	3.8	34.5	104	837	3.2	13.6	87	325	3.6	5.3	99	925	4.2	15.1
AS THE WORLD TURNS	C 7707	2340	4.2	30.4	92	974	3.7	12.6	81	351	3.9	4.6	85	1017	4.6	13.2
CAPITOL	C 4688	1364	2.5	29.1	88	603	2.3	12.9	82	198	2.2	4.2	79	543	2.5	11.6
CBS MORN. NEWS 1	C 2792	866	1.6	31.0	94	340	1.3	12.2	78	134	1.5	4.8	90	396	1.8	14.2
CBS MORN. NEWS 2	C 2071	732	1.3	35.3	107	263	1.0	12.7	81	*122	1.4	5.9	111	342	1.6	16.5
DAYS OF OUR LIVES	N 8018	2669	4.8	33.3	100	1100	4.2	13.7	88	417	4.7	5.2	98	1214	5.5	15.1
FACTS OF LIFE - DAYTIME	N 3487	875	1.6	25.1	76	447	1.7	12.8	82	152	1.7	4.4	82	256	1.2	7.3
FAMILY FEUD	A 4817	1402	2.5	29.1	88	605	2.3	12.6	80	254	2.8	5.3	99	546	2.5	11.3
GENERAL HOSPITAL	A 8333	2568	4.6	30.8	93	1085	4.1	13.0	83	384	4.3	4.6	87	1148	5.2	13.8
GOOD MORNING, AMERICA-730 A	A 5472	1764	3.2	32.2	97	768	2.9	14.0	90	298	3.3	5.4	102	714	3.2	13.0
GOOD MORNING, AMERICA-830 A	A 3965	1348	2.4	34.0	103	587	2.2	14.8	94	256	2.9	6.5	121	525	2.4	13.2
GUIDING LIGHT	C 7542	2332	4.2	30.9	93	1017	3.9	13.5	86	360	4.0	4.8	90	965	4.4	12.8
ONE LIFE TO LIVE	A 6018	1958	3.5	32.5	98	813	3.1	13.5	86	305	3.4	5.1	95	865	3.9	14.4
PRESS YOUR LUCK	C 3589	1069	1.9	29.8	90	493	1.9	13.7	88	194	2.2	5.4	101	416	1.9	11.6
PRICE IS RIGHT 1	C 7418	2246	4.0	30.3	91	958	3.6	12.9	82	362	4.1	4.9	92	929	4.2	12.5
PRICE IS RIGHT 2	C 8276	2566	4.6	31.0	94	1096	4.2	13.2	84	426	4.8	5.1	97	1065	4.8	12.9
RYAN'S HOPE	A 4358	1416	2.5	32.5	98	580	2.2	13.3	85	223	2.5	5.1	96	593	2.7	13.6
SALE OF THE CENTURY	N 3749	1049	1.9	28.0	84	515	2.0	13.7	88	170	1.9	4.5	85	330	1.5	8.8
SEARCH FOR TOMORROW	N 2884	1016	1.8	35.2	106	330	1.3	11.4	73	*186	2.1	6.4	121	476	2.2	16.5
TODAY SHOW 1	N 4869	1489	2.7	30.6	92	640	2.4	13.1	84	216	2.4	4.4	83	651	3.0	13.4
TODAY SHOW 2	N 4135	1097	2.0	26.5	80	509	1.9	12.3	79	187	2.1	4.5	85	409	1.9	9.9
\$25,000 PYRAMID	C 4361	1358	2.4	31.1	94	546	2.1	12.5	80	212	2.4	4.9	91	584	2.7	13.4
WHEEL OF FORTUNE	N 6187	1910	3.4	30.9	93	795	3.0	12.8	82	383	4.3	6.2	116	750	3.4	12.1
YOUNG AND THE RESTLESS	C 8186	2709	4.9	33.1	100	1110	4.2	13.6	86	408	4.6	5.0	94	1199	5.5	14.6
WEEKEND DAYTIME NTWK PRE 6PM																
ABC WIDE WORLD-SPORTS SAT A	4727	1639	2.9	34.7	105	788	3.0	16.7	106	221	2.5	4.7	88	644	2.9	13.6
NBA PLAYOFF GAME -1	C 5127	1571	2.8	30.6	93	662	2.5	12.9	82	231	2.6	4.5	85	701	3.2	13.7
NBC MAJOR LEAGUE PRE-GAME N	3945	1249	2.2	31.7	96											

	TOTAL U.S. '000	USE FLEA AND TICK CARE PRODUCTS				AS A PREVENTATIVE				AS A TREATMENT				BOTH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	55561	100.0	33.1	100	26296	100.0	15.7	100	8935	100.0	5.3	100	21994	100.0	13.1	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	16734	30.1	32.0	97	7619	29.0	14.6	93	2830	31.7	5.4	102	6583	29.9	12.6	96
NETWORK AFFILIATES - LATE	39164	13152	23.7	33.6	101	6437	24.5	16.4	105	2233	25.0	5.7	107	4966	22.6	12.7	97
INDEPENDENTS - LATE	5133	1630	2.9	31.8	96	730	2.8	14.2	91	320	3.6	6.2	117	654	3.0	12.7	97
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	7881	14.2	34.5	104	3635	13.8	15.9	102	1246	13.9	5.5	102	3254	14.8	14.3	109
ABC MONDAY NIGHT MOVIE	A 11258	3656	6.6	32.5	98	1771	6.7	15.7	100	451	5.0	4.0	75	1420	6.5	12.6	96
ABC SUNDAY NIGHT MOVIE	A 23600	7988	14.4	33.8	102	3673	14.0	15.6	99	1335	14.9	5.7	106	3293	15.0	14.0	106
ABC WORLD NEWS TONIGHT	A 12801	4071	7.3	31.8	96	1760	6.7	13.7	88	713	8.0	5.6	105	1607	7.3	12.6	96
AFTERMASH	C 10966	3449	6.2	31.5	95	1587	6.0	14.5	92	619	6.9	5.6	106	1344	6.1	12.3	93
ALICE	C 17050	5617	10.1	32.9	99	2737	10.4	16.1	102	915	10.2	5.4	101	2163	9.8	12.7	97
AMERICAN PARADE	C 11998	3798	6.8	31.7	96	1847	7.0	15.4	98	682	7.6	5.7	107	1353	6.2	11.4	87
BENSON	A 19258	6328	11.4	32.9	99	3136	11.9	16.3	104	1103	12.3	5.7	108	2229	10.1	11.6	88
BLUE THUNDER	A 11478	3902	7.0	34.0	103	1913	7.3	16.7	106	677	7.6	5.9	111	1433	6.5	12.5	95
CAGNEY & LACEY	C 18263	6092	11.0	33.4	101	2984	11.3	16.3	104	1183	13.2	6.5	122	2203	10.0	12.1	92
CBS EVENING NEWS-DEAN	C 7733	2452	4.4	31.7	96	1133	4.3	14.7	93	393	4.4	5.1	95	986	4.5	12.8	97
CBS EVENING NEWS-RATHER	C 15653	5146	9.3	32.9	99	2204	8.4	14.1	90	949	10.6	6.1	114	2102	9.6	13.4	102
CBS SAT. NEWS-SCHIEFFER	C 8744	2914	5.2	33.3	101	1383	5.3	15.8	101	430	4.8	4.9	92	1160	5.3	13.3	101
CBS SATURDAY NIGHT MOVIE	C 12000	4220	7.6	35.2	106	2026	7.7	16.9	108	540	6.3	4.7	88	1742	7.9	14.5	111
CBS WEDNESDAY NIGHT MOVIE	C 11522	3940	7.1	34.2	103	1997	7.6	17.3	111	700	7.8	6.1	114	1409	6.4	12.2	93
CHEERS	N 16818	6093	11.0	36.2	109	2829	10.8	16.8	107	1142	12.8	6.8	127	2413	11.0	14.3	109
DALLAS	C 37510	12213	22.0	32.6	98	5247	20.0	14.0	89	2213	24.8	5.9	111	4849	22.0	12.9	99
DIFF'RENT STROKES	N 11258	4111	7.4	36.5	110	1968	7.5	17.5	112	656	7.3	5.8	109	1583	7.2	14.1	107
DOUBLE TROUBLE	N 12248	4092	7.4	33.4	101	1970	7.5	16.1	103	639	7.2	5.2	98	1657	7.5	13.5	103
DUCK FACTORY	N 11100	3917	7.0	35.3	107	1761	6.7	15.9	101	816	9.1	7.4	138	1528	6.9	13.8	105
DUKES OF HAZZARD	C 12353	4325	7.8	35.0	106	1994	7.6	16.1	103	765	8.6	6.2	116	1584	7.2	12.8	98
DYNASTY	A 33279	11283	20.3	33.9	102	5419	20.6	16.3	104	1929	21.6	5.8	109	4197	19.1	12.6	96
FACTS OF LIFE	N 13410	4531	8.2	33.8	102	2103	8.0	15.7	100	748	8.4	5.6	105	1893	8.6	14.1	108
FALCON CREST	C 31093	9924	17.9	31.9	96	4344	16.5	14.0	89	1820	20.4	5.9	110	3944	17.9	12.7	97
FALL GUY	A 18649	6216	11.2	33.3	101	2968	11.3	15.9	102	963	10.8	5.2	97	2450	11.1	13.1	100
FAMILY TIES	N 13101	4541	8.2	34.7	105	2108	8.0	16.1	103	821	9.2	6.3	118	1780	8.1	13.6	104
FANTASY ISLAND	A 13069	4219	7.6	32.3	97	1845	7.0	14.1	90	660	7.4	5.1	95	1819	8.3	13.9	106
FOULUPS,BLEEPs & BLUNDERS	A 16588	5797	10.4	34.9	105	2842	10.8	17.1	109	975	10.9	5.9	110	2121	9.6	12.8	98
FOUR SEASONS	C 9302	2968	5.3	31.9	96	1436	5.5	15.4	98	430	4.8	4.6	87	1131	5.1	12.2	93
GIMME A BREAK	N 13955	4470	8.0	32.0	97	1997	7.6	14.3	91	833	9.3	6.0	112	1776	8.1	12.7	97
HART TO HART	A 15735	5231	9.4	33.2	100	2253	8.6	14.3	91	778	8.7	4.9	93	2288	10.4	14.5	111
HILL STREET BLUES	N 18257	6584	11.9	36.1	109	2899	11.0	15.9	101	1219	13.6	6.7	125	2702	12.3	14.8	113
HOTEL	A 24236	8427	15.2	34.8	105	4101	15.6	16.9	108	1261	14.1	5.2	98	3382	15.4	14.0	106
JEFFERSONS	C 17010	5445	9.8	32.0	97	2531	9.6	14.9	95	837	9.4	4.9	92	2145	9.8	12.6	96
JENNIFER SLEPT HERE	N 9397	3361	6.0	35.8	108	1543	5.9	16.4	105	542	6.1	5.8	108	1337	6.1	14.2	109
KATE & ALLIE	C 16762	5766	10.4	34.4	104	2961	11.3	17.7	113	989	11.1	5.9	111	2085	9.5	12.4	95
KNIGHT RIDER	N 13164	4552	8.2	34.6	104	2236	8.5	17.0	108	735	8.2	5.6	105	1767	8.0	13.4	102
LOVE BOAT	A 20400	6962	12.5	34.1	103	3187	12.1	15.6	100	1179	13.2	5.8	108	2786	12.7	13.7	104
MAGNUM PI	C 22543	8180	14.7	36.3	110	3740	14.2	16.6	106	1618	18.1	7.2	135	3172	14.4	14.1	107
MAMA'S FAMILY	N 9852	3476	6.3	35.3	107	1639	6.2	16.6	106	614	6.9	6.2	117	1374	6.2	13.9	106
MASTER, THE	N 8082	2851	5.1	35.3	106	1351	5.1	16.7	107	402	4.5	5.0	93	1187	5.4	14.7	112
MATT HOUSTON	A 12881	4801	8.6	37.3	113	2224	8.5	17.3	110	915	10.2	7.1	133	1918	8.7	14.9	114
NBC MONDAY NIGHT MOVIE	N 23889	8410	15.1	35.2	106	3966	15.1	16.6	106	1442	16.1	6.0	113	3355	15.3	14.0	107
NBC NIGHTLY NEWS	N 11156	3546	6.4	31.8	96	1690	6.4	15.1	97	471	5.3	4.2	79	1460	6.6	13.1	100
NBC NIGHTLY NEWS-SAT	N 7363	2133	3.8	29.0	87	1010	3.8	13.7	87	270	3.0	3.7	69	846	3.8	11.5	88
NBC NIGHTLY NEWS-SUN	N 6214	2041	3.7	32.8	99	920	3.5	14.8	94	343	3.8	5.5	104	752	3.4	12.1	92
NBC SUNDAY NIGHT MOVIE	N 17590	6382	11.5	36.3	110	2903	11.0	16.5	105	1336	15.0	7.6	143	2444	11.1	13.9	106
NEWMART	C 16740	5613	10.1	33.5	101	2803	10.7	16.7	107	951	10.6	5.7	107	2120	9.6	12.7	97
ONE DAY AT A TIME	C 11820	3560	6.4	30.1	91	1693	6.4	14.3	91	528	5.9	4.5	84	1431	6.5	12.1	92
PEOPLE ARE FUNNY	N 9138	3099	5.6	33.9	102	1450	5.5	15.9	101	518	5.8	5.7	106	1289	5.9	14.1	108
REAL PEOPLE	N 15979	5465	9.8	34.2	103	2436	9.3	15.2	97	976	10.9	6.1	115	2177	9.9	13.6	104
REMINGTON STEELE	N 14395	5276	9.5	36.7	111	2620	10.0	18.2	116	872	9.8	6.1	114	2051	9.3	14.2	109
RIPLEY'S BELIEVE IT - NOT	A 11362	4008	7.2	35.3	106	1940	7.4	17.1	109	588	6.6	5.2	97	1631	7.4	14.4	109
RIPTIDE	N 13920	5071	9.1	36.4	110	2422	9.2	17.4	111	768	8.6	5.5	104	2070	9.4	14.9	113
SCARECROW & MRS. KING	C 17571	6071	10.9	34.6	104	2875	10.9	16.4	104	1141	12.8	6.5	122	2417	11.0	13.8	105
SIMON & SIMON	C 20208	7145	12.9	35.4	107	3207	12.2	15.9	101	1313	14.7	6.5	122	2888	13.1	14.3	109
60 MINUTES	C 27668	9011	16.2	32.6	98	4228	16.1	15.3	97	1280	14.3	4.6	87	3575	16.3	12.9	99
ST. ELSEWHERE	N 13699	4795	8.6	35.0	106	2127	8.1										

	TOTAL U.S. '000	COLLAR FOR DOGS				COLLAR FOR CATS				SPRAY				DIP			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	33812	100.0	20.2	100	15787	100.0	9.4	100	16387	100.0	9.8	100	8383	100.0	5.0	100
MALES	79263	15677	46.4	19.8	98	7210	45.7	9.1	97	7083	43.2	8.9	91	3533	42.1	4.5	91
FEMALES	88464	18135	53.6	20.5	102	8577	54.3	9.7	103	9305	56.8	10.5	108	4850	57.9	5.5	109
18 - 24	28671	5939	17.6	20.7	103	2694	17.1	9.4	100	2171	13.2	7.6	78	1374	16.4	4.8	81
25 - 34	39536	8083	23.9	20.4	101	4385	27.8	11.1	118	4055	24.7	10.3	105	2432	29.0	6.2	110
35 - 44	28978	7153	21.2	24.7	122	3547	22.5	12.2	130	3697	22.6	12.8	131	1723	20.6	5.9	101
45 - 54	22345	5301	15.7	23.7	118	2277	14.4	10.2	108	2539	15.5	11.4	116	1137	13.6	5.1	101
55 - 64	22224	4047	12.0	18.2	90	1789	11.3	8.0	86	2164	13.2	9.7	100	863	10.3	3.9	83
65 OR OLDER	25973	3289	9.7	12.7	63	1096	6.9	4.2	45	1762	10.8	6.8	69	854	10.2	3.3	78
18 - 34	68207	14021	41.5	20.6	102	7079	44.8	10.4	110	6225	38.0	9.1	93	3807	45.4	5.6	101
18 - 49	108058	23838	70.5	22.1	109	11900	75.4	11.0	117	11295	68.9	10.5	107	6014	71.7	5.6	101
25 - 54	90859	20537	60.7	22.6	112	10208	64.7	11.2	119	10290	62.8	11.3	116	5291	63.1	5.8	101
35 - 49	39851	9817	29.0	24.6	122	4821	30.5	12.1	129	5070	30.9	12.7	130	2208	26.3	5.5	101
50 OR OLDER	59669	9974	29.5	16.7	83	3888	24.6	6.5	69	5092	31.1	8.5	87	2369	28.3	4.0	83
GRADUATED COLLEGE	28091	4828	14.3	17.2	85	2950	18.7	10.5	112	2914	17.8	10.4	106	1290	15.4	4.6	85
ATTENDED COLLEGE	28938	5905	17.5	20.4	101	3479	22.0	12.0	128	3343	20.4	11.6	118	1677	20.0	5.8	101
GRADUATED HIGH SCHOOL	65503	14900	44.1	22.7	113	6514	41.3	9.9	106	6713	41.0	10.2	105	3735	44.6	5.7	101
DID NOT GRADUATE HIGH SCHOOL	45195	8180	24.2	18.1	90	2844	18.0	6.3	67	3416	20.8	7.6	77	1681	20.1	3.7	78
EMPLOYED MALES	56429	11645	34.4	20.6	102	5616	35.6	10.0	106	4973	30.3	8.8	90	2803	33.4	5.0	101
EMPLOYED FEMALES	43971	9770	28.9	22.2	110	5248	33.2	11.9	127	5429	33.1	12.3	126	2914	34.8	6.6	101
EMPLOYED FULL-TIME	87773	18587	55.0	21.2	105	9517	60.3	10.8	115	8794	53.7	10.0	103	5036	60.1	5.7	101
EMPLOYED PART-TIME	12627	2828	8.4	22.4	111	1347	8.5	10.7	113	1608	9.8	12.7	130	681	8.1	5.4	99
NOT EMPLOYED	67327	12397	36.7	18.4	91	4923	31.2	7.3	78	5986	36.5	8.9	91	2666	31.8	4.0	83
PROFESSIONAL/MANAGER	25845	4919	14.5	19.0	94	2986	18.9	11.6	123	2798	17.1	10.8	111	1354	16.2	5.2	101
TECH/CLERICAL/SALES	30895	6955	20.6	22.5	112	3549	22.5	11.5	122	3572	21.8	11.6	118	2020	24.1	6.5	101
PRECISION/CRAFT	12629	3030	9.0	24.0	119	1169	7.4	9.3	98	1324	8.1	10.5	107	844	10.1	6.7	101
OTHER EMPLOYED	31031	6510	19.3	21.0	104	3160	20.0	10.2	108	2708	16.5	8.7	89	1499	17.9	4.8	83
SINGLE	35557	6459	19.1	18.2	90	3045	19.3	8.6	91	2779	17.0	7.8	80	1451	17.3	4.1	81
MARRIED	103585	23023	68.1	22.2	110	10554	66.9	10.2	108	11393	69.5	11.0	113	5928	70.7	5.7	101
DIVORCED/SEPARATED/WIDOWED	28585	4331	12.8	15.2	75	2188	13.9	7.7	81	2215	13.5	7.7	79	1004	12.0	3.5	78
PARENTS	59295	14245	42.1	24.0	119	6782	43.0	11.4	122	6880	42.0	11.6	119	3467	41.4	5.8	101
WHITE	146081	30467	90.1	20.9	103	14587	92.4	10.0	106	14971	91.4	10.2	105	7719	92.1	5.3	101
BLACK	17974	2653	7.8	14.8	73	855	5.4	4.8	51	1148	7.0	6.4	65	556	6.6	3.1	61
OTHER	3672	*692	2.0	18.8	93	**345	2.2	9.4	100	**268	1.6	7.3	75	**107	1.3	2.9	78
NORTHEAST-CENSUS	37005	8163	24.1	22.1	109	4203	26.6	11.4	121	3132	19.1	8.5	87	1158	13.8	3.1	83
NORTH CENTRAL	42642	9466	28.0	22.2	110	3496	22.1	8.2	87	3917	23.9	9.2	94	1277	15.2	3.0	83
SOUTH	56777	10924	32.3	19.2	95	4644	29.4	8.2	87	5657	34.5	10.0	102	4512	53.8	7.9	101
WEST	31303	5260	15.6	16.8	83	3445	21.8	11.0	117	3681	22.5	11.8	120	1436	17.1	4.6	83
NORTHEAST-MKTG.	38125	8031	23.8	21.1	104	4182	26.5	11.0	117	3168	19.3	8.3	85	1267	15.1	3.3	83
EAST CENTRAL	24794	5557	16.4	22.4	111	2358	14.9	9.5	101	2644	16.1	10.7	109	984	11.7	4.0	83
WEST CENTRAL	28511	5975	17.7	21.0	104	1942	12.3	6.8	72	2122	12.9	7.4	76	790	9.4	2.8	78
SOUTH	48953	9502	28.1	19.4	96	3997	25.3	8.2	87	4921	30.0	10.1	103	3996	47.7	8.2	101
PACIFIC	27344	4747	14.0	17.4	86	3309	21.0	12.1	129	3532	21.6	12.9	132	1345	16.0	4.9	83
COUNTY SIZE A	69301	12377	36.6	17.9	89	5904	37.4	8.5	91	6536	39.9	9.4	97	3527	42.1	5.1	91
COUNTY SIZE B	50633	10842	32.1	21.4	106	5537	35.1	10.9	116	5149	31.4	10.2	104	2579	30.8	5.1	91
COUNTY SIZE C	26259	5680	16.8	21.6	107	2702	17.1	10.3	109	2804	17.1	10.7	109	1438	17.2	5.5	91
COUNTY SIZE D	21534	4913	14.5	22.8	113	1643	10.4	7.6	81	1898	11.6	8.8	90	839	10.0	3.9	83
METRO CENTRAL CITY	50014	8247	24.4	16.5	82	4248	26.9	8.5	90	4248	25.9	8.5	87	2034	24.3	4.1	83
METRO SUBURBAN	76832	16374	48.4	21.3	106	7616	48.2	9.9	105	8032	49.0	10.5	107	4361	52.0	5.7	101
NON METRO	40881	9191	27.2	22.5	112	3923	24.8	9.6	102	4107	25.1	10.0	103	1987	23.7	4.9	83
TOP 5 ADI'S	39550	7318	21.6	18.5	92	3929	24.9	9.9	106	3714	22.7	9.4	96	1455	17.4	3.7	83
TOP 10 ADI'S	54877	9952	29.4	18.1	90	5150	32.6	9.4	100	4879	29.8	8.9	91	2474	29.5	4.5	91
TOP 20 ADI'S	77516	14311	42.3	18.5	92	7293	46.2	9.4	100	7431	45.3	9.6	98	3894	46.5	5.0	101
HSGLD INC. \$50,000 OR MORE	17257	4071	12.0	23.6	117	2055	13.0	11.9	127	2194	13.4	12.7	130	1085	12.9	6.3	101
\$40,000 OR MORE	33235	7718	22.8	23.2	115	4255	27.0	12.8	136	3939	24.0	11.9	121	1944	23.2	5.8	101
\$30,000 OR MORE	59693	14001	41.4	23.5	116	7180	45.5	12.0	128	6816	41.6	11.4	117	3513	41.9	5.9	101
\$25,000 OR MORE	76275	17672	52.3	23.2	115	8850	56.1	11.6	123	8613	52.6	11.3	116	4330	51.7	5.7	101
\$20,000 - \$24,999	18607	3902	11.5	21.0	104	1757	11.1	9.4	100	1704	10.4	9.2	94	1052	12.5	5.7	101
\$15,000 - \$19,999	17175	3187	9.4	18.6	92	1597	10.1	9.3	99	1521	9.3	8.9	91	852	10.2	5.0	91
\$10,000 - \$14,999	24569	4422	13.1	18.0	89	1922	12.2	7.8	83	2475	15.1	10.1	103	1250	14.9	5.1	91
UNDER \$10,000	31101	4628	13.7	14.9	74	1661	10.5	5.3	57	2074	12.7	6.7	68	899	10.7	2.9	78
HOUSEHOLD OF 1 PERSON	19441	1787	5.3	9.													

		TOTAL U.S. '000	COLLAR FOR DOGS				COLLAR FOR CATS				SPRAY				DIP			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	33812	100.0	20.2	100	15787	100.0	9.4	100	16387	100.0	9.8	100	8383	100.0	5.0	100
MAGAZINES	QUINTILE 1	34022	7755	22.9	22.8	113	3887	24.6	11.4	121	3887	23.7	11.4	117	1830	21.8	5.4	108
	QUINTILE 2	34800	7578	22.4	21.8	108	3800	24.1	10.9	116	3954	24.1	11.4	116	1765	21.1	5.1	101
	QUINTILE 3	30514	6241	18.5	20.5	101	2960	18.7	9.7	103	2619	16.0	8.6	88	1619	19.3	5.3	106
	QUINTILE 4	33324	6909	20.4	20.7	103	3048	19.3	9.1	97	3297	20.1	9.9	101	1689	20.1	5.1	101
	QUINTILE 5	35066	5329	15.8	15.2	75	2091	13.2	6.0	63	2631	16.1	7.5	77	1480	17.7	4.2	84
NEWSPAPERS	QUINTILE 1	29107	6447	19.1	22.1	110	3027	19.2	10.4	110	3094	18.9	10.6	109	1227	14.6	4.2	84
	QUINTILE 2	49095	9814	29.0	20.0	99	4627	29.3	9.4	100	5103	31.1	10.4	106	2992	35.7	6.1	122
	QUINTILE 3	23107	5082	15.0	22.0	109	2438	15.4	10.6	112	2319	14.2	10.0	103	1229	14.7	5.3	106
	QUINTILE 4	33556	6487	19.2	19.3	96	3321	21.0	9.9	105	3044	18.6	9.1	93	1434	17.1	4.3	86
	QUINTILE 5	32863	5982	17.7	18.2	90	2374	15.0	7.2	77	2827	17.3	8.6	88	1502	17.9	4.6	91
OUTDOOR	QUINTILE 1	33431	7220	21.4	21.6	107	3581	22.7	10.7	114	3648	22.3	10.9	112	2043	24.4	6.1	122
	QUINTILE 2	33478	6706	19.8	20.0	99	3561	22.6	10.6	113	3139	19.2	9.4	96	1527	18.2	4.6	91
	QUINTILE 3	33574	6395	18.9	19.0	94	3171	20.1	9.4	100	3268	19.9	9.7	100	1542	18.4	4.6	92
	QUINTILE 4	33935	7022	20.8	20.7	103	2706	17.1	8.0	85	3207	19.6	9.5	97	1837	21.9	5.4	108
	QUINTILE 5	33310	6469	19.1	19.4	96	2768	17.5	8.3	88	3124	19.1	9.4	96	1434	17.1	4.3	86
RADIO-DRIVE TIME	QUINTILE 1	33136	7319	21.6	22.1	110	3501	22.2	10.6	112	3321	20.3	10.0	103	1541	18.4	4.7	93
	QUINTILE 2	31658	6751	20.0	21.3	106	3172	20.1	10.0	106	3053	18.6	9.6	99	1756	20.9	5.5	111
	QUINTILE 3	32541	6820	20.2	21.0	104	3484	22.1	10.7	114	3355	20.5	10.3	106	1869	22.3	5.7	115
	QUINTILE 4	34247	6648	19.7	19.4	96	3033	19.2	8.9	94	3227	19.7	9.4	96	1898	22.6	5.5	111
	QUINTILE 5	36144	6275	18.6	17.4	86	2598	16.5	7.2	76	3432	20.9	9.5	97	1319	15.7	3.6	73
RADIO-MID- DAY	TERCILE 1	45037	9484	28.0	21.1	104	4387	27.8	9.7	103	4211	25.7	9.4	96	2545	30.4	5.7	113
	TERCILE 2	44819	9284	27.5	20.7	103	4376	27.7	9.8	104	4577	27.9	10.2	105	1907	22.7	4.3	85
	TERCILE 3	77872	15044	44.5	19.3	96	7025	44.5	9.0	96	7599	46.4	9.8	100	3930	46.9	5.0	101
RADIO-TOTAL	QUINTILE 1	33763	7404	21.9	21.9	109	3616	22.9	10.7	114	3379	20.6	10.0	102	1887	22.5	5.6	112
	QUINTILE 2	33240	7008	20.7	21.1	105	3267	20.7	9.8	104	3195	19.5	9.6	98	1732	20.7	5.2	104
	QUINTILE 3	33408	7010	20.7	21.0	104	3340	21.2	10.0	106	3532	21.6	10.6	108	1693	20.2	5.1	101
	QUINTILE 4	34792	6632	19.6	19.1	95	3269	20.7	9.4	100	3657	22.3	10.5	108	1791	21.4	5.1	103
	QUINTILE 5	32524	5757	17.0	17.7	88	2295	14.5	7.1	75	2624	16.0	8.1	83	1281	15.3	3.9	79
TV-PRIME TIME	QUINTILE 1	33090	6855	20.3	20.7	103	3317	21.0	10.0	107	3998	24.4	12.1	124	1500	17.9	4.5	91
	QUINTILE 2	33357	6960	20.6	20.9	104	3146	19.9	9.4	100	3353	20.5	10.1	103	1774	21.2	5.3	106
	QUINTILE 3	33980	7550	22.3	22.2	110	3125	19.8	9.2	98	3438	21.0	10.1	104	1894	22.6	5.6	112
	QUINTILE 4	33854	6152	18.2	18.2	90	3227	20.4	9.5	101	2951	18.0	8.7	89	1521	18.1	4.5	90
	QUINTILE 5	33444	6296	18.6	18.8	93	2971	18.8	8.9	94	2647	16.2	7.9	81	1694	20.2	5.1	101
TV-DAYTIME	TERCILE 1	49121	9896	29.3	20.1	100	4258	27.0	8.7	92	4799	29.3	9.8	100	2506	29.9	5.1	102
	TERCILE 2	48823	9930	29.4	20.3	101	4861	30.8	10.0	106	5035	30.7	10.3	106	2319	27.7	4.7	95
	TERCILE 3	69782	13986	41.4	20.0	99	6668	42.2	9.6	102	6553	40.0	9.4	96	3558	42.4	5.1	102
TV-TOTAL	QUINTILE 1	33584	6376	18.9	19.0	94	2941	18.6	8.8	93	3704	22.6	11.0	113	1505	18.0	4.5	90
	QUINTILE 2	33441	7211	21.3	21.6	107	3166	20.1	9.5	101	3307	20.2	9.9	101	1896	22.6	5.7	113
	QUINTILE 3	33505	6721	19.9	20.1	100	2918	18.5	8.7	93	3356	20.5	10.0	103	1570	18.7	4.7	94
	QUINTILE 4	33466	6980	20.6	20.9	103	3545	22.5	10.6	113	3207	19.6	9.6	98	1512	18.0	4.5	90
	QUINTILE 5	33731	6525	19.3	19.3	96	3217	20.4	9.5	101	2813	17.2	8.3	85	1900	22.7	5.6	113
MAGAZINES-NEWSPAPERS: DUAL		44503	9839	29.1	22.1	110	4687	29.7	10.5	112	4955	30.2	11.1	114	2282	27.2	5.1	103
MAGAZINE IMPERATIVE		39363	8662	25.6	22.0	109	4471	28.3	11.4	121	4037	24.6	10.3	105	1982	23.6	5.0	101
NEWSPAPER IMPERATIVE		46441	9090	26.9	19.6	97	4228	26.8	9.1	97	4406	26.9	9.5	97	2598	31.0	5.6	112
MAGAZINES-OUTDOOR: DUAL		33726	7425	22.0	22.0	109	3851	24.4	11.4	121	3931	24.0	11.7	119	1781	21.2	5.3	106
MAGAZINE IMPERATIVE		52846	11382	33.7	21.5	107	5354	33.9	10.1	108	5363	32.7	10.1	104	2697	32.2	5.1	102
OUTDOOR IMPERATIVE		52140	9636	28.5	18.5	92	4790	30.3	9.2	98	4682	28.6	9.0	92	2652	31.6	5.1	102
MAGAZINES-RADIO: DUAL		37081	8616	25.5	23.2	115	4314	27.3	11.6	124	3929	24.0	10.6	108	2038	24.3	5.5	110
MAGAZINE IMPERATIVE		49747	10149	30.0	20.4	101	5082	32.2	10.2	109	5508	33.6	11.1	113	2598	31.0	5.2	104
RADIO IMPERATIVE		49208	9785	28.9	19.9	99	4380	27.7	8.9	95	4528	27.6	9.2	94	2583	30.8	5.2	105
MAGAZINES-TELEVISION: DUAL		33103	7184	21.2	21.7	108	3735	23.7	11.3	120	3871	23.6	11.7	120	1781	21.2	5.4	108
MAGAZINE IMPERATIVE		54575	11891	35.2	21.8	108	5855	37.1	10.7	114	5543	33.8	10.2	104	2760	32.9	5.1	101
TELEVISION IMPERATIVE		53249	10007	29.6	18.8	93	3981	25.2	7.5	79	4896	29.9	9.2	94	2576	30.7	4.8	97
NEWSPAPERS-OUTDOOR: DUAL		36255	7915	23.4	21.8	108	4037	25.6	11.1	118	4093	25.0	11.3	116	2190	26.1	6.0	121
NEWSPAPER IMPERATIVE		55591	11335	33.5	20.4	101	5089	32.2	9.2	97	5541	33.8	10.0	102	2823	33.7	5.1	102
OUTDOOR IMPERATIVE		48319	9294	27.5	19.2	95	4715	29.9	9.8	104	4382	26.7	9.1	93	2230	26.6	4.6	92
NEWSPAPERS-RADIO: DUAL		37242	7950	23.5	21.3	106	3769	23.9	10.1	108	3484	21.3	9.4	96	2103	25.1	5.6	113
NEWSPAPER IMPERATIVE		54423	10955	32.4	20.1	100	5131	32.5	9.4	100	6022	36.7	11.1	113	2794	33.3	5.1	103
RADIO IMPERATIVE		46650	9940	29.4	21.3	106	4782	30.3	10.3	109	4634	28.3	9.9	102	2264	27.0	4.9	97
NEWSPAPERS-TELEVISION: DUAL		35974	7274	21.5	20.2	100	3202	20.3	8.9	95	3926	24.0	10.9	112	1930	23.0	5.4	107
NEWSPAPER IMPERATIVE		56095	11834	35.0	21.1	105	5770	36.5	10.3	109	5432	33.1	9.7	99	2952	35.2	5.3	105
TELEVISION IMPERATIVE		47170	9504	28.1	20.1	100	4210	26.7	8.9	95	4596	28.0	9.7	100	2144	25.6	4.5	91
OUTDOOR-RADIO: DUAL		33748	7134	21.1	21.1	105	3874	24.5	11.5	122	3350	20.4	9.9					

	TOTAL U.S. '000	COLLAR FOR DOGS				COLLAR FOR CATS				SPRAY				DIP		
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS
TOTAL ADULTS	167727	33812	100.0	20.2	100	15787	100.0	9.4	100	16387	100.0	9.8	100	8383	100.0	5.0
ATLANTIC MONTHLY	867	**112	0.3	12.9	64	**56	0.4	6.5	69	**70	0.4	8.1	83	**52	0.6	6.0
BARRON'S	1580	*256	0.8	16.2	80	*162	1.0	10.3	109	*271	1.7	17.2	176	**74	0.9	4.7
BETTER HOMES & GARDENS	22203	5173	15.3	23.3	116	2662	16.9	12.0	127	2659	16.2	12.0	123	1156	13.8	5.2
BON APPETIT	3810	820	2.4	21.5	107	408	2.6	10.7	114	674	4.1	17.7	181	*205	2.4	5.4
BUSINESS WEEK	4663	904	2.7	19.4	96	405	2.6	8.7	92	444	2.7	9.5	97	*141	1.7	3.0
CAR AND DRIVER	3102	511	1.5	16.5	82	*256	1.6	8.3	88	*233	1.4	7.5	77	**86	1.0	2.8
CBS MAGAZINE NETWORK (GROSS)	7311	1695	5.0	23.2	115	951	6.0	13.0	138	546	3.3	7.5	76	442	5.3	6.0
CHANGING TIMES	3400	649	1.9	19.1	95	310	2.0	9.1	97	376	2.3	11.1	113	**105	1.3	3.1
COLONIAL HOMES	1796	441	1.3	24.6	122	*256	1.6	14.3	151	*259	1.6	14.4	148	**126	1.5	7.0
CONDE NAST MAG. PKG. (GROSS)	19924	4267	12.6	21.4	106	2348	14.9	11.8	125	2035	12.4	10.2	105	902	10.8	4.5
CONSUMERS DIGEST	3125	752	2.2	24.1	119	369	2.3	11.8	125	350	2.1	11.2	115	**96	1.1	3.1
COSMOPOLITAN	10577	2474	7.3	23.4	116	1336	8.5	12.6	134	1200	7.3	11.3	116	582	6.9	5.5
COUNTRY LIVING	3746	993	2.9	26.5	131	551	3.5	14.7	156	500	3.1	13.3	137	*160	1.9	4.3
CUISINE	2214	413	1.2	18.7	93	*211	1.3	9.5	101	378	2.3	17.1	175	**93	1.1	4.2
CYCLE WORLD	2394	570	1.7	23.8	118	*335	2.1	14.0	149	**167	1.0	7.0	71	**195	2.3	8.1
DCI:CREATIVE IDEAS FOR LIV	3068	733	2.2	23.9	119	440	2.8	14.3	152	316	1.9	10.3	105	*251	3.0	8.2
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2041	6.0	21.4	106	1176	7.4	12.3	131	1102	6.7	11.5	118	825	9.8	8.6
DISCOVER	2277	487	1.4	21.4	106	347	2.2	15.2	162	*239	1.5	10.5	107	*188	2.2	8.3
EBONY	7187	1162	3.4	16.2	80	375	2.4	5.2	55	*475	2.9	6.6	68	*212	2.5	2.9
ESQUIRE	2560	497	1.5	19.4	96	*209	1.3	8.2	87	*204	1.2	8.0	82	**97	1.2	3.8
ESSENCE	3242	630	1.9	19.4	96	*156	1.0	4.8	51	*192	1.2	5.9	61	**130	1.6	4.0
FAMILY CIRCLE	19639	4459	13.2	22.7	113	2277	14.4	11.6	123	2409	14.7	12.3	126	1133	13.5	5.8
THE FAMILY HANDYMAN	3540	932	2.8	26.3	131	476	3.0	13.4	143	370	2.3	10.5	107	**133	1.6	3.8
FAMILY WEEKLY	23924	5198	15.4	21.7	108	2511	15.9	10.5	112	2717	16.6	11.4	116	1135	13.5	4.7
FIELD & STREAM	9883	2396	7.1	24.2	120	1001	6.3	10.1	108	1032	6.3	10.4	107	536	6.4	5.4
FOOD & WINE	1030	*180	0.5	17.5	87	**107	0.7	10.4	110	**85	0.5	8.3	84	**64	0.8	6.2
FORBES	2679	403	1.2	15.0	75	222	1.4	8.3	88	*276	1.7	10.3	105	**97	1.2	3.6
FORTUNE	2931	596	1.8	20.3	101	253	1.6	8.6	92	359	2.2	12.2	125	**124	1.5	4.2
GENTLEMEN'S QUARTERLY	3481	666	2.0	19.1	95	434	2.7	12.5	132	340	2.1	9.8	100	**160	1.9	4.6
GLAMOUR	7163	1627	4.8	22.7	113	909	5.8	12.7	135	823	5.0	11.5	118	*351	4.2	4.9
GOLF DIGEST	2355	523	1.5	22.2	110	*191	1.2	8.1	86	*262	1.6	11.1	114	**54	0.6	2.3
GOLF DIGEST/TENNIS (GROSS)	3610	738	2.2	20.4	101	327	2.1	9.1	96	357	2.2	9.9	101	**72	0.9	2.0
GOLF MAGAZINE	2046	477	1.4	23.3	116	*236	1.5	11.5	123	*217	1.3	10.6	109	**48	0.6	2.3
GOLF MAGAZINE/SKI (GROSS)	3547	674	2.0	19.0	94	415	2.6	11.7	124	345	2.1	9.7	100	**87	1.0	2.5
GOOD HOUSEKEEPING	20353	4637	13.7	22.8	113	2091	13.2	10.3	109	2374	14.5	11.7	119	1127	13.4	5.5
HARPER'S BAZAAR	3362	687	2.0	20.4	101	442	2.8	13.1	140	358	2.2	10.6	109	**93	1.1	2.8
HEALTH	2987	781	2.3	26.1	130	379	2.4	12.7	135	*349	2.1	11.7	120	*176	2.1	5.9
HEARST MAG CORP. BUY (GROSS)	67928	15461	45.7	22.8	113	7549	47.8	11.1	118	7854	47.9	11.6	118	3610	43.1	5.3
HEARST MAN POWER (GROSS)	11282	2607	7.7	23.1	115	1122	7.1	9.9	106	1236	7.5	11.0	112	531	6.3	4.7
HEARST WOMAN POWER (GROSS)	40514	9299	27.5	23.0	114	4488	28.4	11.1	118	4737	28.9	11.7	120	2405	28.7	5.9
HOUSE BEAUTIFUL	4885	1040	3.1	21.3	106	507	3.2	10.4	110	543	3.3	11.1	114	*233	2.8	4.8
INC.	1308	*267	0.8	20.4	101	**119	0.8	9.1	97	**154	0.9	11.8	121	**39	0.5	3.0
JET	6498	1217	3.6	18.7	93	423	2.7	6.5	69	579	3.5	8.9	91	*251	3.0	3.9
LADIES' HOME JOURNAL	14797	3601	10.7	24.3	121	1802	11.4	12.2	129	1823	11.1	12.3	126	869	10.4	5.9
LHJ FAMILY GRP COMBO(GROSS)	21743	5345	15.8	24.6	122	2594	16.4	11.9	127	2696	16.5	12.4	127	1248	14.9	5.7
LIFE	9881	2186	6.5	22.1	110	976	6.2	9.9	105	1126	6.9	11.4	117	355	4.2	3.6
L.A. TIMES HOME MAGAZINE	2775	495	1.5	17.8	88	344	2.2	12.4	132	464	2.8	16.7	171	*195	2.3	7.0
MADEMOISELLE	4219	812	2.4	19.2	95	489	3.1	11.6	123	397	2.4	9.4	96	**103	1.2	2.4
MC CALL'S	16422	3758	11.1	22.9	114	1811	11.5	11.0	117	2091	12.8	12.7	130	1098	13.1	6.7
MC CALL'S/WRK MOTHER (GROSS)	17919	4209	12.4	23.5	117	2017	12.8	11.3	120	2285	13.9	12.8	131	1190	14.2	6.6
MECHANIX ILLUSTRATED	4433	1278	3.8	28.8	143	441	2.8	9.9	106	554	3.4	12.5	128	*305	3.6	6.9
METROPOLITAN HOME	1504	*290	0.9	19.3	96	*138	0.9	9.2	97	*161	1.0	10.7	110	**66	0.8	4.4
MONEY	4723	1012	3.0	21.4	106	401	2.5	8.5	90	501	3.1	10.6	109	*182	2.2	3.9
MOTHER EARTH NEWS	2325	532	1.6	22.9	114	320	2.0	13.8	146	*255	1.6	11.0	112	*180	2.1	7.7
MS.	1189	*267	0.8	22.5	111	*123	0.8	10.3	110	**154	0.9	13.0	133	**96	1.1	8.1
NATIONAL ENQUIRER	18892	4342	12.8	23.0	114	1693	10.7	9.0	95	1789	10.9	9.5	97	965	11.5	5.1
NATIONAL GEOGRAPHIC	22129	4684	13.9	21.2	105	2424	15.4	11.0	116	2615	16.0	11.8	121	1540	18.4	7.0
NATIONAL SUNDAY MAGAZINE PKG	103750	21588	63.8	20.8	103	10458	66.2	10.1	107	10826	66.1	10.4	107	5422	64.7	5.2
NATURAL HISTORY	1379	*242	0.7	17.5	87	*181	1.1	13.1	139	**185	1.1	13.4	137	**107	1.3	7.8
NEW WOMAN	2289	395	1.2	17.3	86	*206	1.3	9.0	96	*246	1.5	10.7	110	**111	1.3	4.8
NEW YORK INCLUDING CUE	1088	*167	0.5	15.3	76	**98	0.6	9.0	96	**110	0.7	10.1	103	**13	0.2	1.2
THE NEW YORKER	2459	566	1.7	23.0	114	291	1.8	11.8	126	336	2.1	13.7	140	*133	1.6	5.4
NEWSWEEK	16527	3355	9.9	20.3	101	1698	10.8	10.3	109	1575	9.6	9.5	98	798	9.5	4.8
THE N.Y. TIMES DAILY EDITION	2739	480	1.4	17.5	87	*221	1.4	8.1	86	*211	1.3	7.7	79	**68	0.8	2.5
THE N.Y. TIMES MAGAZINE	4443	859	2.5	19.3	96	554	3.5	12.5	132	451	2.8	10.2	104	*117	1.4	2.6
OMNI	2799	599	1.8	21.4	106	321	2.0	11.5	122	*157	1.0	5.6	57	*227	2.7	8.1
ON CABLE	2209	490	1.4	22.2	110	*230	1.5	10.4	111	*179	1.1	8.1	83	**96	1.1	4.3
1001 HOME IDEAS	3959	963	2.8	24.3	121	413	2.6	10.4	111	523	3.2	13.2	135	*204	2.4	5.2
ORGANIC GARDENING	3111	700	2.1	22.5	112	467	3.0	15.0	159	506	3.1	16.3	166	*178	2.1	5.7
OUTDOOR LIFE	5024	1252	3.7	24.9	124	494	3.1	9.8	104	425	2.6	8.5	87	*210	2.5	4.2
PARADE MAGAZINE	51292	10748	31.8	21.0	104	5545	35.1	10.8	115	5443	33.2	10.6	109	2467	29.4	4.8

	TOTAL U.S. '000	COLLAR FOR DOGS				COLLAR FOR CATS				SPRAY				DIP			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	33812	100.0	20.2	100	15787	100.0	9.4	100	16387	100.0	9.8	100	8383	100.0	5.0	100
PARENTS	5298	1276	3.8	24.1	119	600	3.8	11.3	120	586	3.6	11.1	113	*294	3.5	5.5	111
PENTHOUSE	5129	1081	3.2	21.1	105	661	4.2	12.9	137	514	3.1	10.0	103	*202	2.4	3.9	79
PEOPLE	21070	4665	13.8	22.1	110	2381	15.1	11.3	120	2316	14.1	11.0	113	1113	13.3	5.3	106
PLAYBOY	10562	2262	6.7	21.4	106	1166	7.4	11.0	117	1004	6.1	9.5	97	550	6.6	5.2	104
POPULAR HOT RODDING	2498	697	2.1	27.9	138	*260	1.6	10.4	111	*161	1.0	6.4	66	**159	1.9	6.4	127
POPULAR MECHANICS	5887	1422	4.2	24.2	120	673	4.3	11.4	121	708	4.3	12.0	123	*314	3.7	5.3	107
POPULAR SCIENCE	4317	1054	3.1	24.4	121	513	3.2	11.9	126	351	2.1	8.1	83	*253	3.0	5.9	117
PREVENTION	5792	1017	3.0	17.6	87	464	2.9	8.0	85	818	5.0	14.1	145	*208	2.5	3.6	72
PSYCHOLOGY TODAY	3284	728	2.2	22.2	110	439	2.8	13.4	142	348	2.1	10.6	108	*302	3.6	9.2	184
READER'S DIGEST	40046	8830	26.1	22.0	109	4468	28.3	11.2	119	4529	27.6	11.3	116	1940	23.1	4.8	97
REDBOOK	9584	2188	6.5	22.8	113	1060	6.7	11.1	118	1163	7.1	12.1	124	697	8.3	7.3	146
ROAD & TRACK	2590	579	1.7	22.4	111	404	2.6	15.6	166	*212	1.3	8.2	84	**168	2.0	6.5	130
ROLLING STONE	3302	700	2.1	21.2	105	387	2.5	11.7	125	304	1.9	9.2	94	*165	2.0	5.0	100
RUNNER'S WORLD	1229	*246	0.7	20.0	99	*151	1.0	12.3	131	**124	0.8	10.1	103	**104	1.2	8.5	169
SATURDAY EVENING POST	2110	349	1.0	16.5	82	*203	1.3	9.6	102	*191	1.2	9.1	93	**59	0.7	2.8	56
SCIENCE 84	1543	362	1.1	23.5	116	*233	1.5	15.1	160	*224	1.4	14.5	149	**133	1.6	8.6	172
SCIENCE DIGEST	1747	*250	0.7	14.3	71	*203	1.3	11.6	123	**112	0.7	6.4	66	**64	0.8	3.7	73
SCIENTIFIC AMERICAN	1994	374	1.1	18.8	93	*191	1.2	9.6	102	*244	1.5	12.2	125	*138	1.6	6.9	138
SELF	3119	730	2.2	23.4	116	*339	2.1	10.9	115	*306	1.9	9.8	100	*161	1.9	5.2	103
SEVENTEEN	3923	1169	3.5	29.8	148	489	3.1	12.5	132	431	2.6	11.0	112	*270	3.2	6.9	138
SKI	1501	*197	0.6	13.1	65	*179	1.1	11.9	127	**127	0.8	8.5	87	**39	0.5	2.6	52
SMITHSONIAN	5976	1216	3.6	20.3	101	802	5.1	13.4	143	746	4.6	12.5	128	414	4.9	6.9	139
SOAP OPERA DIGEST	4228	1174	3.5	27.8	138	457	2.9	10.8	115	387	2.4	9.2	94	*214	2.6	5.1	101
SOUTHERN LIVING	6488	1307	3.9	20.1	100	736	4.7	11.3	121	786	4.8	12.1	124	574	6.8	8.8	177
SPORT	3500	919	2.7	26.3	130	449	2.8	12.8	136	391	2.4	11.2	114	**199	2.4	5.7	114
THE SPORTING NEWS	2456	640	1.9	26.1	129	*283	1.8	11.5	122	*254	1.6	10.3	106	**39	0.5	1.6	32
SPORTS AFIELD	3648	935	2.8	25.6	127	*246	1.6	6.7	72	416	2.5	11.4	117	*153	1.8	4.2	84
SPORTS ILLUSTRATED	14484	3143	9.3	21.7	108	1670	10.6	11.5	122	1314	8.0	9.1	93	502	6.0	3.5	69
STAR	12661	2867	8.5	22.6	112	1290	8.2	10.2	108	1298	7.9	10.3	105	610	7.3	4.8	96
SUNDAY	52799	10686	31.6	20.2	100	4852	30.7	9.2	98	5248	32.0	9.9	102	2705	32.3	5.1	103
SUNSET	3513	663	2.0	18.9	94	541	3.4	15.4	164	617	3.8	17.6	180	**215	2.6	6.1	122
TV GUIDE	42766	9137	27.0	21.4	106	4427	28.0	10.4	110	4570	27.9	10.7	109	2217	26.4	5.2	104
TENNIS	1254	*214	0.6	17.1	85	*136	0.9	10.8	115	*95	0.6	7.6	78	**18	0.2	1.4	29
TIME	22054	4603	13.6	20.9	104	2392	15.2	10.8	115	2437	14.9	11.1	113	1151	13.7	5.2	104
TOWN & COUNTRY	1555	*232	0.7	14.9	74	*131	0.8	8.4	90	*149	0.9	9.6	98	**21	0.3	1.4	27
TRAVEL & LEISURE	2173	432	1.3	19.9	99	*227	1.4	10.4	111	*274	1.7	12.6	129	**101	1.2	4.6	93
TRUE STORY	4636	1228	3.6	26.5	131	534	3.4	11.5	122	580	3.5	12.5	128	*189	2.3	4.1	82
U.S. NEWS & WORLD REPORT	10353	2049	6.1	19.8	98	867	5.5	8.4	89	1011	6.2	9.8	100	617	7.4	6.0	119
USA TODAY	4994	1011	3.0	20.2	100	497	3.1	10.0	106	426	2.6	8.5	87	*222	2.6	4.4	89
US	3528	739	2.2	20.9	104	380	2.4	10.8	114	399	2.4	11.3	116	*162	1.9	4.6	92
VOGUE	5424	1097	3.2	20.2	100	610	3.9	11.2	119	508	3.1	9.4	96	*287	3.4	5.3	106
WALL STREET JOURNAL	6292	1139	3.4	18.1	90	621	3.9	9.9	105	650	4.0	10.3	106	246	2.9	3.9	78
WEIGHT WATCHERS	2762	615	1.8	22.3	110	*279	1.8	10.1	107	338	2.1	12.2	125	**56	0.7	2.0	41
WOMAN'S DAY	16320	3909	11.6	24.0	119	1888	12.0	11.6	123	2014	12.3	12.3	126	948	11.3	5.8	116
WORKING MOTHER	1496	451	1.3	30.1	150	*206	1.3	13.8	146	*194	1.2	13.0	133	**93	1.1	6.2	124
WORKING WOMAN	1851	384	1.1	20.7	103	*189	1.2	10.2	108	*253	1.5	13.7	140	**75	0.9	4.1	81
WORLD TENNIS	580	**82	0.2	14.1	70	**87	0.6	15.0	159	**66	0.4	11.4	116	**16	0.2	2.8	55
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2328	6.9	18.8	93	1433	9.1	11.5	123	911	5.6	7.3	75	510	6.1	4.1	82
BLAIR INSERTS	91671	18656	55.2	20.4	101	9188	58.2	10.0	106	9285	56.7	10.1	104	4598	54.8	5.0	100
DAILY NEWSPAPERS																	
READ ANY	109190	22441	66.4	20.6	102	10481	66.4	9.6	102	11047	67.4	10.1	104	5670	67.6	5.2	104
READ ONE	89587	18243	54.0	20.4	101	8410	53.3	9.4	100	8933	54.5	10.0	102	4761	56.8	5.3	106
READ TWO OR MORE	19602	4198	12.4	21.4	106	2071	13.1	10.6	112	2114	12.9	10.8	110	909	10.8	4.6	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	22855	67.6	20.8	103	10955	69.4	10.0	106	11324	69.1	10.3	106	5733	68.4	5.2	105
READ ONE	95074	19558	57.8	20.6	102	9273	58.7	9.8	104	9474	57.8	10.0	102	5032	60.0	5.3	106
READ TWO OR MORE	14588	3297	9.8	22.6	112	1682	10.7	11.5	122	1850	11.3	12.7	130	701	8.4	4.8	96
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.19				32.29				29.17				30.99			
30 DAY REACH	149706	30073	88.9	20.1	100	14189	89.9	9.5	101	14660	89.5	9.8	100	7785	92.9	5.2	104
50 SHWG - 30 DAY AV FREQ	15.16	15.80				16.90				15.34				16.23			
30 DAY REACH	142406	28788	85.1	20.2	100	13586	86.1	9.5	101	13974	85.3	9.8	100	7454	88.9	5.2	105
25 SHWG - 30 DAY AV FREQ	8.23	8.54				8.98				8.31				9.00			
30 DAY REACH	131152	26688	78.9	20.3	101	12757	80.8	9.7	103	12843	78.4	9.8	100	6718	80.1	5.1	102
CABLE TV: HOME WIRED	66879	14868	44.0	22.2	110	7145	45.3	10.7	114	7010	42.8	10.5	107	3529	42.1	5.3	106
HOME NOT WIRED	100848	18944	56.0	18.8	93	8642	54.7	8.6	91	9378	57.2	9.3	95	4853	57.9	4.8	96
HAVE PAY CABLE	35024	9092	26.9	26.0	129	4221	26.7	12.1	128	4112	25.1	11.7	120	2226	26.6	6.4	127

	TOTAL U.S. '000	COLLAR FOR DOGS				COLLAR FOR CATS				SPRAY				DIP			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	35812	100.0	20.2	100	15787	100.0	9.4	100	16387	100.0	9.8	100	8383	100.0	5.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	20293	60.0	21.2	105	9956	63.1	10.4	111	9428	57.5	9.9	101	5126	61.1	5.4	101
10:00 AM - 3:00 PM	13599	13440	39.7	21.1	105	6246	39.6	9.8	104	6289	38.4	9.9	101	3215	38.4	5.1	101
3:00 PM - 7:00 PM	72097	15212	45.0	21.1	105	7667	48.6	10.6	113	7184	43.8	10.0	102	3929	46.9	5.4	102
7:00 PM - MIDNIGHT	36670	7547	22.3	20.6	102	3818	24.2	10.4	111	3564	21.7	9.7	99	2007	23.9	5.5	102
MIDNIGHT - 6:00 AM	21908	5051	14.9	23.1	114	2273	14.4	10.4	110	2111	12.9	9.6	99	1222	14.6	5.6	110
6:00 AM - MIDNIGHT	127571	26609	78.7	20.9	103	12742	80.7	10.0	106	12763	77.9	10.0	102	6747	80.5	5.3	106
ENTIRE DAY	124239	26951	79.7	20.9	103	12878	81.6	10.0	106	12913	78.8	10.0	102	6807	81.2	5.3	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	7876	23.3	23.2	115	3556	22.5	10.5	111	3631	22.2	10.7	109	1674	20.0	4.9	109
ALL NEWS	1062	1139	3.4	18.8	93	611	3.9	10.1	107	551	3.4	9.1	93	282	3.4	4.7	107
AOR/PROGRESSIVE	11884	2494	7.4	21.0	104	1628	10.3	13.7	146	1140	7.0	9.6	98	725	8.6	6.1	146
BEAUTIFUL MUSIC	11180	2105	6.2	18.8	93	1421	9.0	12.7	135	1189	7.3	10.6	109	620	7.4	5.5	135
BLUES	4538	756	2.2	16.7	83	*320	2.0	7.1	75	332	2.0	7.3	75	*253	3.0	5.6	75
CLASSICAL	3857	704	2.1	18.3	91	361	2.3	9.4	99	452	2.8	11.7	120	*220	2.6	5.7	99
CHR/ROCK	21946	4526	14.3	22.0	109	2399	15.2	10.9	116	2182	13.3	9.9	102	1270	15.1	5.8	116
COUNTRY	27262	5917	17.5	21.7	108	2593	16.4	9.5	101	2904	17.7	10.7	109	1580	18.8	5.8	101
GOLDEN OLDIES	3335	584	1.7	17.5	87	*262	1.7	7.8	83	*328	2.0	9.8	101	*186	2.2	5.6	83
MOR/NOSTALGIA	10346	2143	6.3	20.7	103	1018	6.4	9.8	105	1258	7.7	12.2	124	422	5.0	4.1	105
NEWS/TALK	1929	1696	5.0	19.0	94	665	4.2	7.4	79	907	5.5	10.2	104	406	4.8	4.5	79
RELIGIOUS	5488	909	2.7	16.6	82	497	3.1	9.1	96	509	3.1	9.3	95	*297	3.5	5.4	96
SOFT ROCK	1232	*217	0.6	17.6	87	**138	0.9	11.2	119	**137	0.8	11.1	114	**47	0.6	3.8	119
URBAN CONTEMPORARY	3184	581	1.7	18.2	91	*166	1.1	5.2	55	*194	1.2	6.1	62	*96	1.1	3.0	55
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1513	4.5	21.9	109	643	4.1	9.3	99	605	3.7	8.8	90	*248	3.0	3.6	99
ABC DIRECTION	5212	1146	3.4	22.0	109	503	3.2	9.7	103	612	3.7	11.7	120	*284	3.4	5.4	103
ABC ENTERTAINMENT	10385	2264	6.7	21.8	108	1191	7.5	11.5	122	1164	7.1	11.2	115	496	5.9	4.8	122
ABC FM	4762	1134	3.4	23.8	118	386	2.4	8.1	86	421	2.6	8.8	90	393	4.7	8.3	86
ABC INFORMATION	11339	2333	6.9	20.6	102	1038	6.6	9.2	97	1350	8.2	11.9	122	494	5.9	4.4	97
ABC ROCK	4878	1123	3.3	23.0	114	533	3.4	10.9	116	431	2.6	8.8	90	377	4.5	7.7	116
CBS	10709	2154	6.4	20.1	100	997	6.3	9.3	99	975	5.9	9.1	93	518	6.2	4.8	99
MUTUAL	10251	2309	6.8	22.5	112	830	5.3	8.1	86	1004	6.1	9.8	100	568	6.8	5.5	86
NBC	12243	2531	7.5	20.7	103	1202	7.6	9.8	104	1112	6.8	9.1	93	385	4.6	3.1	104
RADIO/RADIO	4606	937	2.8	20.3	101	460	2.9	10.0	106	468	2.9	10.2	104	*293	3.5	6.4	106
RKO ONE	5148	1001	3.0	19.4	96	473	3.0	9.2	98	507	3.1	9.8	101	*180	2.1	3.5	98
RKO TWO	7313	1662	4.9	22.7	113	681	4.3	9.3	99	575	3.5	7.9	80	460	5.5	6.3	99
THE SOURCE	5981	1143	3.4	19.1	95	642	4.1	10.7	114	551	3.4	9.2	94	421	5.0	7.0	114
NON-WIRED : BLAIR	19329	4033	11.9	20.9	104	1752	11.1	9.1	96	1981	12.1	10.2	105	1093	13.0	5.7	96
INTERNET	27139	5477	16.2	20.2	100	2912	18.4	10.7	114	2868	17.5	10.6	108	1400	16.7	5.2	114
KATZ RADIO GROUP	36319	7508	22.2	20.7	103	3796	24.0	10.5	111	4030	24.6	11.1	114	2000	23.9	5.5	111
SUPERNET	22361	4673	13.8	20.9	104	2484	15.7	11.1	118	2279	13.9	10.2	104	1108	13.2	5.0	118
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2661	7.9	18.3	91	1257	8.0	8.6	92	1607	9.8	11.1	113	683	8.1	4.7	92
WKDAY 9:00 AM - 1:00 PM	18488	3596	10.6	19.2	95	1651	10.5	8.8	94	1912	11.7	10.2	105	890	10.6	4.8	94
WKDAY 1:00 PM - 4:30 PM	24061	4892	14.5	20.3	101	2088	13.2	8.7	92	2314	14.1	9.6	98	1199	14.3	5.0	92
WKDAY 4:30 PM - 7:30 PM	44079	8521	25.2	19.3	96	3999	25.3	9.1	96	4472	27.3	10.1	104	2092	25.0	4.7	96
WKDAY 7:30 PM - 8:00 PM	61979	12211	36.1	19.7	98	5451	34.5	8.8	93	6154	37.6	9.9	102	2869	34.2	4.6	93
WKDAY 11:00 PM - 11:30 PM	49084	10141	30.0	20.7	102	4585	29.0	9.3	99	5202	31.7	10.6	108	2349	28.0	4.8	99
WKDAY 11:30 PM - 1:00 AM	16560	2593	10.6	21.7	108	1494	9.5	9.0	96	1740	10.6	10.5	108	804	9.6	4.9	96
M-SAT 8-11 PM-SUN 7-11 PM	66967	13925	41.2	20.8	103	6463	40.9	9.7	103	7171	43.8	10.7	110	3347	39.9	5.0	103
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1941	5.7	20.9	104	853	5.4	9.2	98	979	6.0	10.6	108	468	5.6	5.0	98
ANOTHER WORLD	N 6138	1290	3.8	21.0	104	653	4.1	10.6	113	656	4.0	10.7	109	511	6.1	8.3	113
AS THE WORLD TURNS	C 7707	1518	4.5	19.7	98	536	3.4	7.0	74	663	4.0	8.6	88	266	3.2	3.5	74
CAPITOL	C 4688	921	2.7	19.6	97	309	2.0	6.6	70	316	1.9	6.7	69	162	1.9	3.5	70
CBS MORN. NEWS 1	C 2792	488	1.4	17.5	87	177	1.1	6.3	67	300	1.8	10.7	110	*132	1.6	4.7	67
CBS MORN. NEWS 2	C 2071	424	1.3	20.5	102	121	0.8	5.8	62	226	1.4	10.9	112	*118	1.4	5.7	62
DAYS OF OUR LIVES	N 8018	1687	5.0	21.0	104	757	4.8	9.4	100	910	5.6	11.3	116	516	6.2	6.4	100
FACTS OF LIFE - DAYTIME	N 3487	559	1.7	16.0	80	224	1.4	6.4	68	198	1.2	5.7	58	*130	1.6	3.7	68
FAMILY FEUD	A 4817	807	2.4	16.8	83	399	2.5	8.3	88	459	2.8	9.5	98	190	2.3	3.9	88
GENERAL HOSPITAL	A 8332	1755	5.2	21.1	104	756	4.8	9.1	96	729	4.4	8.7	90	339	4.0	4.1	96
GOOD MORNING, AMERICA-730 A	A 5472	1023	3.0	18.7	93	458	2.9	8.4	89	570	3.5	10.4	107	174	2.1	3.2	89
GOOD MORNING, AMERICA-830 A	A 3965	848	2.5	21.4	106	325	2.1	8.2	87	491	3.0	12.4	127	189	2.3	4.8	87
GUIDING LIGHT	C 7542	1545	4.6	20.5	102	544	3.4	7.2	77	640	3.9	8.5	87	308	3.7	4.1	77
ONE LIFE TO LIVE	A 6012	1283	3.8	21.3	106	591	3.7	9.8	104	551	3.4	9.2	94	308	3.7	5.1	104
PRESS YOUR LUCK	C 3589	671	2.0	18.7	93	279	1.8	7.8	83	359	2.2	10.0	102	*139	1.7	3.9	83
PRICE IS RIGHT 1	C 7418	1547	4.6	20.9	103	598	3.8	8.1	86	678	4.1	9.1	94	396	4.7	5.3	86
PRICE IS RIGHT 2	C 8276	1728	5.1	20.9	104	714	4.5	8.6	92	775	4.7	9.4	96	395	4.7	4.8	92
RYAN'S HOPE	A 4358	971	2.9	22.3	111	422	2.7	9.7	103	397	2.4	9.1	93	257	3.1	5.9	103
SALE OF THE CENTURY	N 3749	651	1.9	17.4	86	271	1.7	7.2	77	271	1.7	7.2	74	205	2.4	5.5	77
SEARCH FOR TOMORROW	N 2884	591	1.7	20.5	102	313	2.0	10.9	115	422	2.6	14.6	150	287	3.4	10.0	115
TODAY SHOW 1	N 4869	765	2.3	15.7	78	372	2.4	7.6	81	509	3.1	10.5	107	319	3.8	6.6	81
TODAY SHOW 2	N 4135	532	1.6	12.9	64	360	2.3	8.7	92	404	2.5	9.8	100	222	2.6	5.4	92
\$25,000 PYRAMID	C 4361	855	2.5	19.6	97	349	2.2	8.0	85	471	2.9	10.8	111	202	2.4	4.6	85
WHEEL OF FORTUNE	N 6187	1036	3.1	16.7	83	544	3.4	8.8	93	573	3.5	9.3	95	325	3.9	5.3	93
YOUNG AND THE RESTLESS	C 8186	1797	5.3	22.0	109	688	4.4	8.4	89	809	4.9	9.9	101	357	4.3	4.4	89
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	950	2.8	20.1	100	508											

	TOTAL U.S. '000	COLLAR FOR DOGS				COLLAR FOR CATS				SPRAY				DIP			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	33812	100.0	20.2	100	15787	100.0	9.4	100	16387	100.0	9.8	100	8383	100.0	5.0	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	9796	29.0	18.7	93	4457	28.2	8.5	91	4994	30.5	9.6	98	2495	29.8	4.8	95
NETWORK AFFILIATES - LATE	39164	7925	23.4	20.2	100	3696	23.4	9.4	100	4157	25.4	10.6	109	1886	22.5	4.8	96
INDEPENDENTS - LATE	5133	951	2.8	18.5	92	515	3.3	10.0	107	558	3.4	10.9	111	228	2.7	4.4	89
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	4768	14.1	20.9	104	2269	14.4	9.9	106	2541	15.5	11.1	114	1316	15.7	5.8	115
ABC MONDAY NIGHT MOVIE	A 11258	2189	6.5	19.4	96	1026	6.5	9.1	97	1081	6.6	9.6	98	552	6.6	4.9	98
ABC SUNDAY NIGHT MOVIE	A 23600	4837	14.3	20.5	102	2182	13.8	9.2	98	2769	16.9	11.7	120	1224	14.6	5.2	104
ABC WORLD NEWS TONIGHT	A 12801	2374	7.0	18.5	92	950	6.0	7.4	79	1166	7.1	9.1	93	518	6.2	4.0	81
AFTERMASH	C 10966	2111	6.2	19.3	95	930	5.9	8.5	90	1186	7.2	10.8	111	652	7.8	5.9	119
ALICE	C 17050	3478	10.3	20.4	101	1791	11.3	10.5	112	1519	9.3	8.9	91	817	9.7	4.8	96
AMERICAN PARADE	C 11998	2322	6.9	19.4	96	942	6.0	7.9	83	1184	7.2	9.9	101	588	7.0	4.9	98
BENSON	A 19258	3751	11.1	19.5	97	1685	10.7	8.7	93	1977	12.1	10.3	105	928	11.1	4.8	96
BLUE THUNDER	A 11478	2404	7.1	20.9	104	1022	6.5	8.9	95	1151	7.0	10.0	103	513	6.1	4.5	89
CAGNEY & LACEY	C 18263	3859	11.4	21.1	105	1604	10.2	8.8	93	1886	11.5	10.3	106	888	10.6	4.9	97
CBS EVENING NEWS-DEAN	C 7733	1424	4.2	18.4	91	598	3.8	7.7	82	707	4.3	9.1	94	268	3.2	3.5	69
CBS EVENING NEWS-RATHER	C 15653	2904	8.6	18.6	92	1387	8.8	8.9	94	1640	10.0	10.5	107	725	8.6	4.6	93
CBS SAT. NEWS-SCHIEFFER	C 8744	1624	4.8	18.6	92	783	5.0	9.0	95	952	5.8	10.9	111	446	5.3	5.1	102
CBS SATURDAY NIGHT MOVIE	C 12000	2593	7.7	21.6	107	1082	6.9	9.0	96	1237	7.5	10.3	106	628	7.5	5.2	105
CBS WEDNESDAY NIGHT MOVIE	C 11522	2459	7.3	21.3	106	991	6.3	8.6	91	1306	8.0	11.3	116	591	7.0	5.1	103
CHEERS	N 16818	3656	10.8	21.7	108	1546	9.8	9.2	98	2074	12.7	12.3	126	822	9.8	4.9	98
DALLAS	C 37510	7460	22.1	19.9	99	2959	18.7	7.9	84	4042	24.7	10.8	110	1934	23.1	5.2	103
DIFF'RENT STROKES	N 11258	2459	7.3	21.8	108	1077	6.8	9.6	102	1210	7.4	10.7	110	602	7.2	5.3	107
DOUBLE TROUBLE	N 12248	2313	6.8	18.9	94	1219	7.7	10.0	106	1252	7.6	10.2	105	635	7.6	5.2	104
DUCK FACTORY	N 11100	2329	6.9	21.0	104	1054	6.7	9.5	101	1395	8.5	12.6	129	536	6.4	4.8	97
DUKES OF HAZZARD	C 12353	2620	7.7	21.2	105	1198	7.6	9.7	103	1020	6.2	8.3	85	734	8.8	5.9	119
DYNASTY	A 33279	6948	20.5	20.9	104	3041	19.3	9.1	97	3630	22.2	10.9	112	1524	18.2	4.6	92
FACTS OF LIFE	N 13410	2661	7.9	19.8	98	1308	8.3	9.8	104	1422	8.7	10.6	109	700	8.4	5.2	104
FALCON CREST	C 31093	6195	18.3	19.9	99	2423	15.3	7.8	83	3389	20.7	10.9	112	1521	18.1	4.9	98
FALL GUY	A 18649	4034	11.9	21.6	107	1691	10.7	9.1	96	1914	11.7	10.3	105	920	11.0	4.9	99
FAMILY TIES	N 13101	2567	7.6	19.6	97	1276	8.1	9.7	103	1445	8.8	11.0	113	628	7.5	4.8	96
FANTASY ISLAND	A 13069	2555	7.6	19.6	97	1217	7.7	9.3	99	1398	8.5	10.7	109	506	6.0	3.9	77
FOULUPS, BLEEPs & BLUNDERS	A 16588	3568	10.6	21.5	107	1655	10.5	10.0	106	1722	10.5	10.4	106	744	8.9	4.5	90
FOUR SEASONS	C 9302	1812	5.4	19.5	97	828	5.2	8.9	95	928	5.7	10.0	102	543	6.5	5.8	117
GIMME A BREAK	N 13955	2514	7.4	18.0	89	1241	7.9	8.9	94	1408	8.6	10.1	103	681	8.1	4.9	98
HART TO HART	A 15735	3041	9.0	19.3	96	1523	9.6	9.7	103	1548	9.4	9.8	101	713	8.5	4.5	91
HILL STREET BLUES	N 18257	3927	11.6	21.5	107	1939	12.3	10.6	113	2393	14.6	13.1	134	875	10.4	4.8	96
HOTEL	A 24236	5270	15.6	21.7	108	2119	13.4	8.7	93	2701	16.5	11.1	114	1204	14.4	5.0	99
JEFFERSONS	C 17010	3389	10.0	19.9	99	1648	10.4	9.7	103	1533	9.4	9.0	92	912	10.9	5.4	107
JENNIFER SLEPT HERE	N 9397	2062	6.1	21.9	109	839	5.3	8.9	95	1062	6.5	11.3	116	422	5.0	4.5	90
KATE & ALLIE	C 16762	3835	11.3	22.9	113	1604	10.2	9.6	102	1541	9.4	9.2	94	741	8.8	4.4	88
KNIGHT RIDER	N 13164	2847	8.4	21.6	107	1474	9.3	11.2	119	1285	7.8	9.8	100	729	8.7	5.5	111
LOVE BOAT	A 20400	4135	12.2	20.3	101	1772	11.2	8.7	92	2254	13.8	11.0	113	1001	11.9	4.9	98
MAGNUM PI	C 22543	5165	15.3	22.9	114	2177	13.8	9.7	103	2545	15.5	11.3	116	1322	15.8	5.9	117
MAMA'S FAMILY	N 9852	2204	6.5	22.4	111	1067	6.8	10.8	115	1165	7.1	11.8	121	468	5.6	4.8	95
MASTER, THE	N 8082	1793	5.3	22.2	110	986	6.2	12.2	130	955	5.8	11.8	121	441	5.3	5.5	109
MATT HOUSTON	A 12881	2779	8.2	21.6	107	1424	9.0	11.1	117	1714	10.5	13.3	136	649	7.7	5.0	101
NBC MONDAY NIGHT MOVIE	N 23889	4869	14.4	20.4	101	2530	16.0	10.6	113	2582	15.8	10.8	111	1296	15.5	5.4	109
NBC NIGHTLY NEWS	N 11156	1994	5.9	17.9	89	1019	6.5	9.1	97	1025	6.3	9.2	94	718	8.6	6.4	129
NBC NIGHTLY NEWS-SAT	N 7363	1269	3.8	17.2	85	530	3.4	7.2	76	630	3.8	8.6	88	*314	3.7	4.3	85
NBC NIGHTLY NEWS-SUN	N 6214	1178	3.5	19.0	94	546	3.5	8.8	93	619	3.8	10.0	102	383	4.6	6.2	123
NBC SUNDAY NIGHT MOVIE	N 17590	3789	11.2	21.5	107	1977	12.5	11.2	119	2099	12.8	11.9	122	849	10.1	4.8	97
NEWMART	C 16740	3642	10.8	21.8	108	1488	9.4	8.9	94	1523	9.3	9.1	93	739	8.8	4.4	88
ONE DAY AT A TIME	C 11820	1965	5.8	16.6	82	936	5.9	7.9	84	876	5.3	7.4	76	636	7.6	5.4	108
PEOPLE ARE FUNNY	N 9138	1995	5.9	21.8	108	967	6.1	10.6	112	1081	6.6	11.8	121	408	4.9	4.5	89
REAL PEOPLE	N 15979	3473	10.3	21.7	108	1420	9.0	8.9	94	1668	10.2	10.4	107	804	9.6	5.0	101
REMINGTON STEELE	N 14395	3361	9.9	23.3	116	1639	10.4	11.4	121	1719	10.5	11.9	122	772	9.2	5.4	107
RIPLY'S BELIEVE IT - NOT	A 11362	2458	7.3	21.6	107	1222	7.7	10.8	114	1255	7.7	11.0	113	667	8.0	5.9	117
RIPTIDE	N 13920	3298	9.8	23.7	118	1632	10.3	11.7	125	1641	10.0	11.8	121	917	10.9	6.6	132
SCARECROW & MRS. KING	C 17571	3846	11.4	21.9	109	1874	11.9	10.7	113	1938	11.8	11.0	113	806	9.6	4.6	92
SIMON & SIMON	C 20208	4305	12.7	21.3	106	2080	13.2	10.3	109	2255	13.8	11.2	114	1003	12.0	5.0	99
60 MINUTES	C 27668	5291	15.6	19.1	95	2460	15.6	8.9	94	2625	16.0	9.5	97	1315	15.7	4.8	95
ST. ELSEWHERE	N 13699	2968	8.8	21.7	107	1465	9.3	10.7	114	1747	10.7	12.8	131	552	6.6	4.0	81
THREE'S COMPANY	A 20632	3835	11.3														

	TOTAL U.S. '000	SHAMPOO				A	B % DOWN	C ACROSS %	D INDX	A	B % DOWN	C ACROSS %	D INDX	A	B % DOWN	C ACROSS %	D INDX	A	B % DOWN	C ACROSS %	D INDX
		'000	'000	DOWN	%																
TOTAL ADULTS	167727	21824	100.0	13.0	100																
MALES	79263	9044	41.4	11.4	88																
FEMALES	88464	12779	58.6	14.4	111																
18 - 24	28671	3786	17.3	13.2	101																
25 - 34	39536	5715	26.2	14.5	111																
35 - 44	28978	4666	21.4	16.1	124																
45 - 54	22345	3119	14.3	14.0	107																
55 - 64	22224	2727	12.5	12.3	94																
65 OR OLDER	25973	1810	8.3	7.0	54																
18 - 34	68207	9501	43.5	13.9	107																
18 - 49	108058	15896	72.8	14.7	113																
25 - 54	90859	13500	61.9	14.9	114																
35 - 49	39851	6395	29.3	16.0	123																
50 OR OLDER	59669	5927	27.2	9.9	76																
GRADUATED COLLEGE	28091	3427	15.7	12.2	94																
ATTENDED COLLEGE	28938	4290	19.7	14.8	114																
GRADUATED HIGH SCHOOL	65503	9506	43.6	14.5	112																
DID NOT GRADUATE HIGH SCHOOL	45195	4600	21.1	10.2	78																
EMPLOYED MALES	56429	6586	30.2	11.7	90																
EMPLOYED FEMALES	43971	7238	33.2	16.5	127																
EMPLOYED FULL-TIME	87773	11742	53.8	13.4	103																
EMPLOYED PART-TIME	12627	2082	9.5	16.5	127																
NOT EMPLOYED	67327	7999	36.7	11.9	91																
PROFESSIONAL/MANAGER	25845	3210	14.7	12.4	95																
TECH/CLERICAL/SALES	30895	4991	22.9	16.2	124																
PRECISION/CRAFT	12629	1814	8.3	14.4	110																
OTHER EMPLOYED	31031	3809	17.5	12.3	94																
SINGLE	35557	3945	18.1	11.1	85																
MARRIED	103585	14990	68.7	14.5	111																
DIVORCED/SEPARATED/WIDOWED	28585	2889	13.2	10.1	78																
PARENTS	59295	9253	42.4	15.6	120																
WHITE	146081	20445	93.7	14.0	108																
BLACK	17974	1045	4.8	5.8	45																
OTHER	3672	**333	1.5	9.1	70																
NORTHEAST-CENSUS	37005	4512	20.7	12.2	94																
NORTH CENTRAL	42642	5279	24.2	12.4	95																
SOUTH	56777	7507	34.4	13.2	102																
WEST	31303	4525	20.7	14.5	111																
NORTHEAST-MKTG.	38125	4272	19.6	11.2	86																
EAST CENTRAL	24794	3482	16.0	14.0	108																
WEST CENTRAL	28511	3136	14.4	11.0	85																
SOUTH	48953	6715	30.8	13.7	105																
PACIFIC	27344	4218	19.3	15.4	119																
COUNTY SIZE A	69301	8253	37.8	11.9	92																
COUNTY SIZE B	50633	7297	33.4	14.4	111																
COUNTY SIZE C	26259	3814	17.5	14.5	112																
COUNTY SIZE D	21534	2459	11.3	11.4	88																
METRO CENTRAL CITY	50014	5514	25.3	11.0	85																
METRO SUBURBAN	76832	11020	50.5	14.3	110																
NON METRO	40881	5290	24.2	12.9	99																
TOP 5 ADI'S	39550	4466	20.5	11.3	87																
TOP 10 ADI'S	54877	5997	27.5	10.9	84																
TOP 20 ADI'S	77516	9513	43.6	12.3	94																
HSHLD INC. \$50,000 OR MORE	17257	2613	12.0	15.1	116																
\$40,000 OR MORE	33235	4841	22.2	14.6	112																
\$30,000 OR MORE	59693	9151	41.9	15.3	118																
\$25,000 OR MORE	76275	11468	52.5	15.0	116																
\$20,000 - \$24,999	18607	2501	11.5	13.4	103																
\$15,000 - \$19,999	17175	2137	9.8	12.4	96																
\$10,000 - \$14,999	24569	2696	12.4	11.0	84																
UNDER \$10,000	31101	3023	13.9	9.7	75																
HOUSEHOLD OF 1 PERSON	19441	1143	5.2	5.9	45																
2 PEOPLE	51803	5904	27.1	11.4	88																
3 OR 4 PEOPLE	66933	10171	46.6	15.2	117																
5 OR MORE PEOPLE	29550	4605	21.1	15.6	120																
NO CHILD IN HSHLD	96587	10835	49.6	11.2	86																
CHILD(REN) UNDER 2 YRS	10844	1433	6.6	13.2	102																
2 - 5 YEARS	26358	3220	14.8	12.2	94																
6 - 11 YEARS	30453	4418	20.2	14.5	111																
12 - 17 YEARS	36575	6399	29.3	17.5	134																
RESIDENCE OWNED	117770	16809	77.0	14.3	110																
VALUE: \$50,000 OR MORE	70166	10098	46.3	14.4	111																
VALUE: UNDER \$50,000	47604	6711	30.8	14.1	108																

FLEA & TICK CARE PRODUCTS FOR DOGS & CATS: TYPES
(ADULTS)

		TOTAL U.S. '000	SHAMPOO																			
			A	B	C	D																
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	21824	100.0	13.0	100																
MAGAZINES	QUINTILE 1	34022	4947	22.7	14.5	112																
	QUINTILE 2	34800	5206	23.9	15.0	115																
	QUINTILE 3	30514	3747	17.2	12.3	94																
	QUINTILE 4	33324	4496	20.6	13.5	104																
	QUINTILE 5	35066	3428	15.7	9.8	75																
NEWSPAPERS	QUINTILE 1	29107	4103	18.8	14.1	108																
	QUINTILE 2	49095	6667	30.5	13.6	104																
	QUINTILE 3	23107	3143	14.4	13.6	105																
	QUINTILE 4	33556	4196	19.2	12.5	96																
	QUINTILE 5	32863	3715	17.0	11.3	87																
OUTDOOR	QUINTILE 1	33431	4533	20.8	13.6	104																
	QUINTILE 2	33478	4659	21.3	13.9	107																
	QUINTILE 3	33574	4387	20.1	13.1	100																
	QUINTILE 4	33935	4274	19.6	12.6	97																
	QUINTILE 5	33310	3971	18.2	11.9	92																
RADIO-DRIVE TIME	QUINTILE 1	33136	4698	21.5	14.2	109																
	QUINTILE 2	31658	4046	18.5	12.8	98																
	QUINTILE 3	32541	4334	19.9	13.3	102																
	QUINTILE 4	34247	4623	21.2	13.5	104																
	QUINTILE 5	36144	4122	18.9	11.4	88																
RADIO-MID- DAY	TERCILE 1	45037	6563	30.1	14.6	112																
	TERCILE 2	44819	6057	27.8	13.5	104																
	TERCILE 3	77872	9204	42.2	11.8	91																
RADIO-TOTAL	QUINTILE 1	33763	5014	23.0	14.9	114																
	QUINTILE 2	33240	4249	19.5	12.8	98																
	QUINTILE 3	33408	4340	19.9	13.0	100																
	QUINTILE 4	34792	4442	20.4	12.8	98																
	QUINTILE 5	32524	3779	17.3	11.6	89																
TV-PRIME TIME	QUINTILE 1	33090	4506	20.6	13.6	105																
	QUINTILE 2	33357	4836	22.2	14.5	111																
	QUINTILE 3	33980	4456	20.4	13.1	101																
	QUINTILE 4	33854	4092	18.8	12.1	93																
	QUINTILE 5	33444	3934	18.0	11.8	90																
TV-DAYTIME	TERCILE 1	49121	6084	27.9	12.4	95																
	TERCILE 2	48823	6692	30.7	13.7	105																
	TERCILE 3	69782	9048	41.5	13.0	100																
TV-TOTAL	QUINTILE 1	33584	4520	20.7	13.5	103																
	QUINTILE 2	33441	4408	20.2	13.2	101																
	QUINTILE 3	33505	4528	20.7	13.5	104																
	QUINTILE 4	33466	4148	19.0	12.4	95																
	QUINTILE 5	33731	4220	19.3	12.5	96																
MAGAZINES-NEWSPAPERS: DUAL		44503	6683	30.6	15.0	115																
MAGAZINE IMPERATIVE		39363	5336	24.5	13.6	104																
NEWSPAPER IMPERATIVE		46441	5767	26.4	12.4	95																
MAGAZINES-OUTDOOR: DUAL		33726	5007	22.9	14.8	114																
MAGAZINE IMPERATIVE		52846	7123	32.6	13.5	104																
OUTDOOR IMPERATIVE		52140	6449	29.6	12.4	95																
MAGAZINES-RADIO: DUAL		37081	5173	23.7	14.0	107																
MAGAZINE IMPERATIVE		49747	7009	32.1	14.1	108																
RADIO IMPERATIVE		49208	6320	29.0	12.8	99																
MAGAZINES-TELEVISION: DUAL		33103	4896	22.4	14.8	114																
MAGAZINE IMPERATIVE		54575	7546	34.6	13.8	106																
TELEVISION IMPERATIVE		53249	6524	29.9	12.3	94																
NEWSPAPERS-OUTDOOR: DUAL		36255	5251	24.1	14.5	111																
NEWSPAPER IMPERATIVE		55591	7307	33.5	13.1	101																
OUTDOOR IMPERATIVE		48319	6152	28.2	12.7	98																
NEWSPAPERS-RADIO: DUAL		37242	5166	23.7	13.9	107																
NEWSPAPER IMPERATIVE		54423	7365	33.7	13.5	104																
RADIO IMPERATIVE		46650	6108	28.0	13.1	101																
NEWSPAPERS-TELEVISION: DUAL		35974	5208	23.9	14.5	111																
NEWSPAPER IMPERATIVE		56095	7299	33.4	13.0	100																
TELEVISION IMPERATIVE		47170	5885	27.0	12.5	96																
OUTDOOR-RADIO: DUAL		33748	4886	22.4	14.5	111																
OUTDOOR IMPERATIVE		52785	6916	31.7	13.1	101																
RADIO IMPERATIVE		52882	6920	31.7	13.1	101																
OUTDOOR-TELEVISION: DUAL		32030	4652	21.3	14.5	112																
OUTDOOR IMPERATIVE		54626	7127	32.7	13.0	100																
TELEVISION IMPERATIVE		54874	7075	32.4	12.9	99																
RADIO-TELEVISION: DUAL		33386	4614	21.1	13.8	106																
RADIO IMPERATIVE		53810	7330	33.6	13.6	105																
TELEVISION IMPERATIVE		54023	7008	32.1	13.0	100																

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS % INDX	D % INDX	SHAMPOO					A					B					C					D				
						A '000	B % DOWN	C % ACROSS % INDX	D % INDX	A '000	B % DOWN	C % ACROSS % INDX	D % INDX	A '000	B % DOWN	C % ACROSS % INDX	D % INDX	A '000	B % DOWN	C % ACROSS % INDX	D % INDX									
TOTAL ADULTS	167727	21824	100.0	13.0	100																									
ATLANTIC MONTHLY	867	*145	0.7	16.7	129																									
BARRON'S	1580	*250	1.1	15.8	122																									
BETTER HOMES & GARDENS	22203	3169	14.5	14.3	110																									
BON APPETIT	3810	818	3.7	21.5	165																									
BUSINESS WEEK	4663	550	2.5	11.8	91																									
CAR AND DRIVER	3102	352	1.6	11.3	87																									
CBS MAGAZINE NETWORK (GROSS)	7311	941	4.3	12.9	99																									
CHANGING TIMES	3400	427	2.0	12.6	97																									
COLONIAL HOMES	1796	*272	1.2	15.1	116																									
CONDE NAST MAG. PKG. (GROSS)	19924	2819	12.9	14.1	109																									
CONSUMERS DIGEST	3125	413	1.9	13.2	102																									
COSMOPOLITAN	10577	1680	7.7	15.9	122																									
COUNTRY LIVING	3746	534	2.4	14.3	110																									
CUISINE	2214	351	1.6	15.9	122																									
CYCLE WORLD	2394	*274	1.3	11.4	88																									
DCI:CREATIVE IDEAS FOR LIV	3068	474	2.2	15.4	119																									
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1464	6.7	15.3	118																									
DISCOVER	2277	316	1.4	13.9	107																									
EBONY	7187	482	2.2	6.7	52																									
ESQUIRE	2560	*256	1.2	10.0	77																									
ESSENCE	3242	*212	1.0	6.5	50																									
FAMILY CIRCLE	19639	2986	13.7	15.2	117																									
THE FAMILY HANDYMAN	3540	542	2.5	15.3	118																									
FAMILY WEEKLY	23924	3546	16.2	14.8	114																									
FIELD & STREAM	9883	1391	6.4	14.1	108																									
FOOD & WINE	1030	*108	0.5	10.5	81																									
FORBES	2679	*222	1.0	8.3	64																									
FORTUNE	2931	308	1.4	10.5	81																									
GENTLEMEN'S QUARTERLY	3481	461	2.1	13.2	102																									
GLAMOUR	7163	1036	4.7	14.5	111																									
GOLF DIGEST	2355	*284	1.3	12.1	93																									
GOLF DIGEST/TENNIS (GROSS)	3610	395	1.8	10.9	84																									
GOLF MAGAZINE	2046	*228	1.0	11.1	86																									
GOLF MAGAZINE/SKI (GROSS)	3547	433	2.0	12.2	94																									
GOOD HOUSEKEEPING	20353	3005	13.8	14.8	113																									
HARPER'S BAZAAR	3362	420	1.9	12.5	96																									
HEALTH	2987	465	2.1	15.6	120																									
HEARST MAG CORP. BUY (GROSS)	67928	9946	45.6	14.6	113																									
HEARST MAN POWER (GROSS)	11282	1751	8.0	15.5	119																									
HEARST WOMAN POWER (GROSS)	40514	6118	28.0	15.1	116																									
HOUSE BEAUTIFUL	4885	659	3.0	13.5	104																									
INC.	1308	*186	0.9	14.2	109																									
JET	6498	603	2.8	9.3	71																									
LADIES' HOME JOURNAL	14797	2302	10.5	15.6	120																									
LHJ FAMILY GRP COMBO(GROSS)	21743	3540	16.2	16.3	125																									
LIFE	9881	1366	6.3	13.8	106																									
L.A. TIMES HOME MAGAZINE	2775	390	1.8	14.1	108																									
MADMOISELLE	4219	602	2.8	14.3	110																									
MC CALL'S	16422	2343	10.7	14.3	110																									
MC CALL'S/WRK MOTHER (GROSS)	17919	2531	11.6	14.1	109																									
MECHANIX ILLUSTRATED	4433	748	3.4	16.9	130																									
METROPOLITAN HOME	1504	*154	0.7	10.2	79																									
MONEY	4723	435	2.0	9.2	71																									
MOTHER EARTH NEWS	2325	360	1.6	15.5	119																									
MS.	1189	*182	0.8	15.3	118																									
NATIONAL ENQUIRER	18892	2681	12.3	14.2	109																									
NATIONAL GEOGRAPHIC	22129	3283	15.0	14.8	114																									
NATIONAL SUNDAY MAGAZINE PKG	103750	14474	66.3	14.0	107																									
NATURAL HISTORY	1379	**173	0.8	12.5	96																									
NEW WOMAN	2289	361	1.7	15.8	121																									
NEW YORK INCLUDING CUE	1088	**97	0.4	8.9	69																									
THE NEW YORKER	2459	333	1.5	13.5	104																									
NEWSWEEK	16527	1988	9.1	12.0	92																									
THE N.Y. TIMES DAILY EDITION	2739	*203	0.9	7.4	57																									
THE N.Y. TIMES MAGAZINE	4443	496	2.3	11.2	86																									
OMNI	2799	359	1.6	12.8	99																									
ON CABLE	2209	*339	1.6	15.3	118																									
1001 HOME IDEAS	3959	773	3.5	19.5	150																									
ORGANIC GARDENING	3111	659	3.0	21.2	163																									
OUTDOOR LIFE	5024	720	3.3	14.3	110																									
PARADE MAGAZINE	51292	7113	32.6	13.9	107																									

	TOTAL U.S. '000	SHAMPOO				A	B % DOWN	C ACROSS %	D INDX	A	B % DOWN	C ACROSS %	D INDX	A	B % DOWN	C ACROSS %	D INDX	A	B % DOWN	C ACROSS %	D INDX
		'000	DOWN	%	INDX																
TOTAL ADULTS	167727	21824	100.0	13.0	100																
PARENTS	5298	702	3.2	13.3	102																
PENTHOUSE	5129	612	2.8	11.9	92																
PEOPLE	21070	2995	13.7	14.2	109																
PLAYBOY	10562	1353	6.2	12.8	98																
POPULAR HOT RODDING	2498	*286	1.3	11.4	88																
POPULAR MECHANICS	5887	919	4.2	15.6	120																
POPULAR SCIENCE	4317	522	2.4	12.1	93																
PREVENTION	5792	685	3.1	11.8	91																
PSYCHOLOGY TODAY	3284	439	2.0	13.4	103																
READER'S DIGEST	40046	5443	24.9	13.6	104																
REDBOOK	9584	1433	6.6	15.0	115																
ROAD & TRACK	2590	353	1.6	13.6	105																
ROLLING STONE	3302	556	2.5	16.8	129																
RUNNER'S WORLD	1229	*221	1.0	18.0	138																
SATURDAY EVENING POST	2110	247	1.1	11.7	90																
SCIENCE 84	1543	*185	0.8	12.0	92																
SCIENCE DIGEST	1747	*225	1.0	12.9	99																
SCIENTIFIC AMERICAN	1994	*199	0.9	10.0	77																
SELF	3119	511	2.3	16.4	126																
SEVENTEEN	3923	591	2.7	15.1	116																
SKI	1501	*205	0.9	13.7	105																
SMITHSONIAN	5976	897	4.1	15.0	115																
SOAP OPERA DIGEST	4228	568	2.6	13.4	103																
SOUTHERN LIVING	6488	990	4.5	15.3	117																
SPORT	3500	463	2.1	13.2	102																
THE SPORTING NEWS	2456	*255	1.2	10.4	80																
SPORTS AFIELD	3648	607	2.8	16.6	128																
SPORTS ILLUSTRATED	14484	1776	8.1	12.3	94																
STAR	12661	1796	8.2	14.2	109																
SUNDAY	52799	7341	33.6	13.9	107																
SUNSET	3513	760	3.5	21.6	166																
TV GUIDE	42766	5909	27.1	13.8	106																
TENNIS	1254	**111	0.5	8.9	68																
TIME	22054	2801	12.8	12.7	98																
TOWN & COUNTRY	1555	**128	0.6	8.2	63																
TRAVEL & LEISURE	2173	*251	1.2	11.6	89																
TRUE STORY	4636	693	3.2	14.9	115																
U.S. NEWS & WORLD REPORT	10353	1199	5.5	11.6	89																
USA TODAY	4994	583	2.7	11.7	90																
US	3528	508	2.3	14.4	111																
VOGUE	5424	670	3.1	12.4	95																
HALL STREET JOURNAL	6292	714	3.3	11.3	87																
WEIGHT WATCHERS	2762	494	2.3	17.9	137																
WOMAN'S DAY	16320	2607	11.9	16.0	123																
WORKING MOTHER	1496	*188	0.9	12.6	97																
WORKING WOMAN	1851	*256	1.2	13.8	106																
WORLD TENNIS	580	**100	0.5	17.2	133																
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1537	7.0	12.4	95																
BLAIR INSERTS	91671	12323	56.5	13.4	103																
DAILY NEWSPAPERS																					
READ ANY	109190	14477	66.3	13.3	102																
READ ONE	89587	11826	54.2	13.2	101																
READ TWO OR MORE	19602	2651	12.1	13.5	104																
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	109661	15275	70.0	13.9	107																
READ ONE	95074	12837	58.8	13.5	104																
READ TWO OR MORE	14588	2437	11.2	16.7	128																
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	28.80	28.80																			
30 DAY REACH	149706	19768	90.6	13.2	101																
50 SHWG - 30 DAY AV FREQ	15.16	15.18																			
30 DAY REACH	142406	18766	86.0	13.2	101																
25 SHWG - 30 DAY AV FREQ	8.23	8.18																			
30 DAY REACH	131152	17378	79.6	13.3	102																
CABLE TV: HOME WIRED	66879	10329	47.3	15.4	119																
HOME NOT WIRED	100848	11494	52.7	11.4	88																
HAVE PAY CABLE	35024	6106	28.0	17.4	134																

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL ADULTS	167727	21824	100.0	13.0	100													
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	95620	12884	59.0	13.5	104													
10:00 AM - 3:00 PM	63599	9165	42.0	14.4	111													
3:00 PM - 7:00 PM	72097	10070	46.1	14.0	107													
7:00 PM - MIDNIGHT	36670	4888	22.4	13.3	102													
MIDNIGHT - 6:00 AM	21908	3113	14.3	14.2	109													
6:00 AM - MIDNIGHT	127571	17244	79.0	13.5	104													
ENTIRE DAY	129239	17426	79.8	13.5	104													
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	34009	5008	22.9	14.7	113													
ALL NEWS	6062	646	3.0	10.7	82													
AOR/PROGRESSIVE	11884	1853	8.5	15.6	120													
BEAUTIFUL MUSIC	11180	1490	6.8	13.3	102													
BLACK	4538	371	1.7	8.2	63													
CLASSICAL	3857	514	2.4	13.3	102													
CHR/ROCK	21946	3370	15.4	15.4	118													
COUNTRY	27262	3533	16.2	13.0	100													
GOLDEN OLDIES	3339	382	1.8	11.4	88													
MOR/NOSTALGIA	10346	1340	6.1	13.0	100													
NEWS/TALK	8929	913	4.2	10.2	79													
RELIGIOUS	5488	720	3.3	13.1	101													
SOFT ROCK	1232	*203	0.9	16.5	127													
URBAN CONTEMPORARY	3184	316	1.4	9.9	76													
WIRED NETWORKS:																		
ABC CONTEMPORARY	6911	1084	5.0	15.7	121													
ABC DIRECTION	5212	541	2.5	10.4	80													
ABC ENTERTAINMENT	10385	1474	6.8	14.2	109													
ABC FM	4762	677	3.1	14.2	109													
ABC INFORMATION	11339	1436	6.6	12.7	97													
ABC ROCK	4878	831	3.8	17.0	131													
CBS	10709	1188	5.4	11.1	85													
MUTUAL	10251	1353	6.2	13.2	101													
NBC	12243	1449	6.6	11.8	91													
RADIORADIO	4606	718	3.3	15.6	120													
RKO ONE	5148	613	2.8	11.9	92													
RKO TWO	7313	837	3.8	11.4	88													
THE SOURCE	5981	894	4.1	14.9	115													
NON-WIRED : BLAIR	19329	2675	12.3	13.8	106													
INTERNET	27139	3645	16.7	13.4	103													
KATZ RADIO GROUP	36319	5081	23.3	14.0	108													
SUPERNET	22361	2932	13.4	13.1	101													
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	14532	1891	8.7	13.0	100													
MKDAY 9:00 AM - 1:00 PM	18688	2449	11.2	13.1	101													
MKDAY 1:00 PM - 4:30 PM	24061	3050	14.0	12.7	97													
MKDAY 4:30 PM - 7:30 PM	44079	5727	26.2	13.0	100													
MKDAY 7:30 PM - 8:00 PM	61979	8100	37.1	13.1	100													
MKDAY 11:00 PM - 11:30 PM	49084	6726	30.8	13.7	105													
MKDAY 11:30 PM - 1:00 AM	16560	2447	11.2	14.8	114													
M-SAT 8-11 PM+SUN 7-11 PM	66967	9176	42.0	13.7	105													
MKDY DAYTIME NTKK 7AM-4:30PM																		
ALL MY CHILDREN	A 9269	1195	5.5	12.9	99													
ANOTHER WORLD	N 6138	891	4.1	14.5	112													
AS THE WORLD TURNS	C 7707	876	4.0	11.4	87													
CAPITOL	C 4688	498	2.3	10.6	82													
CBS MORN. NEWS 1	C 2792	296	1.4	10.6	81													
CBS MORN. NEWS 2	C 2071	310	1.4	15.0	115													
DAYS OF OUR LIVES	N 8018	1269	5.8	15.8	122													
FACTS OF LIFE - DAYTIME	N 3487	272	1.2	7.8	60													
FAMILY FEUD	A 4817	496	2.3	10.3	79													
GENERAL HOSPITAL	A 8333	935	4.3	11.2	86													
GOOD MORNING, AMERICA-730	A 5472	680	3.1	12.4	96													
GOOD MORNING, AMERICA-830	A 3965	561	2.6	14.1	109													
GUIDING LIGHT	C 7542	906	4.2	12.0	92													
ONE LIFE TO LIVE	A 6018	744	3.4	12.4	95													
PRESS YOUR LUCK	C 3589	497	2.3	13.8	106													
PRICE IS RIGHT 1	C 7418	946	4.3	12.8	98													
PRICE IS RIGHT 2	C 8276	1089	5.0	13.2	101													
RYAN'S HOPE	A 4358	465	2.1	10.7	82													
SALE OF THE CENTURY	N 3749	401	1.8	10.7	82													
SEARCH FOR TOMORROW	N 2884	435	2.0	15.1	116													
TODAY SHOW 1	N 4869	646	3.0	13.3	102													
TODAY SHOW 2	N 4135	422	1.9	10.2	78													
\$25,000 PYRAMID	C 4361	651	3.0	14.9	115													
WHEEL OF FORTUNE	N 6187	806	3.7	13.0	100													
YOUNG AND THE RESTLESS	C 8186	1191	5.5	14.5	112													
WEEKEND DAYTIME NTKK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A 4727	502	2.3	10.6	82													
NBA PLAYOFF GAME -1	C 5127	557	2.6	10.9	83													
NBC MAJOR LEAGUE PRE-GAME	N 3945	455	2.1	11.5	89													
SPORTSWORLD - SUN	N 3370	532	2.4	15.8	121													
SUNDAY MORNING	C 4200	714	3.3	17.0	131													

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX		A '000	B % DOWN	C % ACROSS	D % INDX		A '000	B % DOWN	C % ACROSS	D % INDX		A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	21824	100.0	13.0	100															
WKDAY LOCAL EVENING TV NEWS																				
NETWORK AFFILIATES - EARLY	52292	6436	29.5	12.3	95															
NETWORK AFFILIATES - LATE	39164	5330	24.4	13.6	105															
INDEPENDENTS - LATE	5133	628	2.9	12.2	94															
TV EVENING NTMK 6 PM - 2 AM																				
A TEAM	N 22825	3190	14.6	14.0	107															
ABC MONDAY NIGHT MOVIE	A 11258	1384	6.3	12.3	94															
ABC SUNDAY NIGHT MOVIE	A 23600	3322	15.2	14.1	108															
ABC WORLD NEWS TONIGHT	A 12801	1540	7.1	12.0	92															
AFTERMASH	C 10966	1389	6.4	12.7	97															
ALICE	C 17050	2068	9.5	12.1	93															
AMERICAN PARADE	C 11998	1477	6.8	12.3	95															
BENSON	A 19258	2546	11.7	13.2	102															
BLUE THUNDER	A 11478	1502	6.9	13.1	101															
CAGNEY & LACEY	C 18263	2490	11.4	13.6	105															
CBS EVENING NEWS-DEAN	C 7733	864	4.0	11.2	86															
CBS EVENING NEWS-RATHER	C 15653	1935	8.9	12.4	95															
CBS SAT. NEWS-SCHIEFFER	C 8744	987	4.5	11.3	87															
CBS SATURDAY NIGHT MOVIE	C 12000	1598	7.3	13.3	102															
CBS WEDNESDAY NIGHT MOVIE	C 11522	1647	7.5	14.3	110															
CHEERS	N 16818	2752	12.6	16.4	126															
DALLAS	C 37510	4909	22.5	13.1	101															
DIFF'RENT STROKES	N 11258	1734	7.9	15.4	118															
DOUBLE TROUBLE	N 12248	1697	7.8	13.9	106															
DUCK FACTORY	N 11100	1753	8.0	15.8	121															
DUKES OF HAZZARD	C 12353	1674	7.7	13.6	104															
DYNASTY	A 33279	4483	20.5	13.5	104															
FACTS OF LIFE	N 13410	1958	9.0	14.6	112															
FALCON CREST	C 31093	4265	19.5	13.7	105															
FALL GUY	A 18649	2420	11.1	13.0	100															
FAMILY TIES	N 13101	2000	9.2	15.3	117															
FANTASY ISLAND	A 13069	1738	8.0	13.3	102															
FOULUPS,BLEEPS & BLUNDERS	A 16588	2299	10.5	13.9	107															
FOUR SEASONS	C 9302	1179	5.4	12.7	97															
GIMME A BREAK	N 13955	1972	9.0	14.1	109															
HART TO HART	A 15735	1984	9.1	12.6	97															
HILL STREET BLUES	N 18257	2832	13.0	15.5	119															
HOTEL	A 24236	3431	15.7	14.2	109															
JEFFERSONS	C 17010	2005	9.2	11.8	91															
JENNIFER SLEPT HERE	N 9397	1415	6.5	15.1	116															
KATE & ALLIE	C 16762	2056	9.4	12.3	94															
KNIGHT RIDER	N 13164	1787	8.2	13.6	104															
LOVE BOAT	A 20400	2855	13.1	14.0	108															
MAGNUM PI	C 22543	3272	15.0	14.5	112															
MAMA'S FAMILY	N 9852	1235	5.7	12.5	96															
MASTER, THE	N 8082	1160	5.3	14.4	110															
MATT HOUSTON	A 12881	1966	9.0	15.3	117															
NBC MONDAY NIGHT MOVIE	N 23889	3401	15.6	14.2	109															
NBC NIGHTLY NEWS	N 11156	1285	5.9	11.5	89															
NBC NIGHTLY NEWS-SAT	N 7363	755	3.5	10.3	79															
NBC NIGHTLY NEWS-SUN	N 6214	697	3.2	11.2	86															
NBC SUNDAY NIGHT MOVIE	N 17590	2626	12.0	14.9	115															
NEWMART	C 16740	2115	9.7	12.6	97															
ONE DAY AT A TIME	C 11820	1531	7.0	13.0	100															
PEOPLE ARE FUNNY	N 9138	1214	5.6	13.3	102															
REAL PEOPLE	N 15979	2400	11.0	15.0	115															
REMINGTON STEELE	N 14395	2060	9.4	14.3	110															
RIPLEY'S BELIEVE IT - NOT	A 11362	1638	7.5	14.4	111															
RIPTIDE	N 13920	2048	9.4	14.7	113															
SCARECROW & MRS. KING	C 17571	2475	11.3	14.1	108															
SIMON & SIMON	C 20208	2839	13.0	14.0	108															
60 MINUTES	C 27668	3321	15.2	12.0	92															
ST. ELSEWHERE	N 13699	1998	9.2	14.6	112															
THREE'S COMPANY	A 20632	2521	11.6	12.2	94															
T.J. HOOKER	A 17136	2253	10.3	13.1	101															
TONIGHT SHOW	N 4963	654	3.0	13.2	101															
TRAPPER JOHN, M.D.	C 16332	2036	9.3	12.5	96															
TV BLOOPERS & PRAC. JOKES	N 18881	2617	12.0	13.9	107															
20/20	A 18315	2509	11.5	13.7	105															
WEBSTER	A 18722	2515	11.5	13.4	103															
WORLD NEWS - SUN	A 5327	686	3.1	12.9	99															
YELLOW ROSE	N 8370	1234	5.7	14.7	113															
TV VIEWING SPORTS EVENTS																				
BASEBALL	25859	3600	16.5	13.9	107															
BASKETBALL - COLLEGE GAMES	14468	2006	9.2	13.9	107															
BASKETBALL - PRO GAMES	12124	1459	6.7	12.0	92															
BOWLING	9412	1418	6.5	15.1	116															
BOXING	15409	2442	11.2	15.8	122															
FOOTBALL - COLLEGE GAMES	21400	3101	14.2	14.5	111															
FOOTBALL - PRO GAMES	35944	5311	24.3	14.8	114															
GOLF	9759	1374	6.3	14.1	108															
POST-SEASON COLL. FOOTBALL	18123	2846	13.0	15.7	121															
POST-SEASON PRO FOOTBALL	22091	3491	16.0	15.8	121															
TENNIS	6764	1008	4.6	14.9	115															
WRESTLING - PROFESSIONAL	9695	1897	8.7	19.6	150															

	TOTAL U.S. '000	HARTZ MOUNTAIN				SARGENTS				A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX												
TOTAL ADULTS	167727	22636	100.0	13.5	100	25703	100.0	15.3	100												
MALES	79263	11075	48.9	14.0	104	11508	44.8	14.5	95												
FEMALES	88464	11561	51.1	13.1	97	14194	55.2	16.0	105												
18 - 24	28671	3913	17.3	13.6	101	4256	16.6	14.8	97												
25 - 34	39536	5624	24.8	14.2	105	6581	25.6	16.6	109												
35 - 44	28978	5118	22.6	17.7	131	5095	19.8	17.6	115												
45 - 54	22345	3336	14.7	14.9	111	4271	16.6	19.1	125												
55 - 64	22224	2777	12.3	12.5	93	2835	11.0	12.8	83												
65 OR OLDER	25973	1869	8.3	7.2	53	2665	10.4	10.3	67												
18 - 34	68207	9537	42.1	14.0	104	10838	42.2	15.9	104												
18 - 49	108058	16358	72.3	15.1	112	18049	70.2	16.7	109												
25 - 54	90859	14077	62.2	15.5	115	15947	62.0	17.6	115												
35 - 49	39851	6821	30.1	17.1	127	7212	28.1	18.1	118												
50 OR OLDER	59669	6278	27.7	10.5	78	7654	29.8	12.8	84												
GRADUATED COLLEGE	28091	3583	15.8	12.8	95	3644	14.2	13.0	85												
ATTENDED COLLEGE	28938	4517	20.0	15.6	116	5046	19.6	17.4	114												
GRADUATED HIGH SCHOOL	65503	9588	42.4	14.6	108	11307	44.0	17.3	113												
DID NOT GRADUATE HIGH SCHOOL	45195	4949	21.9	11.0	81	5706	22.2	12.6	82												
EMPLOYED MALES	56429	8435	37.3	14.9	111	8483	33.0	15.0	98												
EMPLOYED FEMALES	43971	6699	29.6	15.2	113	7712	30.0	17.5	114												
EMPLOYED FULL-TIME	87773	13087	57.8	14.9	110	14022	54.6	16.0	104												
EMPLOYED PART-TIME	12627	2047	9.0	16.2	120	2174	8.5	17.2	112												
NOT EMPLOYED	67327	7502	33.1	11.1	83	9507	37.0	14.1	92												
PROFESSIONAL/MANAGER	25845	3874	17.1	15.0	111	3609	14.0	14.0	91												
TECH/CLERICAL/SALES	90895	4842	21.4	15.7	116	5719	22.3	18.5	121												
PRECISION/CRAFT	12629	1794	7.9	14.2	105	2222	8.6	17.6	115												
OTHER EMPLOYED	31031	4625	20.4	14.9	110	4647	18.1	15.0	98												
SINGLE	35557	4033	17.8	11.3	84	4477	17.4	12.6	82												
MARRIED	103585	16003	70.7	15.4	114	17750	69.1	17.1	112												
DIVORCED/SEPARATED/WIDOWED	28585	2600	11.5	9.1	67	3476	13.5	12.2	79												
PARENTS	59295	9969	44.0	16.8	125	10601	41.2	17.9	117												
WHITE	146081	20995	92.8	14.4	106	23290	90.6	15.9	104												
BLACK	17974	1271	5.6	7.1	52	1853	7.2	10.3	67												
OTHER	3672	**370	1.6	10.1	75	*560	2.2	15.3	100												
NORTHEAST-CENSUS	37005	5944	26.3	16.1	119	5510	21.4	14.9	97												
NORTH CENTRAL	42642	6257	27.6	14.7	109	6200	24.1	14.5	95												
SOUTH	56777	6683	29.5	11.8	87	8843	34.4	15.6	102												
WEST	31303	3751	16.6	12.0	89	5150	20.0	16.5	107												
NORTHEAST-MKTG.	38125	5868	25.9	15.4	114	5313	20.7	13.9	91												
EAST CENTRAL	24794	3720	16.4	15.0	111	3938	15.3	15.9	104												
WEST CENTRAL	28511	4029	17.8	14.1	105	3706	14.4	13.0	85												
SOUTH	48953	5737	25.3	11.7	87	7851	30.5	16.0	105												
PACIFIC	27344	3282	14.5	12.0	89	4895	19.0	17.9	117												
COUNTY SIZE A	69301	8790	38.8	12.7	94	9625	37.4	13.9	91												
COUNTY SIZE B	50633	6957	30.7	13.7	102	8700	33.8	17.2	112												
COUNTY SIZE C	26259	3981	17.6	15.2	112	4253	16.5	16.2	106												
COUNTY SIZE D	21534	2907	12.8	13.5	100	3125	12.2	14.5	95												
METRO CENTRAL CITY	50014	5872	25.9	11.7	87	6623	25.8	13.2	86												
METRO SUBURBAN	76832	11115	49.1	14.5	107	12635	49.2	16.4	107												
NON METRO	40881	5649	25.0	13.8	102	6445	25.1	15.8	103												
TOP 5 ADI'S	34550	5041	22.3	12.7	94	5874	22.9	14.9	97												
TOP 10 ADI'S	54877	6742	29.8	12.3	91	7679	29.9	14.0	91												
TOP 20 ADI'S	77516	9474	41.9	12.2	91	11215	43.6	14.5	94												
HSHLD INC. \$50,000 OR MORE	17257	2996	13.2	17.4	129	2708	10.5	15.7	102												
\$40,000 OR MORE	33235	5323	23.5	16.0	119	5461	21.2	16.4	107												
\$30,000 OR MORE	59693	9619	42.5	16.1	119	10034	39.0	16.8	110												
\$25,000 OR MORE	76275	12253	54.1	16.1	119	12762	49.7	16.7	109												
\$20,000 - \$24,999	18607	2538	11.2	13.6	101	3141	12.2	16.9	110												
\$15,000 - \$19,999	17175	2253	10.0	13.1	97	2511	9.8	14.6	95												
\$10,000 - \$14,999	24569	2745	12.1	11.2	83	3618	14.1	14.7	96												
UNDER \$10,000	31101	2847	12.6	9.2	68	3672	14.3	11.8	77												
HOUSEHOLD OF 1 PERSON	19441	1198	5.3	6.2	46	1473	5.7	7.6	49												
2 PEOPLE	51803	5554	24.5	10.7	79	6902	26.9	13.3	87												
3 OR 4 PEOPLE	66933	10994	48.6	16.4	122	11758	45.7	17.6	115												
5 OR MORE PEOPLE	29550	4890	21.6	16.5	123	5571	21.7	18.9	123												
NO CHILD IN HSHLD	96587	10762	47.5	11.1	83	12929	50.3	13.4	87												
CHILD(REN) UNDER 2 YRS	10844	1496	6.6	13.8	102	1721	6.7	15.9	104												
2 - 5 YEARS	26358	3387	15.0	12.8	95	4393	17.1	16.7	109												
6 - 11 YEARS	30453	4683	20.7	15.4	114	5487	21.3	18.0	118												
12 - 17 YEARS	36575	7138	31.5	19.5	145	7392	28.8	20.2	132												
RESIDENCE OWNED	117770	17843	78.8	15.2	112	19956	77.6	16.9	111												
VALUE: \$50,000 OR MORE	70166	11060	48.9	15.8	117	11684	45.5	16.7	109												
VALUE: UNDER \$50,000	47604	6782	30.0	14.2	106	8272	32.2	17.4	113												

		TOTAL	HARTZ MOUNTAIN				SARGENTS											
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	22636	100.0	13.5	100	25703	100.0	15.3	100								
MAGAZINES	QUINTILE 1	34022	5507	24.3	16.2	120	5797	22.6	17.0	111								
	QUINTILE 2	34800	5304	23.4	15.2	113	6044	23.5	17.4	113								
	QUINTILE 3	30514	3991	17.6	13.1	97	4413	17.2	14.5	94								
	QUINTILE 4	33324	4283	18.9	12.9	95	5046	19.6	15.1	99								
	QUINTILE 5	35066	3551	15.7	10.1	75	4403	17.1	12.6	82								
NEWSPAPERS	QUINTILE 1	29107	4378	19.3	15.0	111	4548	17.7	15.6	102								
	QUINTILE 2	49095	7048	31.1	14.4	106	7868	30.6	16.0	105								
	QUINTILE 3	23107	3285	14.5	14.2	105	3770	14.7	16.3	106								
	QUINTILE 4	33556	4261	18.8	12.7	94	4893	19.0	14.6	95								
	QUINTILE 5	32863	3665	16.2	11.2	83	4624	18.0	14.1	92								
OUTDOOR	QUINTILE 1	33431	5237	23.1	15.7	116	5400	21.0	16.2	105								
	QUINTILE 2	33478	5122	22.6	15.3	113	5268	20.5	15.7	103								
	QUINTILE 3	33574	4204	18.6	12.5	93	5098	19.8	15.2	99								
	QUINTILE 4	33935	3940	17.4	11.6	86	5441	21.2	16.0	105								
	QUINTILE 5	33310	4133	18.3	12.4	92	4496	17.5	13.5	88								
RADIO-DRIVE TIME	QUINTILE 1	33136	4935	21.8	14.9	110	5528	21.5	16.7	109								
	QUINTILE 2	31658	4486	19.8	14.2	105	4878	19.0	15.4	101								
	QUINTILE 3	32541	4300	19.0	13.2	98	5339	20.8	16.4	107								
	QUINTILE 4	34247	4652	20.6	13.6	101	4863	18.9	14.2	93								
	QUINTILE 5	36144	4263	18.8	11.8	87	5095	19.8	14.1	92								
RADIO-MID- DAY	TERCILE 1	45037	6279	27.7	13.9	103	7179	27.9	15.9	104								
	TERCILE 2	44819	6622	29.3	14.8	109	7093	27.6	15.8	103								
	TERCILE 3	77872	9736	43.0	12.5	93	11431	44.5	14.7	96								
RADIO-TOTAL	QUINTILE 1	33763	5041	22.3	14.9	111	5460	21.2	16.2	106								
	QUINTILE 2	33240	4294	19.0	12.9	96	5321	20.7	16.0	104								
	QUINTILE 3	33408	4867	21.5	14.6	108	5368	20.9	16.1	105								
	QUINTILE 4	34792	4602	20.3	13.2	98	4980	19.4	14.3	93								
	QUINTILE 5	32524	3833	16.9	11.8	87	4575	17.8	14.1	92								
TV-PRIME TIME	QUINTILE 1	33090	4642	20.5	14.0	104	5300	20.6	16.0	105								
	QUINTILE 2	33357	4636	20.5	13.9	103	5215	20.3	15.6	102								
	QUINTILE 3	33980	5005	22.1	14.7	109	5599	21.8	16.5	108								
	QUINTILE 4	33854	4203	18.6	12.4	92	4818	18.7	14.2	93								
	QUINTILE 5	33444	4150	18.3	12.4	92	4770	18.6	14.3	93								
TV-DAYTIME	TERCILE 1	49121	6217	27.5	12.7	94	7402	28.8	15.1	98								
	TERCILE 2	48823	6579	29.1	13.5	100	7362	28.6	15.1	98								
	TERCILE 3	69782	9840	43.5	14.1	104	10939	42.6	15.7	102								
TV-TOTAL	QUINTILE 1	33584	4337	19.2	12.9	96	5263	20.5	15.7	102								
	QUINTILE 2	33441	4734	20.9	14.2	105	4927	19.2	14.7	96								
	QUINTILE 3	33505	4381	19.4	13.1	97	5315	20.7	15.9	104								
	QUINTILE 4	33466	4932	21.8	14.7	109	5291	20.6	15.8	103								
	QUINTILE 5	33731	4253	18.8	12.6	93	4907	19.1	14.5	95								
MAGAZINES-NEWSPAPERS: DUAL		44503	6999	30.9	15.7	117	7578	29.5	17.0	111								
MAGAZINE IMPERATIVE		39363	5673	25.1	14.4	107	6397	24.9	16.3	106								
NEWSPAPER IMPERATIVE		46441	5971	26.4	12.9	95	7067	27.5	15.2	99								
MAGAZINES-OUTDOOR: DUAL		33726	5676	25.1	16.8	125	5691	22.1	16.9	110								
MAGAZINE IMPERATIVE		52846	7102	31.4	13.4	100	8658	33.7	16.4	107								
OUTDOOR IMPERATIVE		52140	6761	29.9	13.0	96	7540	29.3	14.5	94								
MAGAZINES-RADIO: DUAL		37081	5739	25.4	15.5	115	6635	25.8	17.9	117								
MAGAZINE IMPERATIVE		49747	7450	32.9	15.0	111	7777	30.3	15.6	102								
RADIO IMPERATIVE		49208	6090	26.9	12.4	92	7194	28.0	14.6	95								
MAGAZINES-TELEVISION: DUAL		33103	4862	21.5	14.7	109	5411	21.1	16.3	107								
MAGAZINE IMPERATIVE		54575	8525	37.7	15.6	116	8996	35.0	16.5	108								
TELEVISION IMPERATIVE		53249	6329	28.0	11.9	88	7652	29.8	14.4	94								
NEWSPAPERS-OUTDOOR: DUAL		36255	6118	27.0	16.9	125	6182	24.1	17.1	111								
NEWSPAPER IMPERATIVE		55591	7027	31.0	12.6	94	8704	33.9	15.7	102								
OUTDOOR IMPERATIVE		48319	6439	28.4	13.3	99	7217	28.1	14.9	97								
NEWSPAPERS-RADIO: DUAL		37242	5368	23.7	14.4	107	6191	24.1	16.6	108								
NEWSPAPER IMPERATIVE		54423	7812	34.5	14.4	106	8310	32.3	15.3	100								
RADIO IMPERATIVE		46650	6217	27.5	13.3	99	7377	28.7	15.8	103								
NEWSPAPERS-TELEVISION: DUAL		35974	5203	23.0	14.5	107	5445	21.2	15.1	99								
NEWSPAPER IMPERATIVE		56095	8140	36.0	14.5	108	9091	35.4	16.2	106								
TELEVISION IMPERATIVE		47170	5830	25.8	12.4	92	7139	27.8	15.1	99								
OUTDOOR-RADIO: DUAL		33748	5127	22.6	15.2	113	5589	21.7	16.6	108								
OUTDOOR IMPERATIVE		52785	7407	32.7	14.0	104	8020	31.2	15.2	99								
RADIO IMPERATIVE		52882	6794	30.0	12.8	95	8227	32.0	15.6	102								
OUTDOOR-TELEVISION: DUAL		32030	5225	23.1	16.3	121	5556	21.6	17.3	113								
OUTDOOR IMPERATIVE		54626	7784	34.4	14.2	106	8570	33.3	15.7	102								
TELEVISION IMPERATIVE		54874	6373	28.2	11.6	86	7911	30.8	14.4	94								
RADIO-TELEVISION: DUAL		33386	4536	20.0	13.6	101	5201	20.2	15.6	102								
RADIO IMPERATIVE		53810	7629	33.7	14.2	105	8895	34.6	16.5	108								
TELEVISION IMPERATIVE		54023	7188	31.8	13.3	99	8177	31.8	15.1	99								

	TOTAL U.S. '000	HARTZ MOUNTAIN				SARGENTS				A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX												
TOTAL ADULTS	167727	22636	100.0	13.5	100	25703	100.0	15.3	100												
ATLANTIC MONTHLY	867	**49	0.2	5.7	42	**57	0.2	6.6	43												
BARRON'S	1580	*237	1.0	15.0	111	*222	0.9	14.1	92												
BETTER HOMES & GARDENS	22203	3526	15.6	15.9	118	4094	15.9	18.4	120												
BON APPETIT	3810	518	2.3	13.6	101	603	2.3	15.8	103												
BUSINESS WEEK	4663	479	2.1	10.3	76	656	2.6	14.1	92												
CAR AND DRIVER	3102	383	1.7	12.3	91	271	1.1	8.7	57												
CBS MAGAZINE NETWORK (GROSS)	7311	1263	5.6	17.3	128	1298	5.0	17.8	116												
CHANGING TIMES	3400	422	1.9	12.4	92	497	1.9	14.6	95												
COLONIAL HOMES	1796	293	1.3	16.3	121	314	1.2	17.5	114												
CONDE NAST MAG. PKG. (GROSS)	19924	2835	12.5	14.2	105	2874	11.2	14.4	94												
CONSUMERS DIGEST	3125	536	2.4	17.2	127	551	2.1	17.6	115												
COSMOPOLITAN	10577	1725	7.6	16.3	121	1773	6.9	16.8	109												
COUNTRY LIVING	3746	641	2.8	17.1	127	667	2.6	17.8	116												
CUISINE	2214	303	1.3	13.7	101	301	1.2	13.6	89												
CYCLE WORLD	2394	373	1.6	15.6	115	412	1.6	17.2	112												
DCI:CREATIVE IDEAS FOR LIV	3068	466	2.1	15.2	113	665	2.6	21.7	141												
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1455	6.4	15.2	113	1778	6.9	18.6	121												
DISCOVER	2277	433	1.9	19.0	141	363	1.4	15.9	104												
EBONY	7187	628	2.8	8.7	65	898	3.5	12.5	82												
ESQUIRE	2560	324	1.4	12.7	94	362	1.4	14.1	92												
ESSENCE	3242	348	1.5	10.7	80	476	1.9	14.7	96												
FAMILY CIRCLE	19639	3110	13.7	15.8	117	3328	12.9	16.9	111												
THE FAMILY HANDYMAN	3540	661	2.9	18.7	138	698	2.7	19.7	129												
FAMILY WEEKLY	23924	3703	16.4	15.5	115	3980	15.5	16.6	109												
FIELD & STREAM	9883	1585	7.0	16.0	119	1934	7.5	19.6	128												
FOOD & WINE	1030	*122	0.5	11.8	88	*132	0.5	12.8	84												
FORBES	2679	263	1.2	9.8	73	276	1.1	10.3	67												
FORTUNE	2931	383	1.7	13.1	97	248	1.0	8.5	55												
GENTLEMEN'S QUARTERLY	3481	408	1.8	11.7	87	574	2.2	16.5	108												
GLAMOUR	7163	1211	5.3	16.9	125	1063	4.1	14.8	97												
GOLF DIGEST	2355	352	1.6	14.9	111	350	1.4	14.9	97												
GOLF DIGEST/TENNIS (GROSS)	3610	590	2.6	16.3	121	487	1.9	13.5	88												
GOLF MAGAZINE	2046	*334	1.5	16.3	121	*228	0.9	11.1	73												
GOLF MAGAZINE/SKI (GROSS)	3547	504	2.2	14.2	105	400	1.6	11.3	74												
GOOD HOUSEKEEPING	20353	3205	14.2	15.7	117	3441	13.4	16.9	110												
HARPER'S BAZAAR	3362	458	2.0	13.6	101	480	1.9	14.3	93												
HEALTH	2987	540	2.4	18.1	134	420	1.6	14.1	92												
HEARST MAG CORP. BUY (GROSS)	67928	10803	47.7	15.9	118	11177	43.5	16.5	107												
HEARST MAN POWER (GROSS)	11282	1955	8.6	17.3	128	1984	7.7	17.6	115												
HEARST WOMAN POWER (GROSS)	40514	6485	28.6	16.0	119	6796	26.4	16.8	109												
HOUSE BEAUTIFUL	4885	713	3.1	14.6	108	677	2.6	13.9	90												
INC.	1308	*209	0.9	16.0	118	*119	0.5	9.1	59												
JET	6498	543	2.4	8.4	62	971	3.8	14.9	98												
LADIES' HOME JOURNAL	14797	2452	10.8	16.6	123	2594	10.1	17.5	114												
LHJ FAMILY GRP COMBO(GROSS)	21743	3506	15.5	16.1	119	3650	14.2	16.8	110												
LIFE	9881	1516	6.7	15.3	114	1612	6.3	16.3	106												
L.A. TIMES HOME MAGAZINE	2775	386	1.7	13.9	103	589	2.3	21.2	139												
MADEMOISELLE	4219	556	2.5	13.2	98	562	2.2	13.3	87												
MC CALL'S	16422	2401	10.6	14.6	108	2822	11.0	17.2	112												
MC CALL'S/WRK MOTHER (GROSS)	17919	2699	11.9	15.1	112	3177	12.4	17.7	116												
MECHANIX ILLUSTRATED	4433	763	3.4	17.2	128	894	3.5	20.2	132												
METROPOLITAN HOME	1504	*233	1.0	15.5	115	*170	0.7	11.3	74												
MONEY	4723	620	2.7	13.1	97	567	2.2	12.0	78												
MOTHER EARTH NEWS	2325	408	1.8	17.5	130	526	2.0	22.6	148												
MS.	1189	*166	0.7	14.0	103	*196	0.8	16.5	108												
NATIONAL ENQUIRER	18892	3050	13.5	16.1	120	3368	13.1	17.8	116												
NATIONAL GEOGRAPHIC	22129	3275	14.5	14.8	110	3661	14.2	16.5	108												
NATIONAL SUNDAY MAGAZINE PKG	103750	15141	66.9	14.6	108	16489	64.2	15.9	104												
NATURAL HISTORY	1379	*151	0.7	10.9	81	*197	0.8	14.3	93												
NEW WOMAN	2289	416	1.8	18.2	135	256	1.0	11.2	73												
NEW YORK INCLUDING CUE	1088	*177	0.8	16.3	121	**70	0.3	6.4	42												
THE NEW YORKER	2459	377	1.7	15.3	114	334	1.3	13.6	89												
NEWSWEEK	16527	2578	11.4	15.6	116	2309	9.0	14.0	91												
THE N.Y. TIMES DAILY EDITION	2739	322	1.4	11.8	87	254	1.0	9.3	61												
THE N.Y. TIMES MAGAZINE	4443	590	2.6	13.3	98	576	2.2	13.0	85												
OMNI	2799	513	2.3	18.3	136	494	1.9	17.6	115												
ON CABLE	2209	413	1.8	18.7	139	*302	1.2	13.7	89												
1001 HOME IDEAS	3959	514	2.3	13.0	96	636	2.5	16.1	105												
ORGANIC GARDENING	3111	558	2.5	17.9	133	804	3.1	25.8	169												
OUTDOOR LIFE	5024	854	3.8	17.0	126	949	3.7	18.9	123												
PARADE MAGAZINE	51292	7844	34.7	15.3	113	8208	31.9	16.0	104												

	TOTAL U.S. '000	HARTZ MOUNTAIN				SARGENTS											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	22636	100.0	13.5	100	25703	100.0	15.3	100								
PARENTS	5298	790	3.5	14.9	110	953	3.7	18.0	117								
PENTHOUSE	5129	786	3.5	15.3	114	1001	3.9	19.5	127								
PEOPLE	21070	3014	13.3	14.3	106	3439	13.4	16.3	107								
PLAYBOY	10562	1729	7.6	16.4	121	1734	6.7	16.4	107								
POPULAR HOT RODDING	2498	374	1.7	15.0	111	475	1.8	19.0	124								
POPULAR MECHANICS	5887	1001	4.4	17.0	126	1131	4.4	19.2	125								
POPULAR SCIENCE	4317	766	3.4	17.7	131	680	2.6	15.8	103								
PREVENTION	5792	874	3.9	15.1	112	826	3.2	14.3	93								
PSYCHOLOGY TODAY	3284	594	2.6	18.1	134	598	2.3	18.2	119								
READER'S DIGEST	40046	6401	28.3	16.0	118	7092	27.6	17.7	116								
REDBOOK	9584	1556	6.9	16.2	120	1582	6.2	16.5	108								
ROAD & TRACK	2590	475	2.1	18.3	136	517	2.0	20.0	130								
ROLLING STONE	3302	595	2.6	18.0	134	548	2.1	16.6	108								
RUNNER'S WORLD	1229	*198	0.9	16.1	119	*272	1.1	22.1	144								
SATURDAY EVENING POST	2110	314	1.4	14.9	110	319	1.2	15.1	99								
SCIENCE 84	1543	*235	1.0	15.2	113	393	1.5	25.5	166								
SCIENCE DIGEST	1747	*258	1.1	14.8	109	*165	0.6	9.4	62								
SCIENTIFIC AMERICAN	1994	229	1.0	11.5	85	301	1.2	15.1	99								
SELF	3119	457	2.0	14.7	109	378	1.5	12.1	79								
SEVENTEEN	3923	654	2.9	16.7	124	737	2.9	18.8	123								
SKI	1501	*170	0.8	11.3	84	*172	0.7	11.5	75								
SMITHSONIAN	5976	820	3.6	13.7	102	887	3.5	14.8	97								
SOAP OPERA DIGEST	4228	683	3.0	16.2	120	805	3.1	19.0	124								
SOUTHERN LIVING	6488	989	4.4	15.2	113	1113	4.3	17.2	112								
SPORT	3500	592	2.6	16.9	125	589	2.3	16.8	110								
THE SPORTING NEWS	2456	*407	1.8	16.6	123	422	1.6	17.2	112								
SPORTS AFIELD	3648	696	3.1	19.1	141	687	2.7	18.8	123								
SPORTS ILLUSTRATED	14484	2209	9.8	15.3	113	2184	8.5	15.1	98								
STAR	12661	1959	8.7	15.5	115	2055	8.0	16.2	106								
SUNDAY	52799	7469	33.0	14.1	105	7810	30.4	14.8	97								
SUNSET	3513	484	2.1	13.8	102	701	2.7	20.0	130								
TV GUIDE	42766	6501	28.7	15.2	113	6862	26.7	16.0	105								
TENNIS	1254	*238	1.1	19.0	141	**137	0.5	10.9	71								
TIME	22054	3092	13.7	14.0	104	3407	13.3	15.4	101								
TOWN & COUNTRY	1555	*167	0.7	10.7	80	*180	0.7	11.6	76								
TRAVEL & LEISURE	2173	299	1.3	13.8	102	293	1.1	13.5	88								
TRUE STORY	4636	711	3.1	15.3	114	863	3.4	18.6	121								
U.S. NEWS & WORLD REPORT	10353	1443	6.4	13.9	103	1484	5.8	14.3	94								
USA TODAY	4994	606	2.7	12.1	90	765	3.0	15.3	100								
US	3528	593	2.6	16.8	125	534	2.1	15.1	99								
VOGUE	5424	610	2.7	11.2	83	872	3.4	16.1	105								
WALL STREET JOURNAL	6292	856	3.8	13.6	101	846	3.3	13.4	88								
WEIGHT WATCHERS	2762	445	2.0	16.1	119	406	1.6	14.7	96								
WOMAN'S DAY	16320	2596	11.5	15.9	118	2897	11.3	17.8	116								
WORKING MOTHER	1496	*298	1.3	19.9	148	356	1.4	23.8	155								
WORKING WOMAN	1851	260	1.1	14.0	104	290	1.1	15.7	102								
WORLD TENNIS	580	**97	0.4	16.7	124	**78	0.3	13.4	88								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1719	7.6	13.8	103	1614	6.3	13.0	85								
BLAIR INSERTS	91671	13345	59.0	14.6	108	14083	54.8	15.4	100								
DAILY NEWSPAPERS																	
READ ANY	109190	15365	67.9	14.1	104	16827	65.5	15.4	101								
READ ONE	89587	12461	55.0	13.9	103	13655	53.1	15.2	99								
READ TWO OR MORE	19602	2904	12.8	14.8	110	3172	12.3	16.2	106								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	15783	69.7	14.4	107	17443	67.9	15.9	104								
READ ONE	95074	13532	59.8	14.2	105	14884	57.9	15.7	102								
READ TWO OR MORE	14588	2252	9.9	15.4	114	2559	10.0	17.5	114								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.67				29.98											
30 DAY REACH	149706	20405	90.1	13.6	101	23248	90.4	15.5	101								
50 SHWG - 30 DAY AV FREQ	15.16	17.25				15.63											
30 DAY REACH	142406	19374	85.6	13.6	101	22321	86.8	15.7	102								
25 SHWG - 30 DAY AV FREQ	8.23	9.28				8.40											
30 DAY REACH	131152	18048	79.7	13.8	102	20751	80.7	15.8	103								
CABLE TV: HOME WIRED	66879	9992	44.1	14.9	111	11343	44.1	17.0	111								
HOME NOT WIRED	100848	12645	55.9	12.5	93	14360	55.9	14.2	93								
HAVE PAY CABLE	35024	6232	27.5	17.8	132	6768	26.3	19.3	126								

	TOTAL U.S. '000	HARTZ MOUNTAIN				SARGENTS											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL ADULTS	167727	22636	100.0	13.5	100	25703	100.0	15.3	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	13681	60.4	14.3	106	15013	58.4	15.7	102								
10:00 AM - 3:00 PM	63599	9111	40.3	14.3	106	10144	39.5	15.9	104								
3:00 PM - 7:00 PM	72097	10461	46.2	14.5	108	11477	44.7	15.9	104								
7:00 PM - MIDNIGHT	36670	5138	22.7	14.0	104	5708	22.2	15.6	102								
MIDNIGHT - 6:00 AM	21908	3073	13.6	14.0	104	3578	13.9	16.3	107								
6:00 AM - MIDNIGHT	127571	18005	79.5	14.1	105	20072	78.1	15.7	103								
ENTIRE DAY	129239	18260	80.7	14.1	105	20344	79.2	15.7	103								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	5684	25.1	16.7	124	5604	21.8	16.5	108								
ALL NEWS	6062	853	3.8	14.1	104	860	3.3	14.2	92								
AOR/PROGRESSIVE	11884	1841	8.1	15.5	115	2033	7.9	17.1	113								
BEAUTIFUL MUSIC	11180	1608	7.1	14.4	107	1846	7.2	16.5	108								
BLACK	4538	448	2.0	9.9	73	580	2.3	12.8	83								
CLASSICAL	3857	459	2.0	11.9	88	509	2.0	13.2	86								
CHR/ROCK	21946	3222	14.2	14.7	109	3500	13.6	15.9	104								
COUNTRY	27262	4083	18.0	15.0	111	4499	17.5	16.5	108								
GOLDEN OLDIES	3339	454	2.0	13.6	101	440	1.7	13.2	86								
MOR/NOCTALGIA	10346	1298	5.7	12.5	93	1511	5.9	14.6	95								
NEWS/TALK	8929	1215	5.4	13.6	101	1326	5.2	14.9	97								
RELIGIOUS	5488	643	2.8	11.7	87	783	3.0	14.3	93								
SOFT ROCK	1232	*147	0.6	11.9	88	*220	0.9	17.9	117								
URBAN CONTEMPORARY	3184	288	1.3	9.0	67	410	1.6	12.9	84								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1063	4.7	15.4	114	1084	4.2	15.7	102								
ABC DIRECTION	5212	727	3.2	13.9	103	900	3.5	17.3	113								
ABC ENTERTAINMENT	10385	1549	6.8	14.9	111	1823	7.1	17.6	115								
ABC FM	4762	632	2.8	13.3	98	799	3.1	16.8	109								
ABC INFORMATION	11339	1807	8.0	15.9	118	1696	6.6	15.0	98								
ABC ROCK	4878	748	3.3	15.3	114	653	2.5	13.4	87								
CBS	10709	1473	6.5	13.8	102	1532	6.0	14.3	93								
MUTUAL	10251	1445	6.4	14.1	104	1702	6.6	16.6	108								
NBC	12243	1810	8.0	14.8	110	1687	6.6	13.8	90								
RADIORADIO	4606	708	3.1	15.4	114	716	2.8	15.5	101								
RKO ONE	5148	732	3.2	14.2	105	815	3.2	15.8	103								
RKO TWO	7313	1142	5.0	15.6	116	1193	4.6	16.3	106								
THE SOURCE	5981	804	3.6	13.4	100	992	3.9	16.6	108								
NON-WIRED : BLAIR	19329	2635	11.6	13.6	101	3084	12.0	16.0	104								
INTERNET	27139	3868	17.1	14.3	106	4293	16.7	15.8	103								
KATZ RADIO GROUP	36319	5419	23.9	14.9	111	6046	23.5	16.6	109								
SUPERNET	22361	3277	14.5	14.7	109	3696	14.4	16.5	108								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	1907	8.4	13.1	97	2185	8.5	15.0	98								
WKDAY 9:00 AM - 1:00 PM	18688	2255	10.0	12.1	89	2852	11.1	15.3	100								
WKDAY 1:00 PM - 4:30 PM	24061	3048	13.5	12.7	94	3711	14.4	15.4	101								
WKDAY 4:30 PM - 7:30 PM	44079	5835	25.8	13.2	98	6781	26.4	15.4	100								
WKDAY 7:30 PM - 8:00 PM	61979	8345	36.9	13.5	100	9532	37.1	15.4	100								
WKDAY 11:00 PM - 11:30 PM	49084	6752	29.8	13.8	102	7522	29.3	15.3	100								
WKDAY 11:30 PM - 1:00 AM	16560	2409	10.6	14.5	108	2653	10.3	16.0	105								
M-SAT 8-11 PM+SUN 7-11 PM	66967	9315	41.2	13.9	103	10629	41.4	15.9	104								
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 9269	1026	4.5	11.1	82	1505	5.9	16.2	106								
ANOTHER WORLD	N 6138	838	3.7	13.7	101	937	3.6	15.3	100								
AS THE WORLD TURNS	C 7707	964	4.3	12.5	93	1067	4.2	13.8	90								
CAPITOL	C 4688	627	2.8	13.4	99	718	2.8	15.3	100								
CBS MORN. NEWS 1	C 2792	302	1.3	10.8	80	416	1.6	14.9	97								
CBS MORN. NEWS 2	C 2071	303	1.3	14.6	108	360	1.4	17.4	113								
DAYS OF OUR LIVES	N 8018	1096	4.8	13.7	101	1368	5.3	17.1	111								
FACTS OF LIFE - DAYTIME	N 3487	298	1.3	8.5	63	498	1.9	14.3	93								
FAMILY FEUD	A 4817	412	1.8	8.6	63	736	2.9	15.3	100								
GENERAL HOSPITAL	A 8333	1003	4.4	12.0	89	1162	4.5	13.9	91								
GOOD MORNING, AMERICA-730 A	A 5472	758	3.3	13.9	103	821	3.2	15.0	98								
GOOD MORNING, AMERICA-830 A	A 3965	615	2.7	15.5	115	595	2.3	15.0	98								
GUIDING LIGHT	C 7542	1028	4.5	13.6	101	1192	4.6	15.8	103								
ONE LIFE TO LIVE	A 6018	675	3.0	11.2	83	992	3.9	16.5	108								
PRESS YOUR LUCK	C 3589	483	2.1	13.5	100	482	1.9	13.4	88								
PRICE IS RIGHT 1	C 7418	888	3.9	12.0	89	1077	4.2	14.5	95								
PRICE IS RIGHT 2	C 8276	967	4.3	11.7	87	1201	4.7	14.5	95								
RYAN'S HOPE	A 4358	491	2.2	11.3	83	668	2.6	15.3	100								
SALE OF THE CENTURY	N 3749	338	1.5	9.0	67	508	2.0	13.6	88								
SEARCH FOR TOMORROW	N 2884	433	1.9	15.0	111	495	1.9	17.2	112								
TODAY SHOW 1	N 4869	602	2.7	12.4	92	629	2.4	12.9	84								
TODAY SHOW 2	N 4135	452	2.0	10.9	81	500	1.9	12.1	79								
\$25,000 PYRAMID	C 4361	549	2.4	12.6	93	630	2.5	14.4	94								
WHEEL OF FORTUNE	N 6187	636	2.8	10.3	76	971	3.8	15.7	102								
YOUNG AND THE RESTLESS	C 8186	1051	4.6	12.8	95	1264	4.9	15.4	101								
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A 4727	725	3.2	15.3	114	745	2.9	15.8	103								
NBA PLAYOFF GAME -1	C 5127	536	2.4	10.5	77	697	2.7	13.6	89								
NBC MAJOR LEAGUE PRE-GAME N	N 3945	562	2.5	14.2	106	637	2.5	16.1	105								
SPORTSWORLD - SUN	N 3370	585	2.6	17.4	129	629	2.4	18.7	122								
SUNDAY MORNING	C 4200	700	3.1	16.7	123	710	2.8	16.9	110								

	TOTAL U.S. '000	HARTZ MOUNTAIN				SARGENTS											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL ADULTS	167727	22636	100.0	13.5	100	25703	100.0	15.3	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	6687	29.5	12.8	95	7692	29.9	14.7	96								
NETWORK AFFILIATES - LATE	39164	5427	24.0	13.9	103	5920	23.0	15.1	99								
INDEPENDENTS - LATE	5133	642	2.8	12.5	93	716	2.8	13.9	91								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 22825	3276	14.5	14.4	106	3661	14.2	16.0	105								
ABC MONDAY NIGHT MOVIE	A 11258	1424	6.3	12.6	94	1777	6.9	15.8	103								
ABC SUNDAY NIGHT MOVIE	A 23600	2986	13.2	12.7	94	3950	15.4	16.7	109								
ABC WORLD NEWS TONIGHT	A 12801	1503	6.6	11.7	87	1880	7.3	14.7	96								
AFTERMASH	C 10966	1404	6.2	12.8	95	1545	6.0	14.1	92								
ALICE	C 17050	2491	11.0	14.6	108	2749	10.7	16.1	105								
AMERICAN PARADE	C 11998	1587	7.0	13.2	98	1678	6.5	14.0	91								
BENSON	A 19258	2519	11.1	13.1	97	3103	12.1	16.1	105								
BLUE THUNDER	A 11478	1493	6.6	13.0	96	1921	7.5	16.7	109								
CAGNEY & LACEY	C 18263	2742	12.1	15.0	111	2804	10.9	15.4	100								
CBS EVENING NEWS-DEAN	C 7733	953	4.2	12.3	91	1109	4.3	14.3	94								
CBS EVENING NEWS-RATHER	C 15653	2152	9.5	13.7	102	2312	9.0	14.8	96								
CBS SAT. NEWS-SCHIEFFER	C 8744	1179	5.2	13.5	100	1438	5.6	16.4	107								
CBS SATURDAY NIGHT MOVIE	C 12000	1814	8.0	15.1	112	2004	7.8	16.7	109								
CBS WEDNESDAY NIGHT MOVIE	C 11522	1649	7.3	14.3	106	1863	7.2	16.2	106								
CHEERS	N 16818	2347	10.4	14.0	103	2962	11.5	17.6	115								
DALLAS	C 37510	4685	20.7	12.5	93	5427	21.1	14.5	94								
DIFF'RENT STROKES	N 11258	1547	6.8	13.7	102	1978	7.7	17.6	115								
DOUBLE TROUBLE	N 12248	1582	7.0	12.9	96	1787	7.0	14.6	95								
DUCK FACTORY	N 11100	1438	6.4	13.0	96	1883	7.3	17.0	111								
DUKES OF HAZZARD	C 12353	1773	7.8	14.4	106	1963	7.6	15.9	104								
DYNASTY	A 33279	4406	19.5	13.2	98	5287	20.6	15.9	104								
FACTS OF LIFE	N 13410	1772	7.8	13.2	98	2155	8.4	16.1	105								
FALCON CREST	C 31093	3853	17.0	12.4	92	4315	16.8	13.9	91								
FALL GUY	A 18649	2820	12.5	15.1	112	2950	11.5	15.8	103								
FAMILY TIES	N 13101	1957	8.6	14.9	111	2166	8.4	16.5	108								
FANTASY ISLAND	A 13069	1896	8.4	14.5	107	1829	7.1	14.0	91								
FOULUPS,BLEEPS & BLUNDERS	A 16588	2583	11.4	15.6	115	2637	10.3	15.9	104								
FOUR SEASONS	C 9302	1171	5.2	12.6	93	1477	5.7	15.9	104								
GIMME A BREAK	N 13955	1876	8.3	13.4	100	2027	7.9	14.5	95								
HART TO HART	N 15735	2226	9.8	14.1	105	2192	8.5	13.9	91								
HILL STREET BLUES	N 18257	2605	11.5	14.3	106	3175	12.4	17.4	113								
HOTEL	A 24236	3471	15.3	14.3	106	3907	15.2	16.1	105								
JEFFERSONS	C 17010	2521	11.1	14.8	110	2716	10.6	16.0	104								
JENNIFER SLEPT HERE	N 9397	1250	5.5	13.3	99	1637	6.4	17.4	114								
KATE & ALLIE	C 16762	2515	11.1	15.0	111	2575	10.0	15.4	100								
KNIGHT RIDER	N 13164	1983	8.8	15.1	112	2137	8.3	16.2	106								
LOVE BOAT	A 20400	2902	12.8	14.2	105	3257	12.7	16.0	104								
MAGNUM PI	C 22543	3408	15.1	15.1	112	3859	15.0	17.1	112								
MAMA'S FAMILY	N 9852	1410	6.2	14.3	106	1680	6.5	17.1	111								
MASTER, THE	N 8082	1327	5.9	16.4	122	1454	5.7	18.0	117								
MATT HOUSTON	A 12881	1819	8.0	14.1	105	2167	8.4	16.8	110								
NBC MONDAY NIGHT MOVIE	N 23889	3189	14.1	13.3	99	3833	14.9	16.0	105								
NBC NIGHTLY NEWS	N 11156	1424	6.3	12.8	95	1707	6.6	15.3	100								
NBC NIGHTLY NEWS-SAT	N 7363	881	3.9	12.0	89	946	3.7	12.8	84								
NBC NIGHTLY NEWS-SUN	N 6214	838	3.7	13.5	100	874	3.4	14.1	92								
NBC SUNDAY NIGHT MOVIE	N 17590	2448	10.8	13.9	103	3034	11.8	17.2	113								
NEWMART	C 16740	2456	10.8	14.7	109	2594	10.1	15.5	101								
ONE DAY AT A TIME	C 11820	1419	6.3	12.0	89	1665	6.5	14.1	92								
PEOPLE ARE FUNNY	N 9138	1236	5.5	13.5	100	1484	5.8	16.2	106								
REAL PEOPLE	N 15979	2232	9.9	14.0	104	2571	10.0	16.1	105								
REMINGTON STEELE	N 14395	2215	9.8	15.4	114	2465	9.6	17.1	112								
RIPLEY'S BELIEVE IT - NOT	A 11362	1503	6.6	13.2	98	1959	7.6	17.2	113								
RIPTIDE	N 13920	2152	9.5	15.5	115	2395	9.3	17.2	112								
SCARECROW & MRS. KING	C 17571	2650	11.7	15.1	112	2945	11.5	16.8	109								
SIMON & SIMON	C 20208	2864	12.7	14.2	105	3186	12.4	15.8	103								
60 MINUTES	C 27668	3757	16.6	13.6	101	4031	15.7	14.6	95								
ST. ELSEWHERE	N 13699	1834	8.1	13.4	99	2249	8.7	16.4	107								
THREE'S COMPANY	A 20632	2754	12.2	13.3	99	2918	11.4	14.1	92								
T.J. HOOKER	A 17136	1993	8.8	11.6	86	2695	10.5	15.7	103								
TONIGHT SHOW	N 4963	739	3.3	14.9	110	729	2.8	14.7	96								
TRAPPER JOHN, M.D.	C 16332	2318	10.2	14.2	105	2516	9.8	15.4	101								
TV BLOOPERS & PRAC. JOKES	N 18881	2703	11.9	14.3	106	3107	12.1	16.5	107								
20/20	A 18315	2390	10.6	13.0	97	2777	10.8	15.2	99								
WEBSTER	A 18722	2580	11.4	13.8	102	3070	11.9	16.4	107								
WORLD NEWS - SUN	A 5327	674	3.0	12.7	94	814	3.2	15.3	100								
YELLOW ROSE	N 8370	1169	5.2	14.0	103	1332	5.2	15.9	104								
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	3746	16.5	14.5	107	4357	17.0	16.8	110								
BASKETBALL - COLLEGE GAMES	14468	2115	9.3	14.6	108	2342	9.1	16.2	106								
BASKETBALL - PRO GAMES	12124	1601	7.1	13.2	98	1825	7.1	15.1	98								
BOWLING	9412	1739	7.7	18.5	137	1593	6.2	16.9	110								
BOXING	15409	2362	10.4	15.3	114	2924	11.4	19.0	124								
FOOTBALL - COLLEGE GAMES	21400	3144	13.9	14.7	109	3888	15.1	18.2	119								
FOOTBALL - PRO GAMES	35944	6069	26.8	16.9	125	6485	25.2	18.0	118								
GOLF	9759	1504	6.6	15.4	114	1570	6.1	16.1	105								
POST-SEASON COLL. FOOTBALL	18123	2778	12.3	15.3	114	3143	12.2	17.3	113								
POST-SEASON PRO FOOTBALL	22091	3810	16.8	17.2	128	4256	16.6	19.3	126								
TENNIS	6764	1272	5.6	18.8	139	1371	5.3	20.3	132								
WRESTLING - PROFESSIONAL	9695	1687	7.5	17.4	129	2230	8.7	23.0	150								

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HOUSEHOLD CLEANERS & ROOM DEODORIZERS

(FEMALE HOMEMAKERS)

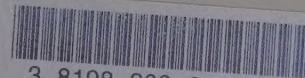
	HEAVY		MEDIUM		LIGHT	
	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE
AIR FRESHENER SPRAYS & ROOM DEODORIZERS	24.7	51.6	40.0	37.9	35.3	10.5
DRAIN CLEANERS	27.4	63.9	27.7	22.8	45.0	13.4
FLOOR WAX & POLISH	20.5	49.8	48.2	41.7	31.3	8.5
FURNITURE POLISH	19.4	47.9	48.2	42.8	32.3	9.3
HOUSEHOLD CLEANERS (INCLUDING BATHROOM & KITCHEN CLEANERS)	19.7	46.9	51.8	45.0	28.5	8.1
INSECTICIDES	18.1	47.6	45.2	42.7	36.7	9.8
OVEN CLEANERS	31.0	64.7	32.5	24.7	36.5	10.7
RUG CLEANERS & SHAMPOOS	32.6	67.3	30.7	22.8	36.7	9.9
RUG DEODORIZERS & FRESHENERS	26.6	57.2	48.8	37.6	24.6	5.2
SCOURING PADS & SCOURING SPONGES	32.9	64.5	33.9	26.1	33.2	9.4
SCOURING POWDER	32.5	67.3	28.8	20.0	38.7	12.8
TOILET BOWL CLEANERS & FRESHENERS						
IN-BOWL CLEANERS	27.6	60.9	32.9	25.3	39.5	13.8
IN-TANK CLEANERS	39.0	70.5	33.0	21.9	28.0	7.6
IN-BOWL FRESHENERS	44.2	76.0	30.8	18.2	25.0	5.8
WINDOW & GLASS CLEANERS	24.7	52.4	51.3	41.4	24.0	6.1

PET FOODS

(ADULTS)

PET FOOD

CANNED CAT FOOD	26.4	53.2	37.2	36.1	36.4	10.7
PACKAGED DRY CAT FOOD	39.6	67.9	29.7	24.2	30.7	8.0
PACKAGED SOFT/MOIST CAT FOOD	48.3	78.8			51.7	21.2
CANNED DOG FOOD	45.0	75.4	27.8	21.0	27.2	3.6
PACKAGED DRY DOG FOOD	46.7	75.9	29.1	19.7	24.2	4.4
PACKAGED MOIST DOG FOOD	39.0	78.1	29.7	20.9	31.3	1.0
DOG BISCUITS OR TREATS	27.4	56.8	48.4	38.4	24.2	4.8
CAT BOX FILLER	29.3	56.8	28.0	26.7	42.7	16.6



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